

Module C-7 Shining A Spotlight On Your Rotary Club (90 minutes)

	Step?	We want to accomplish?	How long?
1.	Introduce Topic and Presenter(s)	Provide topic – have participants open PETS Learning Guide, C-7: Shining A Spotlight On Your Rotary Club. Introduce concepts in public image resource materials. Refer to the three objectives. Introduce presenter(s).	10 min
2.	Main Room/ Content Overview	1st Learning Objective: Identify public image purposes, best practices, and impacts. Facilitate discussion: What are the current public image purposes and best practices in your club? Which public image practices have done the most to promote the work of Rotary both within your club and within your community? What are <i>your own</i> public image best practices? What is <i>your own</i> Rotary impact story? List three keys to success. See Breakout Discussion Questions	20 min
3.	Breakouts/ Discussions	2nd Learning Objective: Identify the roles of Club President, public image committee, and individual Rotarians in enhancing the local image of Rotary. Facilitate Discussion: Have participants turn to handout Strategies Promoting Your Rotary Club. As Club President, how do you plan to engage club members to create a successful new public image campaign which will enhance the local image of your club? (Not just planning the campaign, but planning the leadership actions / communications to engage members for achieving a successful public image campaign.) Share the three key steps.	20 min
4.	Breakouts/ Discussion	3rd Learning Objective: Evaluate public image strategies, tools, and options in light of perceived club culture. Facilitate Discussion: Refer to public image excerpts in your PETS Learning Guide. What is the common theme of these public image excerpts? What are the methodologies / tools / elements involved in a successful public image campaign? What makes a public image campaign right for your club and community? (No right answer.) How does a signature project, fundraising / membership event, and public image campaign come together to foster an ongoing awareness of the impact of Rotary within your community? Share your three critical impacts.	20 min
5.	Sharing Back/ Q & A	Ask for good ideas to share, takeaways, and best practices. Ask for any questions and respond briefly.	15 min
6.	Wrap Up and Evaluations	Thank participants for an impactful and inspiring session. Ask them to go to notes page at end of module and jot down their thoughts. Remind participants to complete module evaluation via mobile app. Proceed with transition to next module topic and facilitator.	5 min

Lone Star P.E.T.S. 2026

PRESIDENTS-ELECT LEARNING GUIDE

SATURDAY

MODULE C-7 SHINING A SPOTLIGHT ON YOUR ROTARY CLUB

GOAL

Club Presidents will be able to provide leadership to enhance the public image of Rotary in their respective communities.

OBJECTIVES

At the end of the session, Presidents-Elect will be able to:

1. Identify public image purposes, best practices, and impacts.
2. Identify the roles of club president, public image committee, and individual Rotarians in enhancing the local image of Rotary.
3. Evaluate public image strategies, tools, and options in light of perceived club culture

REFERENCE MATERIALS:

Key Points for Talking about Rotary
Strategies for Promoting Your Rotary Club
Enhancing Public Image Slide Deck Handout
Our Brand
Public Relations
Event Purpose and Types
Leveraging Local Events to Grow Rotary
Event Template
Hosting a Prospective Member Event
Prospective Member Flyer
Action Plan Communication Guide

Module C-7: Shining A Spotlight On Your Rotary Club

Breakout Discussion Questions

1. What are the current public image purposes and best practices in your club?
Which public image practices have done the most to promote the work of Rotary both within your club and within your community?
What are *your own* public image best practices?
What is *your own* Rotary impact story?
List three keys to success.
2. Refer to handout Strategies For Promoting Your Rotary Club.
As Club President, how do you plan to engage club members to create a successful new public image campaign which will enhance the local image of your club? (Not just planning the campaign but planning the leadership actions / communications to engage members for achieving a successful public image campaign).
Share the three key steps.
3. Refer to public image excerpts in your PETS Learning Guide.
What is the common theme of these public image excerpts?
What are the methodologies / tools / elements involved in a successful public image campaign?
What makes a public image campaign right for your club and community?
How does a signature project, fundraising / membership event, and public image campaign come together to foster an ongoing awareness of the impact of Rotary within your community?
Share your three critical impacts.
4. Give participants a couple of minutes to jot down action ideas on the notes page at the end of this module.
5. What is your **primary takeaway** from the Public Image session?
6. Any other questions(s)?

