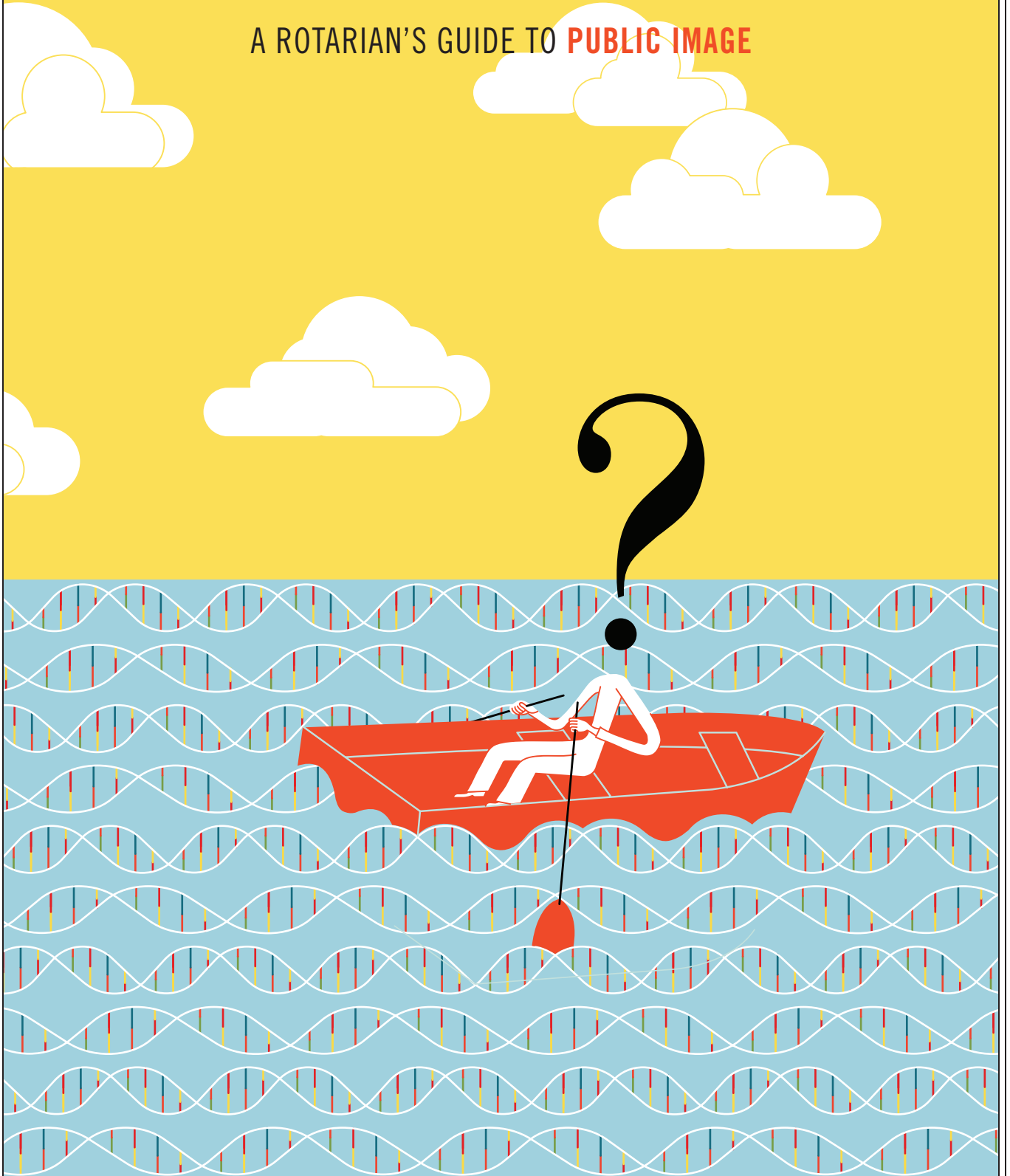


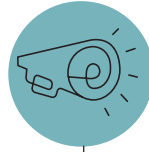
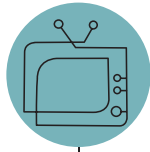
A ROTARY PRIMER

