



ZONE 25B/29 INSTITUTE 2023
DISTRICT PUBLIC IMAGE COMMITTEE SESSION
OCTOBER 20, 2023



DISCUSSION TOPICS

- Rotary public image – overview of results from 2023 Awareness & Understanding study
- Telling our stories – People of Action messaging and materials
- Resources for enhancing public image
- Tips and tricks for making public image a priority

**A BRAND IS MORE
THAN A LOGO.**

ROTARY'S BRAND

IS MUCH BIGGER THAN ITS WHEEL.

IT'S A PERCEPTION.

**IT'S HOW OTHERS THINK ABOUT US,
NOT JUST HOW WE SEE OURSELVES.**

Public Image – What is Ours?

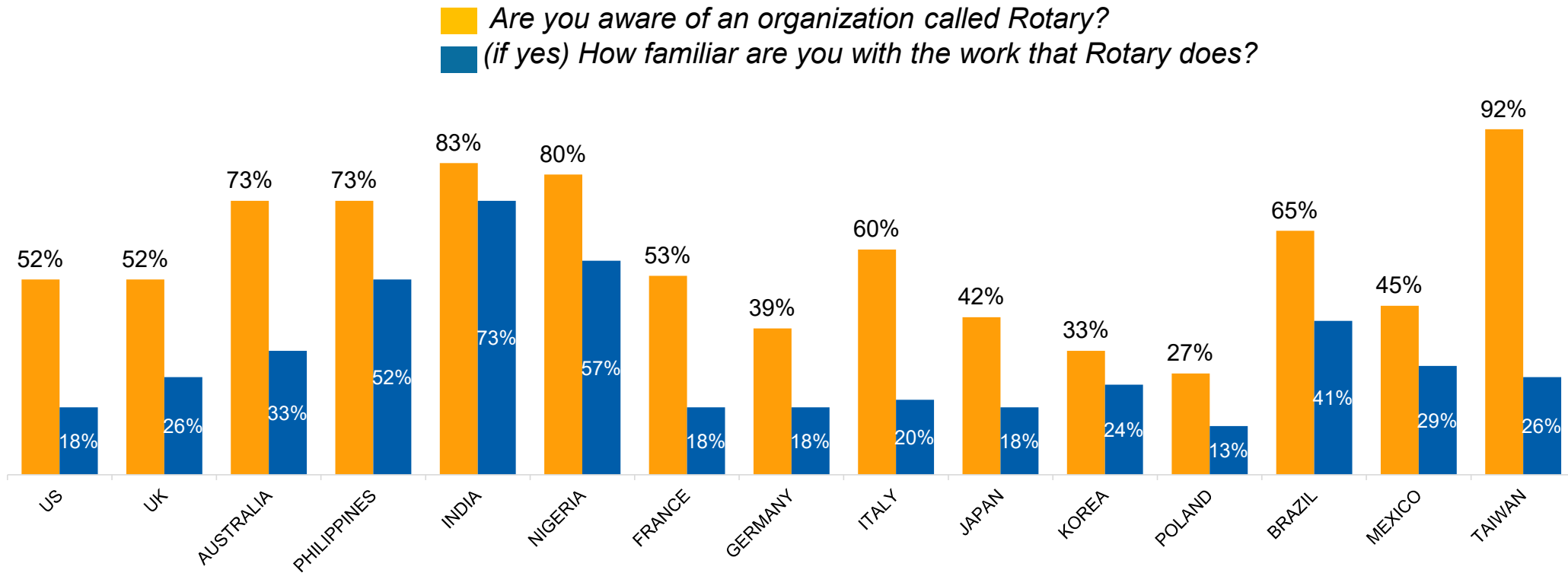
While many people have heard of Rotary, understanding of who we are and what we do varies