KEY POINTS FOR TALKING ABOUT ROTARY



Here are messages to help you develop key points before media interviews and speeches to external audiences.

INTRODUCTORY PRIMARY MESSAGE

- Every day, in our communities and around the world, our neighbors face tough challenges — conflict, disease, and lack of clean water, health care, education, and economic opportunity.

SUPPORTING MESSAGE

- Rotarians have a vision of what's possible for their neighbors. They mobilize other leaders and experts to take action and see it through.

ABOUT ROTARY — PRIMARY MESSAGES

- Rotarians are people of action, driven by a desire to create opportunities, strengthen communities, and find solutions to the tough challenges that affect people around the world.
- Rotary is a community of 1.2 million men and women from all continents, cultures, professions, and experiences who connect through our local clubs.
- Rotary clubs tackle projects of every scale and inspire fellow Rotarians, friends, neighbors, and partners to share their vision, exchange ideas for lasting solutions, and take action to bring those ideas to life.

SUPPORTING MESSAGES

- Together with our partners, neighbors, and friends, we're:
 - Promoting peace — encouraging dialogue to foster understanding within and across cultures
 - Fighting disease — educating and equipping communities to stop the spread of life-threatening or preventable diseases
 - Providing clean water — building local solutions to bring clean water and sanitation services to more people every day
 - Saving mothers and children — expanding access to quality care so mothers and children can live and grow stronger
 - Supporting education — expanding access to education and empowering educators to inspire more children and adults to learn
 - Growing local economies — creating opportunities for individuals and communities to thrive financially and socially
 - Eradicating polio — uniting the world to end polio, once and for all

- Rotary is a trusted partner and resource. With members and projects in almost every part of the globe, there's no limit to the good we can do.

Rotary's top philanthropic goal is to eradicate polio worldwide.

- Rotary and its partners are close to eradicating polio, having achieved a 99.9 percent reduction in cases since 1988.
- Rotary's chief role is fundraising, advocacy, and mobilizing volunteers.
- Rotary's contributions to the global polio eradication effort will exceed more than \$2.2 billion and countless volunteer hours to protect more than two billion children in 122 countries from polio.
- Rotary is working to raise an additional \$50 million per year through 2020 for polio eradication, to be matched 2-to-1 by the Bill & Melinda Gates Foundation.

Rotary builds peace and international understanding not only through education and humanitarian service but also by developing young leaders.

- More than 900 graduates of the Rotary Peace Centers master's degree program are in key decision-making positions in governments, corporations, and organizations around the world.
- Rotary's humanitarian projects help prevent the underlying causes of conflict, such as poverty, illiteracy, and lack of clean water.
- Rotary's Youth Exchange program fosters international goodwill by enabling over 8,000 high school students to live and study abroad each year in 115 countries.
- Rotary's Interact and Rotaract programs develop young leaders by promoting volunteer service, leadership, and professional growth.

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

Your committee's main responsibility is to create awareness in your community of club **projects and activities**. **This will shape your club's image**. Read the tips below to get started.

PUBLIC RELATIONS

- **Invite journalists from local media to your club's special events**. 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 another culture
 - Include activities that can be shown in compelling photos or video
 - Incorporate innovative or unique components

MEDIA RELATIONS

- Cultivate relationships with local journalists who cover topics related to your club's projects. 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).
- 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 on your club social media channels.
- Collaborate with partner organizations on media outreach.

MARKETING

- 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.
- 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.

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.



WHY YOUR CLUB'S PUBLIC IMAGE MATTERS



1

OUR BRAND



2

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.