GLOBAL OUTLOOK

A ROTARIAN'S GUIDE TO **PUBLIC IMAGE**



MEDIA FOR YOUR MESSAGE



PRINT ADVERTISING

RADIO AND TV ADS

OUTDOOR ADVERTISING

INTERNET MARKETING

PRESS RELEASES/ PUBLICITY

PRESENTATIONS/ SPECIAL EVENTS

What you use it for

Publishing visual, often detailed, content in newspapers and magazines

Telling short and engaging stories, often with actors

Broadcasting direct, often large-scale, messages to passersby

Reaching Internet users while they e-mail, search, and read news

Giving news outlets a pre-written story about your event or service

Building excitement and inviting the media to share your message

Advantage

You can write and design your message exactly as you want readers to see it.

You can use stations' listener and viewer profiles to target your audience.

Ads in high-traffic areas can reach a large, varied audience.

Low-cost web ad services help you quickly reach your target audience.

News media coverage adds significant value to your message.

Direct, personal contact helps you engage your audience.

Disadvantage

Large, frequently run ads can be expensive and reach a limited audience.

Production costs and airtime can be expensive.

The content of your message is limited to a few words and images.

Users may ignore paid search ads or see frequent e-mail as intrusive.

Even the best press releases don't guarantee news media coverage.

Technical issues or poor weather could interfere with your event.

What you'll need

Digital image file, size of ad, list of target publications

Digital audio or video recording, length of ad, list of shows

Short, powerful message, list of outdoor advertisers, relevant sites

E-mail list or news feed, subscribers, list of search keywords

Prewritten news story, follow-up contact info, list of media contacts

Location, date, equipment, volunteers to run the event

Tip

Try to negotiate discount (non-profit) rates or extra benefits.

Request reduced rates or free airtime for public service announcements.

Add a call to action, such as making a phone call or sending an e-mail.

Don't send unsolicited e-mail; ask users to subscribe to your content.

Follow up with a phone call or e-mail to the reporter or news agent.

Schedule events early in the day to get same-day news coverage.

Where to start

Download print ads at www.rotary.org/humanityinmotion.

Order Humanity in Motion public service announcements at shop.rotary.org.

Learn to customize billboards at www.rotary.org/humanityinmotion.

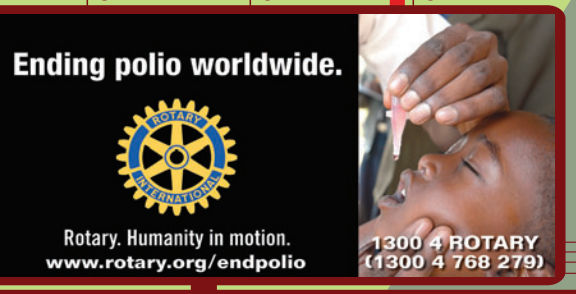
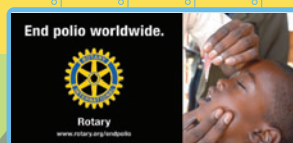
Download Internet ads at www.rotary.org/humanityinmotion.

Purchase *Effective Public Relations: A Guide for Rotary Clubs* at shop.rotary.org.

E-mail pr@rotary.org to learn how to light a landmark for Rotary's anniversary, 23 February.

THINK GLOBALLY, ACT LOCALLY

Adapt Rotary ads to your community. In a world full of different faces, languages, and communication styles, localizing Rotary's message is crucial to attracting new members and raising funds. See how clubs and districts around the world began with the same billboard and made it their own.



- From top: Original billboard.
- Image swapped (Egypt).
- Celebrity endorsement (Taiwan).
- Message translated (Mexico).
- Local contact added (Australia).
- Local community mentioned (USA).

Several years ago, the business website Forbes.com praised Nike for its US\$100 million endorsement deal with Tiger Woods, saying, “No company has capitalized on the appeal of the good-looking, clean-cut, articulate, scandal-free golf whiz more than Nike.” But in 2009, when Woods’ marital problems morphed into a public scandal that tarnished his good-guy image, experts speculated that Nike’s brand could get dragged into the sand trap with him.