Source: Rotary Global Public Image Research, January 2023

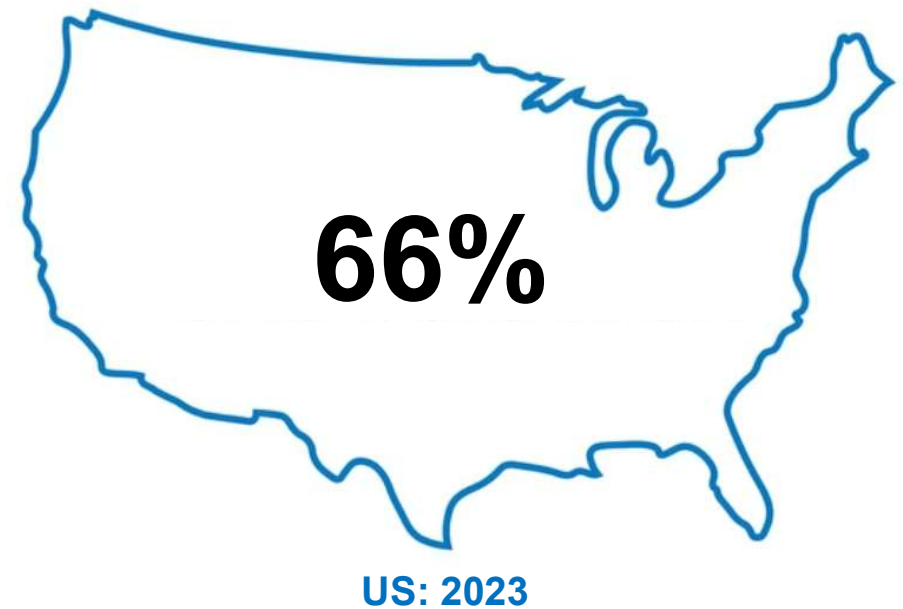
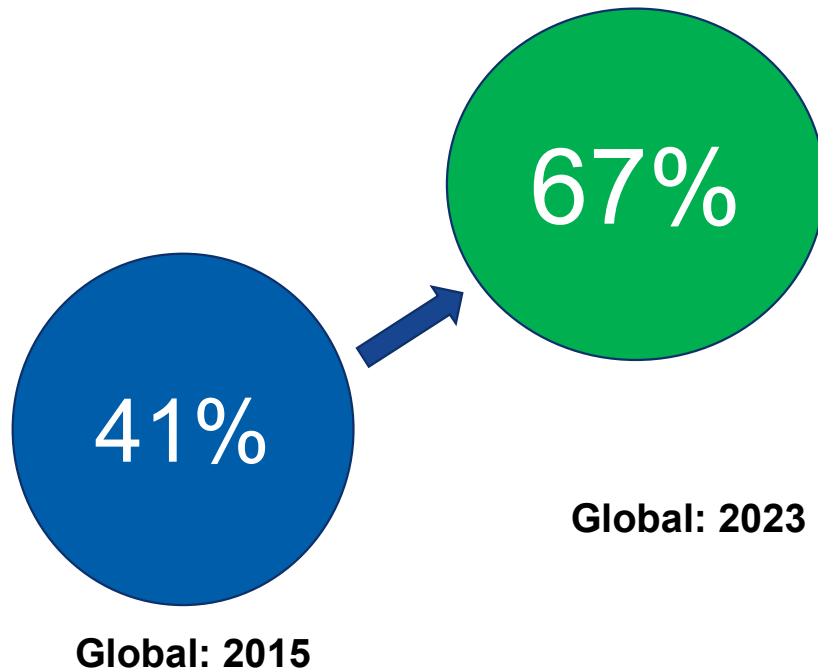
Awareness and Understanding

- Awareness of the Rotary brand has remained consistent over the years, averaging at 58% across markets, with distinct regional variations
- High brand recognition does not always correspond to high understanding