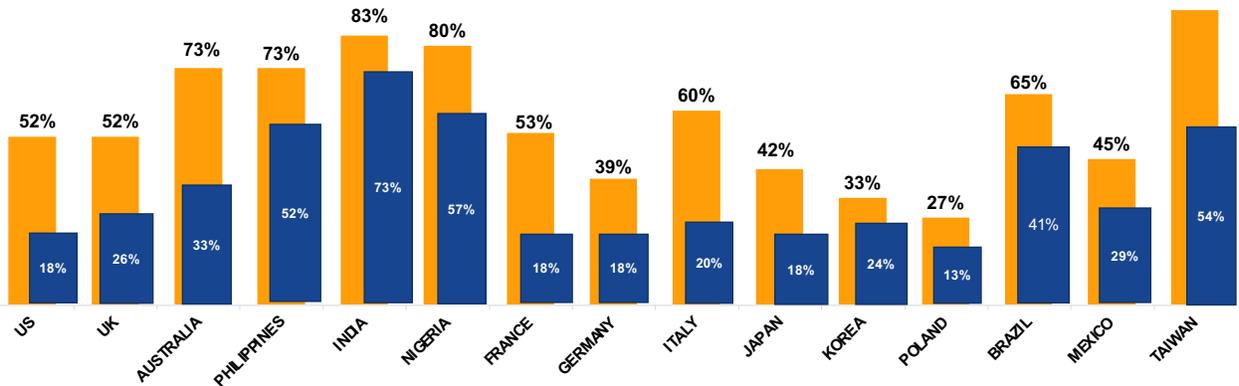
BENEFITS OF A STRONG PUBLIC IMAGE

- ✓ Engagement
- ✓ Members and participants
- ✓ Partners and donors
- ✓ Relevance
- ✓ Advocacy and impact



UNDERSTANDING OF ROTARY

How familiar are you with the work that Rotary does?



Source: 15 Country Omnibus Research, Leger (Dec 2022)

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Objective:
Increase public awareness of Rotary – our impact, our benefits, and our relevance



Enhancing Rotary's public image relies on our 1.4 million members **sharing their stories** with the public.



8

8



PEOPLE OF ACTION

More than just messaging

- Portrays Rotary members as people who address community needs
- Narrows the gap between awareness and understanding
- Allows others to imagine themselves as part of Rotary



HOW TO PROMOTE ROTARY

-  websites
-  social media
-  events
-  public relations
-  speaking engagements
-  partnerships
-  advertising
-  merchandise

WHAT YOU CAN DO TODAY

- ✓ Use the Brand Center resources
- ✓ Always use the correct branding
- ✓ Show your club in action
- ✓ Invite public participation
- ✓ Use content from Rotary International
- ✓ Appoint a public image chair

Show people outside Rotary that we are people of action.



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QUESTIONS?

12

Our Brand

Our brand

Our Brand

People of Action

Brand elements ▼

Promote Rotary ▼

We are people of action

For more than 100 years, Rotary has united leaders who are committed to using their expertise to improve communities. While we've made a significant difference around the world, many people still don't fully understand who we are as people of action and what makes us unique. People of Action isn't an

advertising campaign. It's the way we talk about and present ourselves and it supports the message that, together, we envision a world where people take action to create lasting change. It's a message based on stories of local impact, so it's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're people of action, and why our work matters.

Create powerful messages

People's perception of Rotary comes from their experiences with our clubs and programs, as well as from the stories we tell and the images we share. In addition to offering people a great experience, keeping our communications consistent and compelling strengthens our brand and reinforces that we're people of action. A strong brand helps us engage and attract more members, participants, donors, and partners.



People of Action

Build awareness and understanding of Rotary by



Brand elements

Strengthen Rotary's brand recognition around the world

using these resources to show our members as people of action.

[Learn more >](#)

by using these elements consistently in all your communications.

[Learn more >](#)



Promote Rotary

Expand our reach and create a positive image of us in your community by using these tools to promote Rotary.

[Learn more >](#)



Our Brand > Promote Rotary > Public relations

Public relations

[Our Brand](#)

[People of Action](#)

[Brand elements](#) ▼

[Promote Rotary](#) ▲

[Websites](#)

[Social media](#)

[Events](#)

Public relations

Media interview tips

Speaking engagements

Partnerships

Advertising

Merchandise

When you get local news media to cover your activities, you increase the community's understanding of Rotary — and our ability to improve lives around the world.

Rotary as a news source

As business, community, and professional leaders who take action to improve lives at home and abroad, Rotary and Rotaract members can connect journalists to interesting local and global stories to inform, engage, and even inspire their audiences.