Although Nike’s “swoosh” appears to have weathered the public relations storm, it likely will be a long time before a company aligns its fortunes so closely again with a single celebrity.

Fortunately, the Rotary brand isn’t built on the fragile footing of a paid spokesperson. It stands on a solid foundation – a reputation for humanitarian service and relationships established over time by more than 1.2 million club members. Yet, because Rotary doesn’t have the global recognition of a Nike or Tiger Woods, it cannot rest in its branding efforts.

“If you don’t craft your brand, the public will craft it for you,” says RI Director John T. Blount, of the Rotary Club of Sebastopol, California, USA. “We have to be at the forefront of establishing our brand.”

Noted marketing strategist Al Ries agrees: “Brands are words and their associated concepts that exist in the minds of consumers.” Ries, who with his daughter Laura wrote *The 22 Immutable Laws of Branding* and four other books about marketing, explains that “branding is the process of putting those words in the mind. When marketing people say, ‘The consumer owns the brand,’ that is literally true.”

“To most of the people in the world, Rotary has little or no identity,” says RI Vice President Thomas M. Thorfinnson, of the Rotary Club of Eden Prairie Noon, Minnesota, USA. “We want and need the general public to see the Rotary name and

BRAND AID

HOW TO AVOID AN IDENTITY CRISIS

By Paul Engleman

logo on a regular basis and to see them in a context of our active involvement as humanitarians making a difference. Branding is all about having a positive public identity that instantly comes to mind when someone sees our name and our logo.”

Although the process of branding may sound like a high-level concept best left to professionals in media relations and marketing, Thorfinnson emphasizes the simplicity of communicating and reinforcing Rotary’s message. “At the club and district levels, all of us can place the Rotary gearwheel and Rotary name front-and-center at meetings, project sites, and programs. Too often, with activities such as Rotaract, Interact, Rotary Youth Exchange, RYLA [Rotary Youth Leadership Awards], and Rotary Foundation projects, we fail to prominently display our name and logo.”

Branding starts with Rotarians, he says. “Don’t forget to wear your Rotary lapel pin. We are in an amazing organization. Help develop



our brand image by wearing our logo and passing on the word: Rotarians build relationships and serve humanity.”

Blount echoes Thorfinnson’s belief in the value of relationships in maintaining the Rotary brand. “We have boots on the ground in every community in the world. Organizations such as the Bill & Melinda Gates Foundation, the World Health Organization, and Engineers Without Borders are eager to join with us in our endeavors because they understand who we are, what we stand for, and what we can accomplish.”

Rotary’s relationship with Northwestern University, which is located a few blocks from RI headquarters in Evanston, Illinois, USA, led to valuable marketing assistance from the university’s Medill School of Journalism. A group of graduate students in an integrated marketing class studied Rotary and its history, and after careful analysis, they identified steps it should take to strengthen its brand for the future.



Rotary faces “an interesting challenge,” says associate professor Paul Wang. “It’s a classic case of needing to protect and preserve core membership while attracting younger people to the organization.”

One of Wang’s students, Kelsey Horine, sounds a cautionary note: “Rotary is an undeniably strong brand. However, what it means to Rotarians and what it means to the general public seem to be two very different things. Rotary almost has two brands – one for people who have a relationship with the organization and one for people who don’t. This can cause the overall brand of Rotary to tarnish.”

Another student, Stacy Lynn Ptacek, points to Rotary’s “strong and established roots” and notes that although the organization was founded on a business platform, it has been sustained by its charitable work. “Rotary’s diverse network of autonomous clubs allows it to make humanitarian changes and improvements on both a global and local level,” she says.

The Northwestern project focused mainly on Rotary’s marketing agenda in North America. On the international stage, there may be no one who understands the challenge of branding Rotary better than RI Treasurer K.R. Ravindran, of the Rotary Club of Colombo, Western Province, Sri Lanka. Six years ago, when his country was devastated by a tsunami that killed about 40,000 people, club members in District 3220 immediately provided humanitarian assistance. According to Ravindran, the vital role that Rotarians played in the recovery effort enhanced the Rotary brand.