Public Awareness of Local Rotary Clubs

➤ Awareness of **local Rotary clubs** has increased by **26%** since 2015

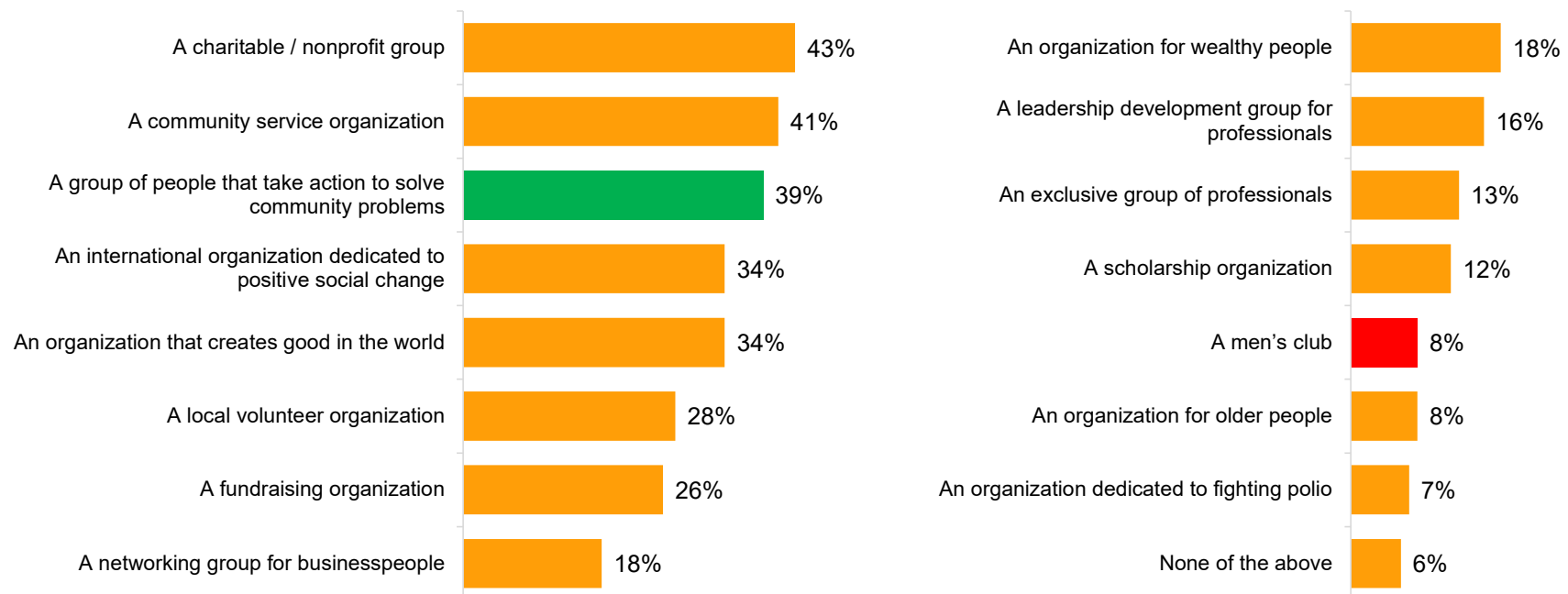


Q10: Are you familiar with the following Rotary offering – local Rotary Clubs?

Source: Rotary Global Public Image Research, January 2023

Aided Understanding of Rotary

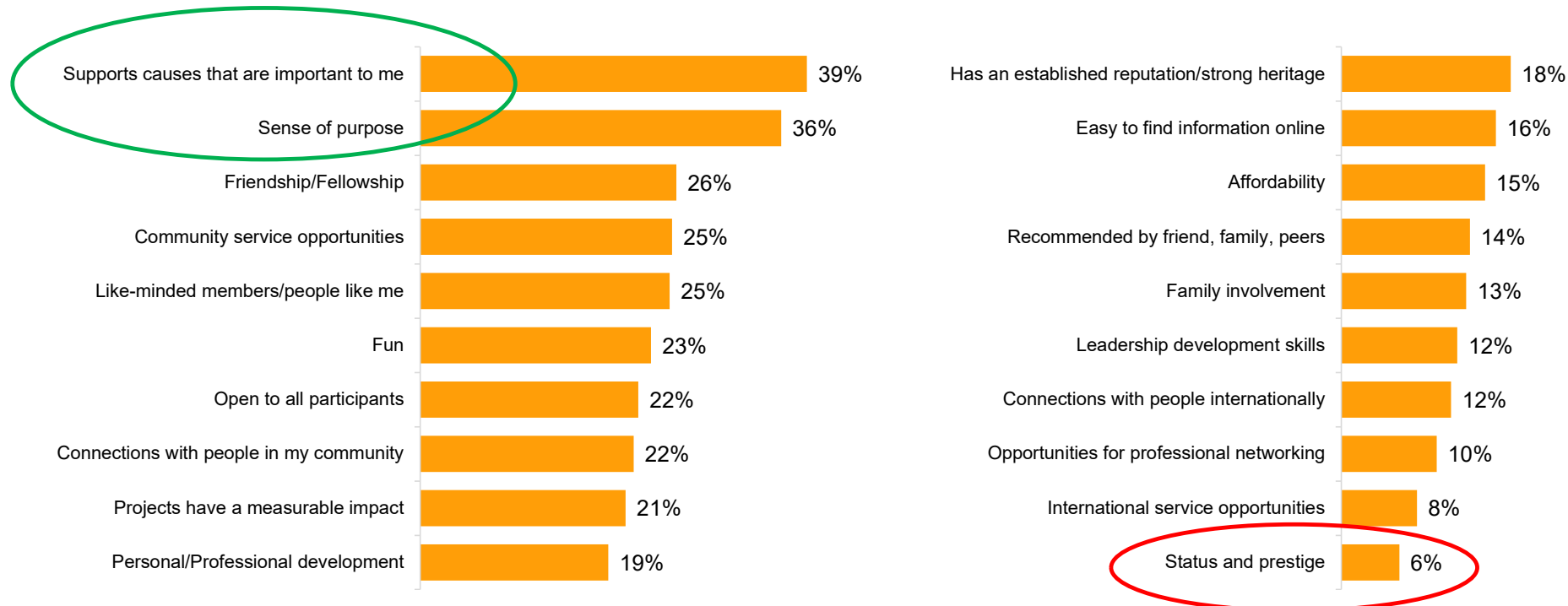
- Consistent with past findings, when prompted with potential descriptors of Rotary **“Charity”, “Community Service”** rise to the top
- More so than in the past, participants associate Rotary with **“People who take action”** and less as **“A men’s club”**



