

We Transformed Contest Letter to District 7070 Rotary and Rotaract Club Presidents

Revised October 1, 2018

To: All District 7070 Club Presidents

cc: District Advisory Board and Council
Assistant Governors

Here is an opportunity to increase our positive Rotary Public Image in your Club and throughout our District 7070 with a Rotary Public Image contest called "WE TRANSFORMED".

Why a Positive Public Image for Your Club?

When your Rotary Club has a positive public image, your current members are motivated to be active and prospective members are eager to join your club.

Why Now?

With the national advertising being done by Rotary International, before, during and after the International Convention in Toronto, combined with the new Member Leads Program, we are receiving the following requests from the public:

"What Is Rotary?"

"How do I find out more about Rotary?"

"Where and how do I join?"

Thanks to the detailed work done by our District Membership Committee, perspective members are being sent to your Rotary Club in your community.

One of the first places they go to find out about Rotary in your community, is to your Rotary Club website and your Rotary Club social media sites.

The Importance:

It's important that all of our clubs in District 7070 have websites and social media pages and apps that are up to date and show our clear and consistent Rotary Story, using our current logos and brand image.

Our strong positive Rotary brand image brings awareness, inspires and unites us all to show the world that we are **Inspired**, that we are **People of Action** and that we have **Transformed**.

That is why we are having our Rotary Public Image contest called

"WE TRANSFORMED"

Has your club Transformed? Have you Transformed? This is your opportunity.

Here are the Contest Details:

Contest is open to all **Rotary, Rotaract, Interact and Earlyact Clubs** in District 7070.

Note to Rotary Club Presidents who sponsor Rotaract, Interact and earlyact Clubs: please ensure that they know that they are eligible to win.

Contest Dates: November 1, 2018 through May 31, 2019. (We are giving your club some time to get everything set up)

Draw Date: to take place and winners will be announced in early June 2019.

The Prize: \$ 500.00 towards your club's local or international service projects.

We will draw for THREE WINNERS OF \$ 500.00 each in early June , 2019

How Do We Win?

It's the TEN STAR contest. Earn as many STARS as you can. Each STAR is one ballot.

I wonder how many "TEN STAR" Clubs we can have in District 7070.

How Do We Earn STARS?

You will get a STAR for each of the following public image initiatives:

1. By December 1, 2018, your Club has a Public Image Chair **and** an actively functioning Public Image Committee and you have published the name of your Chair and the Committee members in Clubrunner, as one of your Committees for 2018-19.
2. Your Club Website or your Club's Primary Social Media Page includes:
 - The new Rotary Logo

PLUS

 - either the current "Be Inspired" Theme logo
 - OR one or all of the "People of Action" photos with the appropriate current Rotary logos
 - **Note:** *Not all clubs use their club website as their primary contact with the outside world. This is most prevalent with the 'younger' Rotarians who use social media such as Facebook, or Twitter as their primary contact page. That is why this is an either / or situation.*
3. On Your Website/Primary Social Media Page **and** on your Facebook Page – Tell everyone who YOU are and where and when you meet. Items to include:
 - where and when you meet, with a map AND
 - your executives are listed including your president elect AND

- the name of a contact person in your club and their contact info with an active response time for inquiries of 2 business days (if you receive a question or a “please contact me”, then you have 2 business days to respond) (Note: The Committee will be checking)
4. On Your Website/Primary Social Media Page **and** on your Facebook Page, you will include
- these items :
- your next month’s speakers are listed **and** it includes a paragraph description, if clicked on about the speaker and the topic
5. On Your Website/Primary Social Media Page
- Publish at least one District Event (such as the Rotary Foundation Walk, the District Conference, the District Assembly, or even the Rotary International Convention in Hamburg) **AND** provide a link so your members can sign up and register
6. Your Club has a Facebook Page **PLUS** one “other” social media app (such as Twitter,
- Instagram, LinkedIn , Snapchat, etc) . On each of the two social media pages, you
- have included:
- your club name and club logo (make sure it is the new one) and the current Rotary theme "Be Inspired" logo
 - a paragraph telling Who you are and What you do
7. Your Club has a Facebook Page **PLUS** one “other” social media app (such as Twitter,
- Instagram, LinkedIn , Snapchat, etc) you will include:
- a photo (with a caption or a story) involving at least one of your service projects or one of your fun and fellowship events, 6 times, between November 1, 2018 through to May 31, 2019 (we are giving you a chance to ramp up, and in some cases, we recognize that some of your events are not spaced out one per month)
8. On Your Facebook Page and on your “Other Social Media” Pages:
- Promote Your Club - publish photos and stories about Rotary and your Rotary club **and** engage the community to **like** your posts and **encourage comments**
 - Post at a **minimum of every two weeks** starting on November 1, 2018 through to May 31, 2019 (we are giving you a chance to ramp up, and in some cases, some of your events are not spaced out one per month) . Hint: You may want to share what is being posted on the District 7070 Facebook Page and the District 7070 Twitter account, and put a local spin on it for your community
9. Your print material (posters for events, banners, t-shirts) has the current Rotary logo
- To earn this star, send in a photo of your banners , t-shirts, hats, etc to the Public Image Committee (attn dave.f.andrews99@gmail.com)

10. Your club is utilizing the People of Action templates on your Club Website / Your Primary

Social Media Page and on your Facebook Page (take a picture and send it in to the Public

Image Committee (attn dave.f.andrews99@gmail.com) to earn this star)

You can earn stars / contest entry ballots EARLY starting on October 1, 2018 .

Note: Some clubs may have already have earned some stars. That is why we will start on October 1, 2018.

After the Committee tabulates all of stars for each club, the Draw will take place and the winners will be announced in early June 2019.

Here is how to earn your stars :

For each STAR that you want to receive, please send a link or a photo to the Public Image Committee (attn dave.f.andrews99@gmail.com) . The awarding of your stars will be determined by the District Public Image Committee.