“We Rotarians knew we needed to do something substantial,” Ravindran recalls. “We decided that we would build high-quality schools to replace some of those that were destroyed. In just 36 months, we completed 20 schools at a cost of \$12 million. We enabled 15,000 children to go back to better schools than the ones they had before.”

Rotarians received financial support from a bank, which donated \$1 million and paid for full-page newspaper advertisements to announce the opening of the schools through the Schools Reawaken project. Says Ravindran, “Each time a new school was ceremonially opened, we had a full-page nationwide advertisement not only giving the public details of the school but also proclaiming proudly, ‘Rotarians keep their promise.’”

That was a statement most nongovernmental organizations (NGOs) were not able to make, Ravindran says. “NGOs from all over the world made many promises and undertook many projects, but only a handful truly delivered. Rotary delivered, and its fame spread. When our frustrated government assembled various donors to evaluate the progress of projects undertaken by these NGOs, they invited Rotary to make a presentation and explain how to run a big project, efficiently and cost-effectively.”

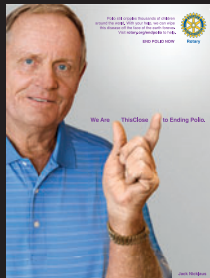
Ravindran urges Rotary clubs to think big in planning their projects. “When we do projects that are small and fragmented, they do not leave a strong enough impact on the lives of communities,” he says. “It is better for clubs to combine efforts and do a substantial project. Each city should have at least one flagship project for its community.”

His comments about the importance of highlighting Rotary’s accomplishments underscore the need for Rotarians to accept credit for the work they do. Although modesty may seem like a virtue, it does little for the organization as a whole.

Thorfinnson agrees: “No longer can we sit back and assume that our good works will speak for themselves.” Branding begins with individuals, he explains, and its success leads to increased membership and, ultimately, to more good works.

Says Ravindran: “We all agree that the Rotary logo should represent humanitarian service. But to achieve that, we need the world to recognize that we are the premier organization for outstanding humanitarian service.”

Rotarians and clubs can help build the Rotary brand using resources on the RI website. The Public Relations section has a variety of promotional materials for download. Rotarians can access public service announcements for TV, radio, print, Internet, and outdoor media such as billboards as part of Rotary’s global public image campaign, Humanity in Motion. Visit www.rotary.org/humanityinmotion.



STAR POWER ENDING POLIO WITH A LITTLE HELP FROM OUR FRIENDS

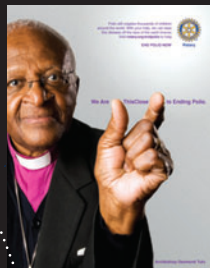
Rotary International's "We Are This Close to Ending Polio" campaign is a collection of regional visual and audio public service announcements (PSAs) that appeal to communities around the world. The local and international figures who have volunteered their images and voices include eight polio survivors and four celebrities from countries that are still polio endemic.

- (1) Calvin Borel**
Born: St. Martin Parish, Louisiana, USA
Professional jockey and three-time Kentucky Derby winner
- (2) Jack Nicklaus**
Born: Columbus, Ohio, USA
Professional golfer and polio survivor

- (3) Queen Noor of Jordan**
Born: Washington, D.C.
Humanitarian and peace advocate
- (4) Marvin Hamlisch**
Born: New York City
Award-winning composer and conductor
- (5) Ziggy Marley**
Born: Kingston, Jamaica
Singer, songwriter, musician, humanitarian

- (6) Isabel Allende**
Born: Lima, Peru
Author and humanitarian
- (7) Jane Goodall**
Born: London
Primatologist and humanitarian
- (8) Eddy Merckx**
Born: Meensel-Kiezegem, Belgium
Professional cyclist and racing champion

- (9) Zeynab Abib**
Born: Abidjan, Côte d'Ivoire
Pop singer and UNICEF goodwill ambassador
- (10) Angélique Kidjo**
Born: Ouidah, Benin
Singer and Grammy Award winner
- (11) Nwankwo Kanu**
Born: Owerri, Nigeria
Professional soccer player