Q9. Based on what you know, or may have heard about Rotary or Rotary Clubs, which of the following describes your understanding about the organization?
 Base : Among those aware of Rotary (n = 3849)

Important Attributes When Joining a Non-Profit Organization

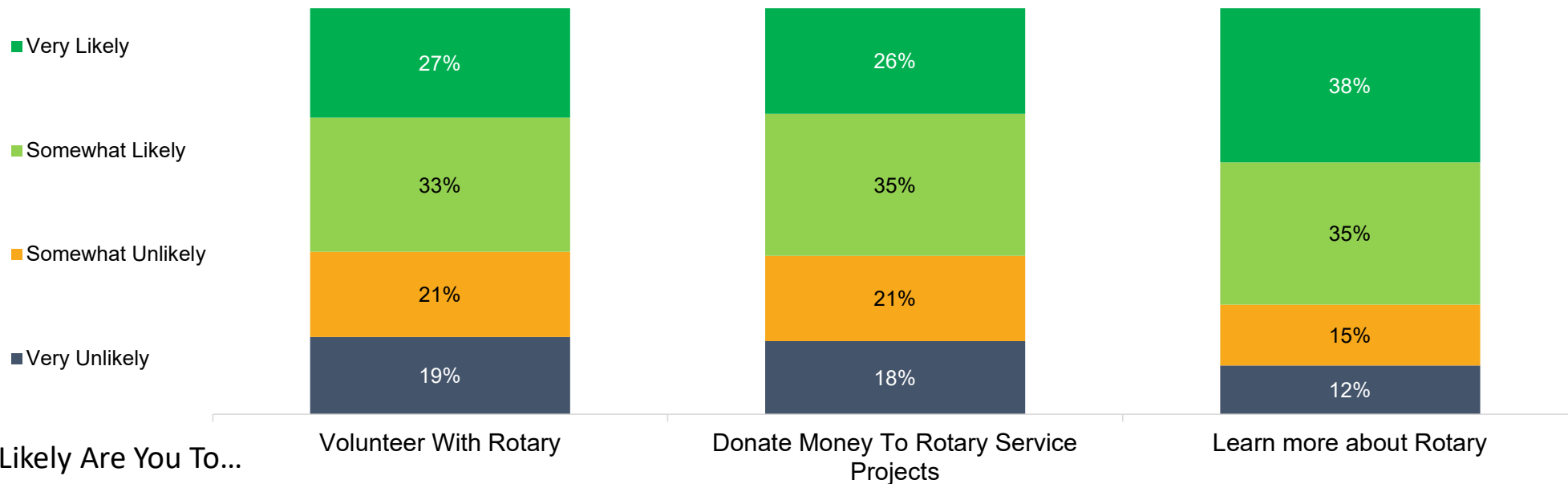
- 'Supporting causes that are important to me' and 'sense of purpose' are the driving factors
- While Rotary often is associated with "Status and Prestige", these are not important attributes to those interested in joining non-profit service organizations



Q2. When you consider joining a non-profit service organization, what attributes are most important to you?
Base : Total (n = 7520)

Those familiar with Rotary are open to engaging

- Almost three in four are receptive to **learning more**
- Three in ten are very/somewhat likely to get involved through **Volunteering and Donating**

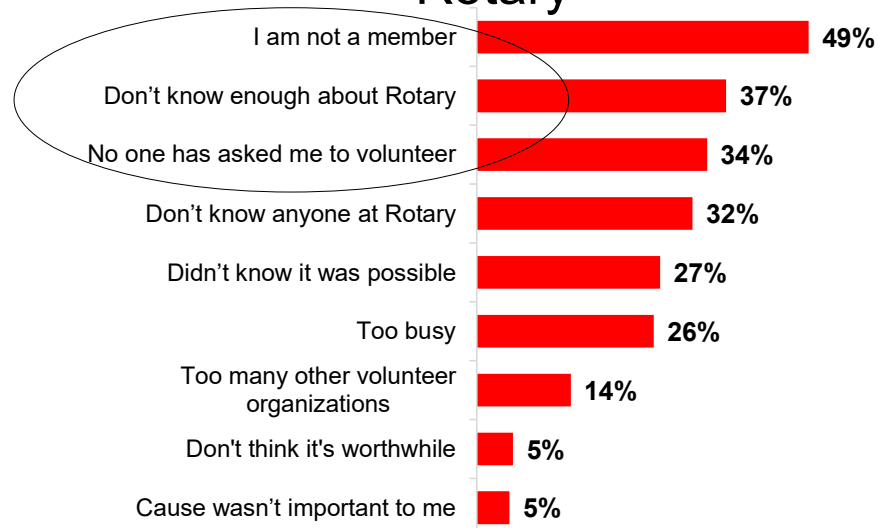


Q12: How likely are you to:
Base : Among those aware of Rotary (n = 3849)

