



# Effective Messaging: Maximising your **IMPACT**

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District Rotaract Representative

Rotaract Australia Communications Director

Marketing and Communications Specialist

# WHO AM I?

- Adelaide born and raised
- Journalist by trade, turned media and communications specialist with Veterans SA

Introduced to Rotary in QLD, joined when I moved to NSW and haven't looked back!

- District Rotaract Representative D9650 (2017-18, 2018-19, 2019-2020, 2020-21)
- Rotaract Australia Communications Director (2019-20, 2020-21)
- Chats by Rotaract Australia founder and co-host
- District Rotaract Representative D9510 (2020-21)









# EFFECTIVE COMMUNICATION

## THE DIFFERENCE BETWEEN TALKING AND COMMUNICATING



While there may only be one person dedicated to the Public Image of a club it is everyone's responsibility to ensure the club communicates effectively:

- To each other (current members)
- To future members
- To stakeholders
- To the community
- To partners
- To alumni

# NOT MY JOB; WHY SHOULD I CARE?

- Think about the reasons why non-Rotary knowing what you would be a good thing
- People don't join Rotary for the endless meetings - we join to DO something
- We know our membership statistics are in decline and it is our collective job to try and stop that
- ANYTHING you want to do in the community Rotary can help you do it
- We know the awesomeness of this organisation and others should too

# WHY IS GOOD COMMUNICATION IMPORTANT?

When members and clubs communicate effectively you automatically maximise the impact you have in your community. We are all here because we want to do good things for others but to do that we must:

- To get more members
- To get more funds
- To bring people along on the journey with you
- If you don't document or tell someone something did it really happen?







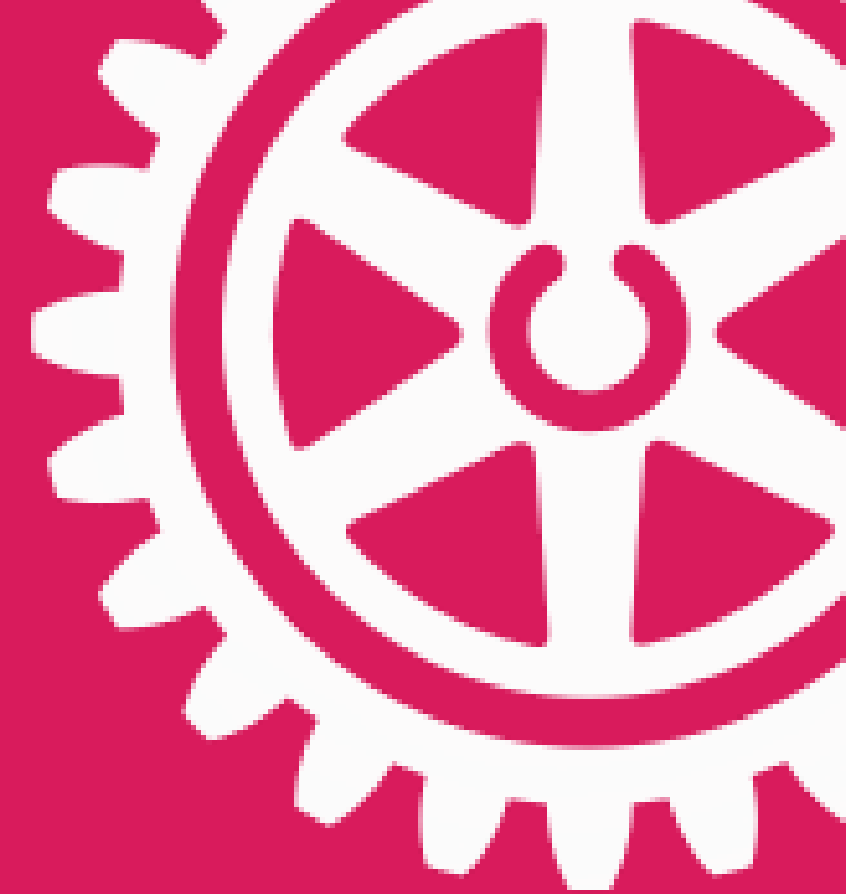
# TELLING OUR STORY

Each and every day Rotarians across the world do amazing things; from sending students across the world on exchange to helping build, create and nurture educational opportunities, health precincts and more in every corner of the globe. What we don't do very well is tell people who, what, where and when. BUT MOST IMPORTANTLY THE WHY

