THE PRESIDENT AND THE ROTARY BRAND
HOW TO PARTICIPATE

Use the question pod to type in your questions and comments.
WHY should PI/Branding be important to you?

• Part of the three key elements for your club’s success, along with Membership & Foundation

• An effectively-branded club is more engaging to your members and future members.

• Helps to tell your club's Rotary story.
OUTCOMES OF SESSION

• Discover that brand is part of everything we do in Rotary

• Clarify how brand has a direct impact on the success of your Rotary club

• Determine actions YOU can take to strengthen your club
Brand is a guide or lens for the way you **think**, the way you **act**, and the way you **communicate**, brought to life at **every point of interaction** with your audiences, **both internal and external**.

Hayley Berlent, siegel + gale
LIVING THE BRAND
BUILDING BLOCKS OF OUR ROTARY BRAND

Vision
Values
Voice
Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.
OUR VALUES

Friendship
Diversity
Integrity
Service
Leadership
Values: Friendship
Values: Integrity
Values: Service
Values: Leadership
OUR BRAND VOICE

Must be visually and verbally consistent

• When sharing the basic qualities and goals of what we stand for;

• In the look, the feel, the sound;

• From club to club to club.
Our Rotary Brand is everything we do.

what we say
what we do
how we communicate
what we experience
what others experience
Rotary Brand Experience
What is a brand?

You may think of a brand as simply a product — for example, the kind of rice or bread or coffee you buy. Or you may think of a brand as a logo and advertising slogans. So when you think of Rotary's brand, you may think of our name and wheel.

It's true that logos visually communicate an organization's brand. But a brand is more than its logos. Rotary's brand is much bigger than its wheel.

So what else is a brand?
How can you positively impact your club’s Rotary Brand Experience?
Storytelling with People of Action

The Rotary Foundation
Community Impact
Rotary Values
Membership Benefits
CREATE YOUR OWN

No filters

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View per page 20

People of Action Print Ad
People of Action Facebook Post
People of Action - Digital Banner Template 1600 x 350 pixels
People of Action - Facebook Cover/Digital Banner Template 1600 x
TOGETHER, WE END POLIO

Rotary PEOPLE of ACTION
TOGETHER, WE FIGHT HUNGER

Rotary
PEOPLE OF ACTION
<table>
<thead>
<tr>
<th>Describe-</th>
<th>How to include</th>
<th>How to include</th>
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<tbody>
<tr>
<td>• Concept</td>
<td>Rotary Brand focus</td>
<td>Membership focus</td>
<td>Foundation focus</td>
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<td>• Idea</td>
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<td>• Challenge</td>
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<td>Club name</td>
<td>Who are the champions and leaders?</td>
<td>From whom do we need buy-in?</td>
<td>Who needs regular updates?</td>
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<td><strong>New Towne Rotary Club</strong></td>
<td><strong>Co-Chairs: Mary Smith and Paul Harris</strong></td>
<td><strong>Board, Club Members, Park Governing Body, Neighbors</strong></td>
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</tbody>
</table>

### Describe -
- Concept
- Idea
- Project
- Event
- Challenge

#### How will you include Rotary Brand focus:
- Express clear Rotary club identification
- Build pride for members
- Inform the public & community about the project/event
- Inform public & community about the club

#### How will you include Membership focus:
- Attract prospective members
- Engage current members
- Build connections & friendships

#### How will you include Foundation focus:
- Increase participation in projects
- Share impact
- Encourage giving
- Provide recognition
- Celebrate!
- Attract future partners & donors

### Rotarian at Work Day
**April 25, 2020**

**Local park that needs clean-up and rehab**

1. Create signage using your club’s Rotary logo
2. Wear Rotary apparel or a special People of Action shirt for the event
3. Provide updated club brochures at the event
4. Share widely on social media platforms in advance
5. Use Facebook Live to share the action and results of the project
6. Take lots of photos to use as People of Action posts and print ads
7. Involve the media

1. Get all members on board and excited!
2. Members invite family and friends to the event
3. Invite another club to participate
4. Involve Interact and Rotaract and Alumni
5. Promote the event well in advance and invite neighbors and city officials
6. Keep a sign in sheet for participants and invite them to the club to thank
7. Celebration at end to thank volunteers

1. Use a district grant
2. Include Polio information at sign in table and in brochure/purple pinkies at sign in or at celebration
3. Recognize financial sponsors with Paul Harris recognition at the club after event
4. Include the club’s grant projects in social media
5. Can this be part of a larger project in the future using Foundation?
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RESOURCES AND TOOLS TO SHARE WITH YOUR CLUB’S PUBLIC IMAGE TEAM!

People of Action Planning Tool
- Included in handouts area

District Public Image Team
- Ask your DG or DGE
ROTARY BRAND CENTER:
brandcenter.rotary.org
ZONE 26/27 WEBSITE:
www.zone2627.org

THOUGHTS FROM DIRECTOR JOHRTA
Welcome to the 2019-20 Rotary year, a year of continuity within change! We see the creation of two new Zones 26 & 27 which extend into two countries, fourteen states, and one province and encompass thirty districts. Take a look at our interactive map on the website. Read more
ZONE 26/27 WEBSITE:
www.zone2627.org/news/playbook

Rotary Brand Playbook

At Rotary, we’re people of action. Rolling up our sleeves on projects and working alongside our partners to make an impact on people’s lives.

The Rotary Brand Playbook will walk you through the process of updating Rotary’s brand in your club and your community. The playbook offers step by step instructions to implement key aspects...
FOLLOW UP QUESTIONS

Your District Rotary Public Image Coordinator

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THANK YOU for being Brand Champions & People of Action!