Reasons for not volunteering or donating

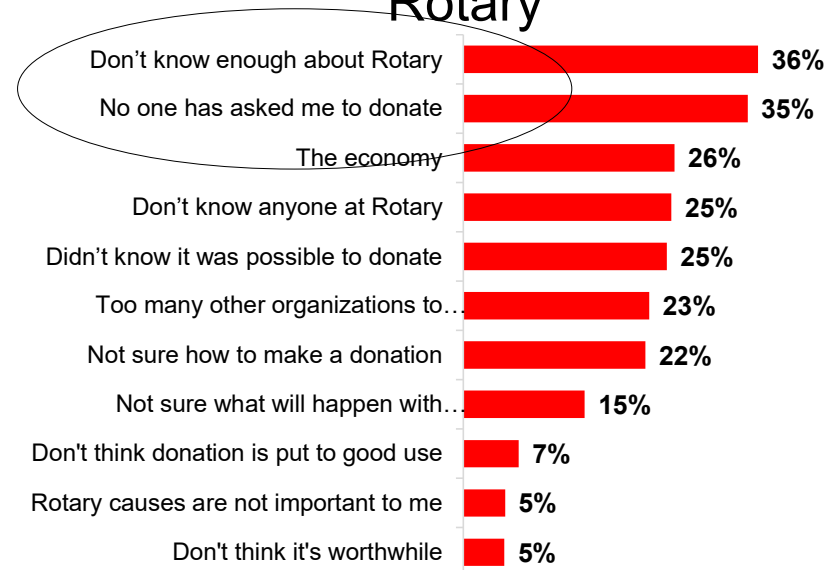
- If people knew more about Rotary and/or were asked to volunteer or donate, many would be likely to do so

Reasons for not volunteering with Rotary



Q13b: You mentioned that you have not volunteered with Rotary.
Which of the following reasons are your main reasons for not volunteering with Rotary?

Reasons for not donating to Rotary



Q14b. You mentioned that you have not donated money to Rotary. 10
Which of the following reasons are your main reasons for not donating money to Rotary?

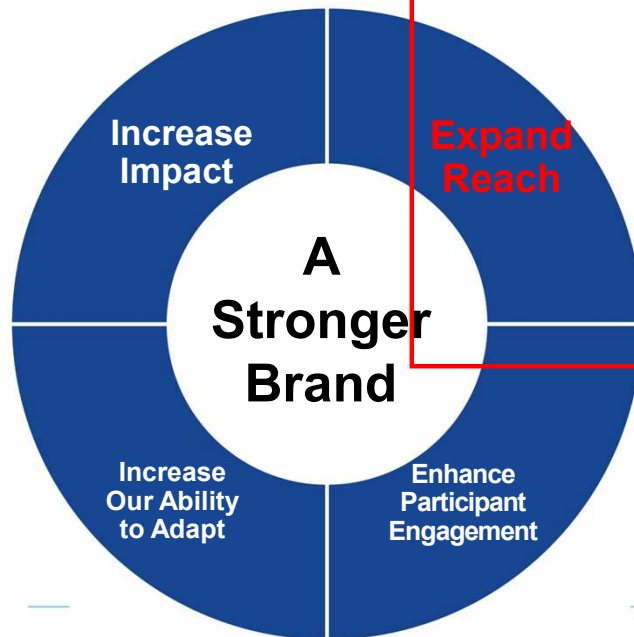
FOR DISCUSSION:

How can these findings
inform your work as public
image chairs?