- What is the project?
- Who is taking part?
- Where is the event/project/activity taking place
- When it will take place?
- Why are you doing it?
- The impact that will come from doing it
- When you decide to start a new project/event/activity include the PI person in that conversation



# WHAT TO TELL?



- Everything
- Member stories - the faces behind the club
- Projects - why are they important to you? To the club?
- Events - why are they important to you? To the club?
- Take people on the journey - people want to feel included and valued
- Build excitement in the community about what is coming - when you DO things you should be excited!



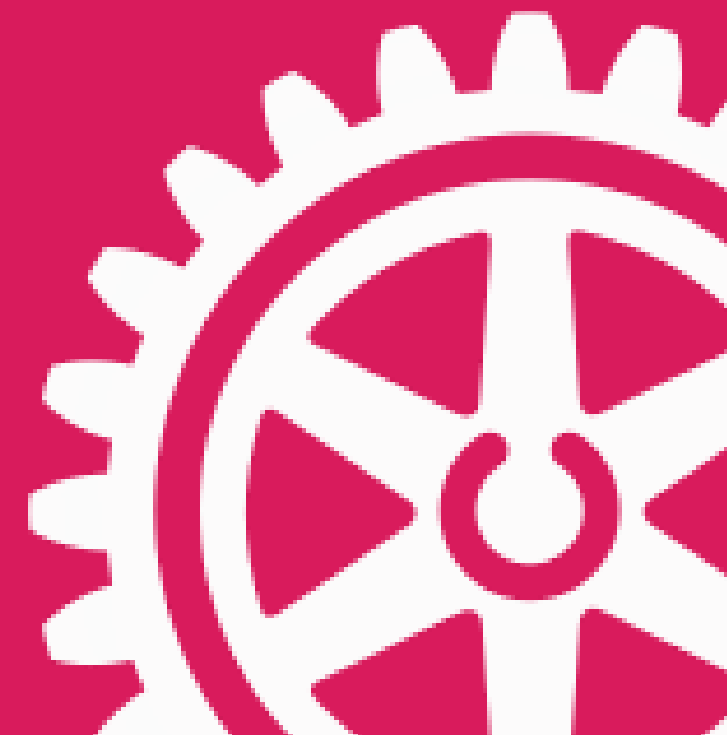
# WHERE TO TELL A STORY...

- Everywhere - People consume news and information differently so it is important to tell you stories loud, often and engaging ways!
- Social Media (Facebook, Instagram, TikTok, Twitter, LinkedIn)
- Websites
- Local Media (Television/radio/newspapers)
- Flyers
- At conferences/events/partnering with local events



# WHAT DOES TELLING STORIES LOOK LIKE?

- When you decide to start a new project/event/activity include the PI person in that conversation
- If you are excited about something so should others
- Take photos / videos at every stage of the journey - DOCUMENT everything
- Podcasts
- Community Engagement
- Share with others
- In your club
- In your community
- With local media
- Good press releases
- Easy to understand information





# TRY SOMETHING NEW...



PODCAST

## Chats by Rotaract Australia

Rotaract Australia



FOLLOWING

...

### All Episodes

Newest to Oldest ▾



#### That's a wrap on Season 1 of Chats by Rotaract Australia

Chats by Rotaract Australia hosts Holly Corbett and Laura Telford have absolutely loved bringing the podcast to your ears since September 2020. Joi...

Apr 18 · 17 min





#### ARC (Australian Rotaract Conference) and National Training 2021

### About

Chats by Rotaract Australia aims to fill in the gap left by dozens of cancelled in-person networking opportunities cau... [see more](#)



#### Introduction to Chats by...

TRAILER 6 min 12 sec

...



# THIS OR THAT?





# THIS OR THAT?







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