



Membership & Public Relations Resources

Please report any feedback, ideas or broken links to District Membership Chair **Mark Huddleston** [here](#)

Young Professionals Forum August 8, 2015

Attracting Young Professionals Session 1	6 Major Challenges Rotary Needs to Overcome	Slideshare	N/A	VIEW
Attracting Young Professionals Session 2	10 Tips to Attract, Recruit & Retain Younger Members	Slideshare	N/A	VIEW
Attracting Young Professionals Session 2	Survey of Young Australian Rotarians (quoted in presentation)	PDF	98 Kb	DOWNLOAD
District 9520 Membership Survey August 2015	Report of recent membership survey findings (referenced in presentations)	PDF	624 Kb	DOWNLOAD

Please note further information such as breakout session findings will be posted here once compiled.

District Assembly March 29, 2015

Membership Session 1	Global Membership Trends & Retention	Power Point	2.37 Mb	DOWNLOAD
Membership/PR Session 2	Recruitment	Power Point	6.91 Mb	DOWNLOAD
Membership/PR Session 2	Attracting Young Professionals	Power Point	1.84 Mb	DOWNLOAD
Membership/PR Session 3	Working with the Media	PDF	196 Kb	DOWNLOAD
Membership/PR Session 3	Promoting Rotary with Social Media	PDF	1.34 Mb	DOWNLOAD

Miscellaneous Resources and Handouts

Membership Tools	101 Strategies for Recruiting & Retaining Members	PDF	582 Kb	DOWNLOAD
Membership Tools	Club Assessment Tools A collection of surveys and tools to assess and optimise club operations for effective membership outcomes.	PDF	1.46 Mb	DOWNLOAD
Membership Tools	Membership Development Resource Guide	PDF	3.40	DOWNLOAD

	Recruitment and retention initiatives.		Mb	
Membership Tools	Health Check for Rotary Clubs	Excel Spreadsheet	83 Kb	DOWNLOAD
Membership Tools	Rotary on the Move A great monthly Australian publication with an emphasis on Recruitment & Retention. Also showcases various projects and public relations initiatives.	PDF	n/a	VISIT DOWNLOAD PAGE
Membership Tools	Community Link Quarterly flier produced by Mark Huddleston highlighting projects and activities of Group 6 clubs. Each club distributes 600 copies to local businesses and hands out to guests, visitors, etc.	PDF	n/a	VISIT DOWNLOAD PAGE
New/Prospective Member Info	Connect for Good	PDF	1.84 Mb	DOWNLOAD
Public Relations Tools	Marketing Tips for your year as President	Word	5.1 Mb	DOWNLOAD
Public Relations Tools	Effective Public Relations: A guide for Rotary Clubs	PDF	403 Kb	DOWNLOAD
Public Relations Tools	Club Public Relations Committee Manual	PDF	2.01 Mb	DOWNLOAD
Graphic Imagery & Tools for creating promotional material, websites, etc				
Public Relations Tools	RI Visual Identity Guide A comprehensive guide on the correct use of the Rotary logo, fonts, colours, etc. Vital for anyone looking to make up signage, brochures, web designers, etc.	PDF	8.16 Mb	DOWNLOAD
Logos & Images	Rotary Brand Center Logo Page	Various	n/a	VISIT DOWNLOAD PAGE
Logos & Images	Areas of Focus Logos These logos found in the above Visual Identity Guide are notoriously hard to find.	PNG	n/a	VISIT DOWNLOAD PAGE
Logos & Images	Graphics for Rotarians A very useful website with a huge range of quality Rotary logos. A must for anyone looking for that elusive Rotary logo or program symbol. NOTE: THIS IS NOT AN OFFICIAL ROTARY SITE!	Various	n/a	VISIT DOWNLOAD PAGE
Group Membership Seminar Resources				
Group 5 Seminar	Membership Presentation Mark Huddleston's presentation includes: <ul style="list-style-type: none"> • Rotary's Global Membership Trends • Making Rotary Relevant in Developed Countries • Retention Initiatives & Member Needs • Recruitment: Building your Network • Attracting Young Professionals • Rotary's Public Image • Great Promotional Ideas 	Power Point	12.2 Mb	DOWNLOAD

Group 5 Seminar	Rotarian Needs Survey	PDF	97 Kb	DOWNLOAD
Group 5 Seminar	Steve Hayter - Creating Buzz in Your Club	PDF	40 Kb	DOWNLOAD
Group 5 Seminar	Sharing your message through Social Media Steve Hayter's presentation based on the Sydney International Convention presentation	Power Point	3.92 Mb	DOWNLOAD
Group 5 Seminar	Attracting Young Professionals Note: This is the original and complete presentation from the Sydney International Convention	Powerpoint (via Slideshare)	n/a	VISIT DOWNLOAD PAGE
Group 5 Seminar	Survey of Young Australian Rotarians	PDF	98 Kb	DOWNLOAD
Group 5 Seminar	Transforming your newsletter for your social media Note: This was not presented on the day, but was mentioned during question time,	Powerpoint (via Slideshare)	n/a	VISIT DOWNLOAD PAGE
PETS 2015				
Plenary pre-lunch	Membership Presentation Mark Huddleston's presentation includes: <ul style="list-style-type: none"> • Rotary's Global Membership Trends • Making Rotary Relevant in Developed Countries • Retention Initiatives & Member Needs 	Power Point	4.92 Mb	DOWNLOAD
Plenary after lunch	Building the Perfect Rotary Club	Word	14 Kb	DOWNLOAD
Business Cards	Template to design your own Rotary Business Cards	Power Point	242 Kb	DOWNLOAD
Business Cards	Back of Business Card featuring Areas of Focus	JPEG	76 Kb	DOWNLOAD