A Key Pillar of our Action Plan

- **Eradicate polio** and leverage the legacy
- **Focus our programs** and offerings
- Improve our ability to achieve and **measure impact**

- **Build a culture** of research, innovation and willingness to take risks
- **Streamline governance**, structure and processes
- **Foster more diverse perspectives** in decision-making



- **Build awareness of our impact and brand**
- **Grow and diversify membership** and participation
- **Create new channels** into Rotary
- **Increase our openness** and appeal

- **Support clubs** to better engage members
- Deliver value through **participant-centered approach**
- **Offer new opportunities** for personal and professional connection
- **Provide leadership development** and skills training

Objective

Increase public awareness of Rotary – our **impact and brand**



Strategy

Leverage our 1.4M members to raise Rotary's public image connecting with the community, increasing club visibility and sharing stories of impact



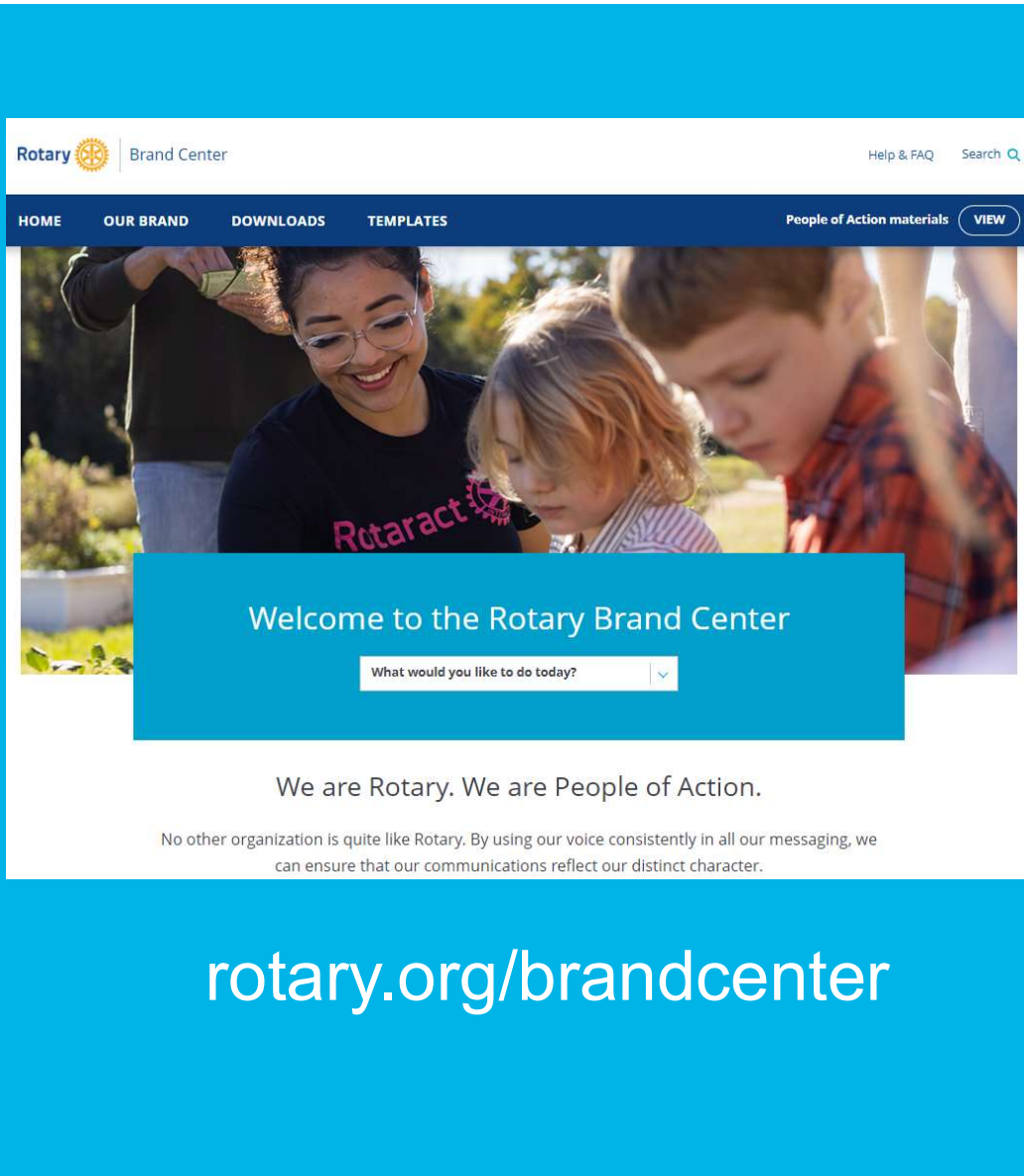
PEOPLE OF ACTION

MORE THAN AN ADVERTISING CAMPAIGN

- Positions Rotary members as **People of Action**
- Designed to **narrow the gap** between awareness and understanding
- **Relies on clubs** to tell their stories

RESOURCES YOU CAN UTILIZE

- Ads: print, outdoor, digital, radio
- Videos: 90, 30, 15, 10sec
- Templates: print, digital, social
- Roll-up banners
- Photo library
- Guidance



