

# Rotary



## Strategies for Promoting Your Club

By spreading the word about Rotary's impact on the world, you will help your club:

- Raise awareness of its activities and Rotary's work
- Attract and engage members
- Increase contributions to The Rotary Foundation
- Garner partnerships, volunteers, and support for local projects

---

### Public Relations

---

**Projects that attract media attention often:**

- Meet a community need or coincide with a larger news trend
- Involve an international effort supported by your club or a club member
- Involve local youth or a prominent community member
- Highlight Rotary program participants or alumni and their experiences in an other culture
- Include activities that can be shown in compelling photos or video
- Incorporate innovative or unique components

Develop a public relations campaign: See the Rotary Public Relations Guide for tips, templates, and best practices

---

### Media Relations

---

**Cultivate relationships with local journalists**

Find out what types of stories they prefer, how they want to be contacted, the amount of lead time they need, and the information they would like to receive (e.g., news releases, background materials, photos, videos, interviews) regarding your club's projects.

## **Address a community issue**

Approach targeted media with timely stories about your club's work to address a community issue. Send individual emails to journalists that include:

- Data that demonstrate the matter's significance and the positive impact of your project
- Personal stories that underscore the impact of your work, such as a beneficiary or club member with a close connection to the issue
- Interview opportunities with project leaders, partners, or beneficiaries
- Compelling visuals to help tell your story, such as club members actively engaging with community residents or doing hands-on volunteer work
- A concise explanation of the story in the subject line
- A news release (if you choose to send one) pasted into the body of your email rather than as an attachment

## **Share media coverage**

Share media coverage on your club social media channels. If you have partner organizations, you can also collaborate on media outreach.

## **Handle a media crisis**

Refer to the Media Crisis Management Points document in the Brand Center (under Guidelines) for guidelines on how to handle a media crisis.

---

# **Marketing**

---

## **People of Action**

Look for opportunities to place "People of Action" ads in your local newspaper and on its website. Have your community's radio station air an ad. Ask media outlets if they offer no-cost placements.

Ask local stores if you can post print ads and posters or leave brochures.

Follow up with speakers, grant recipients, past sponsors and donors — anyone connected to your club — to let them know how to get involved in your projects and events.

Provide club members with materials to promote Rotary and your club.

You can use the customizable template in the Brand Center to create a brochure for prospective members.

## **Rotary lapel pins**

Encourage members to wear their Rotary lapel pins and talk about our organization

---

## **Social Media**

---

- Post content that is visually appealing and includes compelling statements about your club's activities.
- Share personal stories and news about club projects and events using the hashtag #PeopleofAction.
- Include quotes, photos, and videos from guest speakers (with their permission) and link to their social media pages.
- Keep your social media pages active by sharing content from Rotary International's channels or those of trusted partners.
- Encourage members to share your club's posts through their own social media accounts.
- Make sure your pages include up-to-date information and feature messages intended for the general public.

---

## **Events**

---

- Encourage your club to host one signature event each year to foster an ongoing awareness within the community
- Sponsor special events such as marathons, recycling efforts, and fundraisers for a Rotary project or program.
- Create exhibits for museums, city halls, or libraries.
- Plan and promote networking opportunities and other activities that exemplify the benefits of joining Rotary.

## Events -- Club Website

- Use images and videos that feature club members working together, having fun, and making a positive change within the community.
- Dedicate a section of your club's website to the public and encourage local organizations to link to it.
- Make it easy for community residents to support your club by including clear calls to action, including ways to donate, volunteer, or become a member.

Talk with your committee about other ways to promote your club, and work with club leaders to determine who will be responsible for its newsletter, website, social media accounts, marketing materials, and other communications.

---

## Your Club's Image

---

When your Rotary club has a positive public image, current members will be motivated and active, and prospective members will be eager to join. Work with your club membership committee to discuss whether any aspects of the club's image might deter potential members, and create a strategy to overcome these issues. Identify the professional groups or age demographics you would like to target, consider what would attract these prospective members, and determine which media are most likely to reach them.

### Refresh your club image

Work with club officers to decide how to brand your club, keeping these considerations in mind:

- Be sure your communications accurately represent the club experience. Ensure that club meetings live up to the expectations you've set. A vibrant club image won't boost membership if it doesn't reflect reality.
- Remind your members that they represent your club, and that everything they do contributes to the club's image. Their activities outside of Rotary are an opportunity to attract new members and promote your club's culture.
- Update your social media pages, club website, and blog to be more appealing. Make sure your contact information is easy to find.

You can download graphics and banners on Rotary's Brand Center.

## **Ask Club Members to Help**

Your membership base is a valuable resource for your committee. Involve members and past program participants in your public image efforts by having them spread the word about Rotary and your club's activities. Make sure all members are knowledgeable about Rotary and its programs and encourage them to promote our mission and core values to their personal, business, and professional contacts. Suggest they invite potential members to club events and service projects so they can experience the club for themselves.

## **Using Rotary Marks**

Rotary's masterbrand signature (official logo) identifies Rotary and our commitment to improve communities worldwide. Rotary International owns trademarks and service marks (referred to as Rotary Marks and listed in the Voice and Visual Identity Guidelines and the Rotary Code of Policies) for the benefit of Rotarians worldwide.

When you reproduce the Rotary Marks, follow our Voice and Visual Identity Guidelines and the Rotary Code of Policies (article 33). Clubs can download logos for Rotary, Rotaract, and other Rotary programs in the Brand Center.

## **Naming guidelines**

In naming an activity, project, program, website, or publication, the Rotary club or other Rotary Entity must use its name and not just "Rotary" alone. A club can add its name to the name of the project, for instance. Proper naming examples include:

- Rotary Club of Evanston Cleanup Project
- Mountain City Rotary Club Centennial Park
- [www.anycityrotaryclub.org](http://www.anycityrotaryclub.org)

The Rotary club signature, which consists of the masterbrand signature plus the club name, should be used on all club communications and materials associated with a club activity, project, and program. For specific guidelines on naming club projects, see the Rotary Code of Policies or contact your Club and District Support representative.

## **Rotary Marks on fundraising merchandise**

Nearly 160 licensed vendors are authorized to produce merchandise featuring the Rotary Marks and to offer club management systems and other online tools. See My Rotary for a list of official licensees and Community Marketplace Resources to connect with vendors. Only licensed vendors are permitted to produce and sell merchandise

with the Rotary Marks. If your club wants to raise funds for a project through merchandise sales, you can sell products featuring the Rotary Marks for a limited time as long as you purchase the merchandise from an official Rotary licensee and include this information on the items:

- Your Rotary club name or Rotary club signature
- Your fundraising event or project name
- The project dates

If your club wants to sell merchandise for a long-term fundraising project, you'll need to apply for a license. If your club wants to buy merchandise from an unlicensed vendor, that vendor must receive permission to use the Rotary Marks directly from Rotary International.

Send questions about the use of Rotary Marks  
on merchandise to [rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org)

For additional Public Image and Rotary Brand  
information, visit the Rotary Brand Center at  
[rotary.org](http://rotary.org)