

District 5495
Rotary
Arizona



**Rotary Opens
Opportunities**

OUR IMAGE MATTERS

For more than 100 years, Rotary has united leaders who are committed to using their expertise to take action and improve their communities. Awareness of Rotary is high. But public understanding of who we are, what we do, and the value we bring to communities is concerningly low. It's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters. Without this understanding, we can't reach our full potential and bring more people together and improve even more communities worldwide.

No other organization is quite like Rotary. By using our unique voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.

If we speak, write, and design in one voice, our communications will sound, read, and look unmistakably like Rotary. This will give our audiences a better understanding of who we are. Together, we can show the world that we're people of action.

ROTARY AS A BRAND

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.

When we talk about the Rotary brand, we're talking about the basic qualities and goals that unite all Rotary clubs and districts — it's what we offer people who partner with us, join a club, or participate in our programs and projects. Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

People's perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, donors, and partners.

Please visit the Brand Center at rotary.org for additional resources on Rotary Brand expectations, logos, templates, advertisements, videos and much more!

PUBLIC RELATIONS

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

Whether you're new to PR or a professional, we can help. We encourage you to visit the Rotary Brand Center, where you will find a variety of media-ready materials that can be adapted to your needs.

How do I promote my club's project?

Including a public relations component in your project plan will help ensure your club's projects and events get the attention and support they deserve. The following ideas can help you create a successful campaign.

Know your local media

Before sending stories to a journalist, get to know your audience. Read your local newspaper, listen to the evening news, and follow Facebook and Twitter to identify where a Rotary story might fit. Consider inviting a local journalist to speak to your club about how to work with the media or invite them to join a service project so they can see first-hand how your club is improving your community. You could also:

- Develop a media list and keep it current.
- Get to know local journalists by inviting them to learn more about Rotary, your club, or a specific project.
- Contact the media with newsworthy story ideas, being sure to:
- Know your story and anticipate questions.
- Send background materials immediately following contact.
- Be persuasive, persistent, and friendly, but not aggressive.
- Write a press release that journalists want to read

Once you've developed a relationship with your local reporter, help them remember you through regular contact. Share news about your club projects, fundraising events, or the arrival of Youth Exchange students with a press release. You should:

- Develop your "news hook," a persuasive reason for the news media to pursue a story
- Include the five Ws in the opening paragraph of your press release: who, what, where, when, and why
- Keep it concise; limit the press release to one page and paste into the body of your email rather than sending it as an attachment
- Decide who will respond to media inquiries and include their contact information
- Include visuals when you send to TV stations

More ideas for promoting Rotary

There are many ways to promote Rotary. You can hold a special event, start a Facebook page, or place a billboard ad.

You could also:

- Advertise on cable and public access TV
- Create a public service announcement
- Write op-eds and letters to the editor
- Distribute club brochures, media kits, and fact sheets
- Post on your club website and social media outlets, including blogs, Facebook, Twitter, YouTube, and more

What do I do next?

It is exciting to see your club mentioned in the newspaper or see Rotary featured on a billboard. Keep track of your public relations efforts by watching for Rotary-related news clippings in the papers you have contacted. Remember to send a thank you note to those who helped you along the way.

Resources & reference

- Rotary fact sheet
- Impact Begins With You brochure
 - RI Visual Identity Guide
 - End Polio Now website
 - Get the Rotary Marks
 - Register for a webinar

Rotary support

- Club public relations committee
- District public relations committee
- Rotary public image coordinator

Brand Center at rotary.org