The image is a screenshot of the Rotary Brand Center website. The page has a blue header with the Rotary logo and 'Brand Center' text. Below the header is a navigation bar with links: HOME, OUR BRAND, DOWNLOADS, and TEMPLATES. On the right of the navigation bar, there is a link for 'People of Action materials' and a 'VIEW' button. The main content area features a large photo of a woman and two children. Overlaid on this photo is a blue box with the text 'Welcome to the Rotary Brand Center' and a search bar that says 'What would you like to do today?'. Below this, the text reads 'We are Rotary. We are People of Action.' followed by a paragraph: 'No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.'


rotary.org/brandcenter


PSA CAMPAIGN

- Launched in the U.S. March 2020
- TV, radio, print, outdoor
- People of Action assets
- Unique url: rotary.org/action


**Estimated
media value:
\$28.6
million**

PSA Download Center


Rotary


psadirector
 for faster downloads click here.

Campaigns TV Radio Print Houston TV Download basket (0)




Zero Dose Children

On World Polio Day, October 24, and year-round, help Rotary raise awareness about the importance of vaccination efforts to reach all children everywhere, including zero-dose children who have not been immunized against polio and other preventable diseases.


Increasing awareness about the power of vaccines and closing immunization gaps could protect millions of people worldwide from vaccine-preventable diseases.

For 40 years, Rotary and its partners have delivered vaccines globally. In your neighborhood and around the world, Rotary is ensuring children grow up safe from preventable diseases.




We Are Rotary - US

We are problem solvers, opportunity creators, and change-makers. We are Rotary. Around the world, our network of 1.4 million neighbors, friends, and leaders volunteer their skills and resources to solve issues and address community needs.



Rotary Responds

During these extraordinary times, and for over one-hundred years, Rotary responds by working together and taking care of our communities. Rotary unites people of action from all continents and cultures to deliver real, long-term solutions to our communities' most persistent problems, finding new, effective ways to enhance health, stability, and prosperity across the globe.



People of Action

Plowshare's Download Center
for broadcast-ready assets


Search

Downloads (122) Templates (19) Site (42)


Filter Asset Type Asset Subtype Campaigns Keywords Region Reset all filters

1 - 100 of 122 items found View other language assets


Asset Type: Videos Asset Type: Audio Campaigns: People of Action Clear all filters




Power in Our Connections (no voice-over, 30 seconds, 16:9)




Power in Our Connections version 3 (15 seconds, 16:9)




We Are Rotary (15 seconds, 9:16)




We Are Rotary (regionalized, 15 seconds, 16:9)




We Are Rotary (regionalized, 60 seconds, 9:16)



Power in Our Connections (regionalized with subtitles, 30 seconds, 9:16)



POA Melbourne (no subtitles, 30 seconds, 9:16)



Rotary Responds (with subtitles, 30 seconds, 1:1)

Brand Center for assets for use in
social, digital and other channels































Plowshare's Download Center

Site link

<https://dlc.plowsharegroup.com/>

DOWNLOAD CENTER

Broadcast Media 
for faster downloads click here.