(12) Dan Maraya Jos

Born: Bukuru, Nigeria
Folk musician and Rotary's ambassador for polio eradication in Nigeria

(13) Staff Benda Bilili

Formed: Kinshasa, Democratic Republic of the Congo
Music group of eight former street performers, five of whom are polio survivors

(14) Archbishop Emeritus Desmond Tutu

Born: Klerksdorp, South Africa
Nobel Peace Prize laureate and polio survivor

(15) Hany Salama

Born: Cairo
Film actor

(16) Itzhak Perlman

Born: Tel Aviv
Violinist and polio survivor

(17) Mallika Sherawat

Born: Rohtak, India
Actress and model

(18) Amitabh Bachchan

Born: Allahabad, India
Actor and National Film Award winner

(19) Jackie Chan

Born: Hong Kong
Stuntman, actor, director

(20) Sue Jin Kang

Born: Seoul, Korea
Ballerina and Stuttgart Ballet principal dancer

To learn how to create a PSA using a celebrity in your area, visit www.rotary.org/humanityinmotion.



LONG STORY SHORT

You're in an elevator with a colleague who turns to you and asks, "What's Rotary?" With less than a minute to answer, what do you say? Senior leaders share some of their favorite Rotary talking points.

BY SUSIE MA

ANNE L. MATTHEWS, *Rotary Foundation trustee, USA*

Rotary is the most prestigious nonpolitical, nonsectarian service organization in the world. It's a little over 100 years old. Our purpose as Rotarians is to promote peace and understanding through a wide array of educational and humanitarian programs under the auspices of The Rotary Foundation. The heart and soul of the Foundation is to help people who are less fortunate all over the world.

JOHN F. GERM, *Rotary Foundation trustee vice chair, USA*

Rotary is a service organization dedicated to high ethical standards and promoting service projects to enhance the lives of people in the community and around the world. The purpose of Rotary is to improve lives through educational and humanitarian programs. Sometimes I take people who want to know more about Rotary to club meetings. I give them a copy of *The Rotarian* to let them read about what Rotary is doing.

ANTONIO HALLAGE, *RI director, Brazil*

Rotary is a worldwide organization of professionals with high ethical standards. We are involved in our communities with professionals and with youth.

WILLIAM B. BOYD, *Rotary Foundation trustee chair-elect, past RI president, New Zealand*

We exist to serve people. The best example of this is the polio eradication campaign. A lot of people you meet don't understand Rotary, so you need to make the point that it is a service organization with an international aspect. When I come through U.S. immigration and tell them I'm here on Rotarian business, they ask me, "Are you coming for business purposes?" I say, "No way. I'm a Rotarian. Rotary is a volunteer organization. I don't get paid to make speeches, and I'm not very good at it anyway."

KALYAN BANERJEE, *RI president-elect, India*

Rotary is a volunteer organization with 1.2 million business and professional leaders from around the world who get together in friendship, provide humanitarian service, and work for peace. They conduct projects to address challenges such as illiteracy, disease, hunger, poverty, lack of clean water, and environmental concerns. One of the cornerstones of Rotary is our firm belief in maintaining high ethical standards in our business, professional, and personal lives.

SAMUEL F. OWORI, *RI director, Uganda*

Rotarians believe in helping those who are less fortunate. We make acquaintances with good-quality people, people with good morals, people with influence. In business and professional life, Rotary is a big advantage. You meet people you ordinarily would not meet. You make an impact by promoting peace and understanding. Polio eradication is a big selling point. We need to leave the world a better place than we found it.

EKKEHART PANDEL, *RI director, Germany*

In Germany, Rotary is one of the biggest volunteer nonprofit service organizations. We have a lot of diversity in our clubs – diversity in gender, religion, profession, and business. Our worldwide network is very good at reacting to needs in less-developed countries. We do many projects in Africa since it is at our front door.

DONG KURN LEE, *Rotary Foundation trustee, past RI president, Korea*

Rotary gives you the opportunity to build relationships, but more important, it gives you the opportunity to contribute to society. Rotary means the chance to help those who are less privileged. Weekly meetings allow you to meet with friends, to think about others, and to make donations. Everyone needs this.