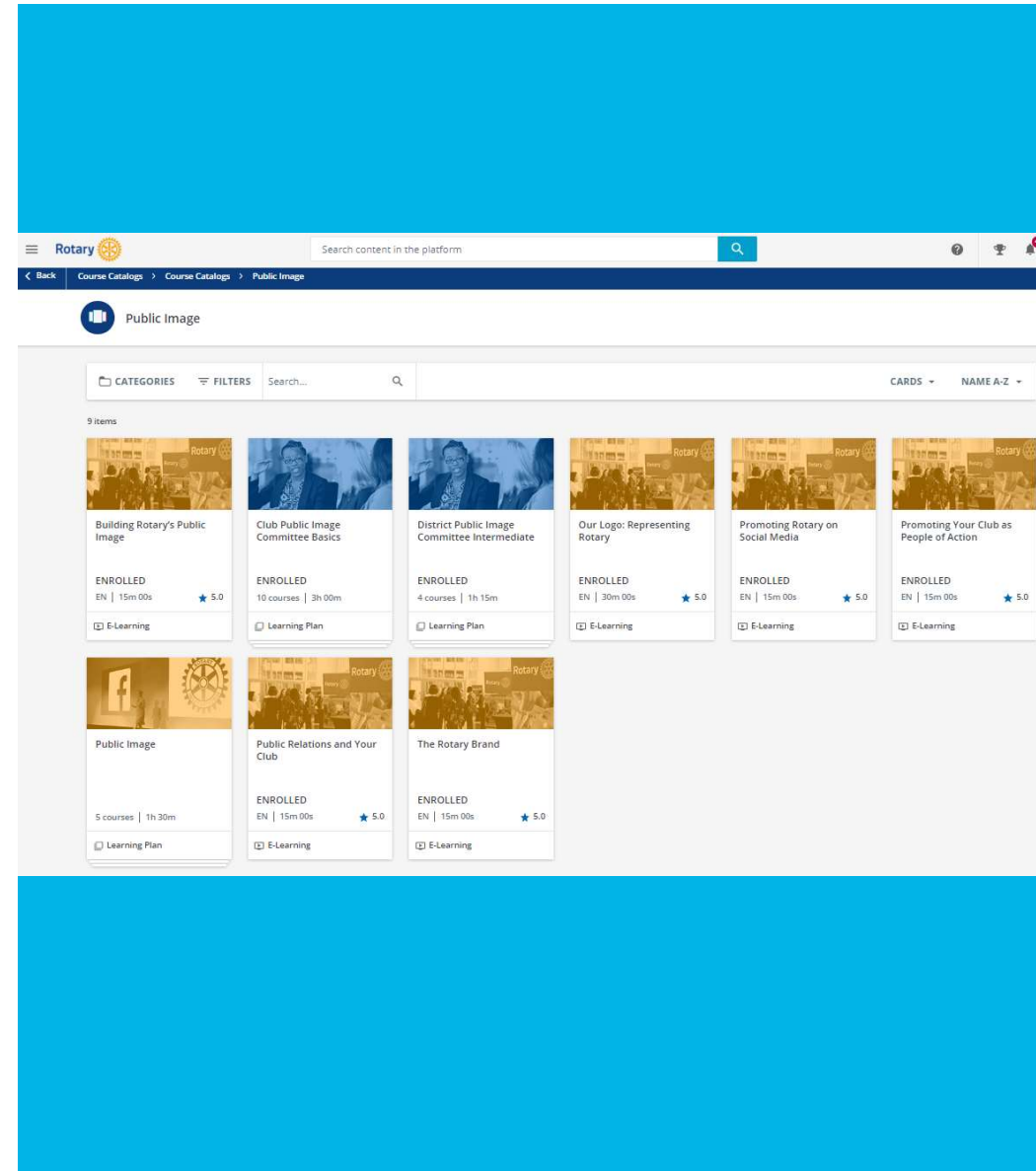
 American Red Cross	 Amyotrophic Lateral Sclerosis (ALS)	 Be The Match	 Best Friends Animal Society	 Blue Project Foundation	 BrightFocus - Alzheimers	 BrightFocus - Vision Loss
 CDC: Tips From Former Smokers Campaign	 Feeding America	 First Responders Children's Foundation	 First Tee	 G.R.O.W.T.H. Initiative	 Habitat for Humanity Brand Campaign	 HRSA - Poison Control
 Lymphatic Education & Research Network	 Make-A-Wish Foundation	 Milton Hershey School	 Welcome to Obesity, USA	 Ronald McDonald House Charities®	 Rotary International	 St. Jude Children's Research Hospital
 Skin Cancer Foundation	 Susan G. Komen	 Travis Manion Foundation	 US Department of Veteran's Affairs	 US Marines	 USO	 World Wildlife Fund
 Wounded Warrior Project	 YMCA					

FOR DISCUSSION:

How can we inspire clubs to include these ready-made resources in their communication efforts and expand their reach across promotion channels?

COURSES & LEARNING PLANS

Training modules and learning plans provide knowledge framework



BRAND NEWS

Rotary's e-newsletter with ideas for strengthening Rotary's brand sent to 200K+ Rotary leaders each quarter

If you'd like to be added to the distribution list, please email PR@Rotary.org

Ideas for strengthening Rotary's brand



Brand News

March 2023

Making Rotary's public image a priority

As a Rotary public image advocate, you help others understand who we are and how we make a difference. Publicizing your club's efforts and sharing the impact you make helps attract members, volunteers, and donors. Thank you for making public image a priority and strengthening Rotary's brand.

Rotary  Brand Center

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[HOME](#) [OUR BRAND](#) [DOWNLOADS](#) [TEMPLATES](#)

[People of Action materials](#) [VIEW](#)



FOR DISCUSSION:

What are some tips and tricks for making public image a priority in your district?

TIPS and TRICKS

For making public image a priority in your districts:

- Ensure clubs appoint public image chairs
- Assess their public-facing materials
- Use the resources in the Brand Center
- Promote their members as People of Action



What's your story?

By the numbers

63%

Clubs with PI
chairs

27%

Clubs with PI
chairs

Data source: Rotary Business Objects report, as of 10/18/2023

By the numbers

Zone
25B

385 clubs
241 PI chairs

Zone
29

1040 clubs
284 PI chairs

Data source: Rotary Business Objects report, as of 10/18/2023