What journalists are looking for

You can increase the likelihood of getting media attention for your club's activities by knowing what kinds of stories media outlets want and how they want to learn about what's happening in the communities they cover. In deciding whether to cover a story, journalists and news outlets look for:

- **Newsworthiness.** Stories related to current events, trends, or

observances. For example, how your club responded to a local need or natural disaster, or how it's observing World Polio Day, would make a good news story.

- **Timeliness.** Stories about upcoming, ongoing, or recently completed events or projects.
- **Proximity.** Stories that relate to issues, people, or events in the community.
- **Prominence.** Stories that involve local public figures, including elected officials, business leaders, and media personalities.
- **Human interest.** Stories that elicit an emotional response. For example, stories about families who benefited from your club's food project or children experiencing homelessness who attend a school your club helped establish.
- **Visual impact.** Images that are dramatic and action-oriented. For example, images of children drinking clean water from a well your club built or a member vaccinating a child against polio.
- **Supporting data.** Statistics and research to support the story and demonstrate your project's impact.

Getting started

Building relationships with journalists and being a knowledgeable and trusted resource on issues that affect your community can lead to more coverage of your club's projects and events.

Get to know the reporters in your area

Develop a list of journalists' names, contact details, and titles, along with the topics they cover. Include local bloggers and social media influencers, too. Make note of any feedback you receive from these people that may help you get media coverage in the future.

Larger newspapers or broadcast stations may have reporters who specialize in certain topics, such as business, features, medical news, event calendars, or education. A business writer may be interested in your club's career day for students or a microloan project, an education writer may want to interview an exchange student or Rotary Peace Fellow, feature writers might profile a club member, and a health reporter may want to cover your club's response to a disease outbreak or local health issue.

Tips for working with journalists

- **Approach journalists strategically.** Pitch stories that are a good fit for a reporter's publication and the topics it covers.
- **Use the reporter's preferred method to submit story ideas.** Some journalists accept ideas by email only. Others prefer a phone call. Ask for your reporter's preference. If in doubt, start with email.
- **Understand their publication schedules.** Reporters often have tight schedules and need story details and accompanying materials right away. Have photos, videos, statistics, project and background data, and any other helpful material ready.
- **Respond promptly to media inquiries.**
- **Take advantage of unexpected meetings.** If you meet a journalist by chance, take the opportunity to introduce yourself, share information about your club's work in the community, and exchange contact

information.

- **Engage media in your events.** Invite journalists to club meetings that feature speakers who address topics they cover. Or invite them to participate in a project, event, or other Rotary activity.

How to pitch your story

When you first contact a reporter about a story:

- **Make sure the story is newsworthy** and relevant to the news outlet's audience.
- **Be informative but concise.** Plan what you'll say before you contact the reporter.
- **Follow up**, but be careful about the number of times you call or email.

When communicating with reporters:

- **Email first.** Put the news release in the body of your email with a short note above it. Reporters' email addresses can usually be found on their publication's website or on their most recent stories.
- **Call second.** If you don't receive a response, call to follow up. If you get voice mail, leave a message and wait 24 to 48 hours before calling again.
- **Recap third.** If you don't connect with a reporter before an event or project, you still have an opportunity to promote your club. Send a message about its successes such as milestones or fundraising goals met, and include photos.

Share published stories on social media. And be sure to post them on your club website and send them to your Rotary public image coordinator.

When a reporter declines to cover your story

If a reporter isn't interested in your story, accept their decision, but make sure to keep their information for future opportunities. This story may not be a good fit, but that doesn't mean the next won't be.

Other ways to encourage media coverage

In addition to contacting a journalist directly, you can create interest in your club's activities and events by using news releases, letters to the editor, and opinion pieces.

Watch these two videos to learn more about the importance of enhancing Rotary's public image and how public relations can help create brand awareness, interest and relevancy for Rotary.

News releases

Write a news release to promote a specific club event, accomplishment, or significant activity, such as a service project or dedication. The goal is to get the media to want to cover your story and seek additional information.

News releases should be one page and written from a third-person perspective. Creative and compelling openings draw interest in your event, but your first sentence should be concise, direct and clear. And remember to include the *who, what, where, when, and why*.

Letters to the editor and opinion pieces

The editorial page is one of the most read sections of the newspaper, and is a great way to reach a large, diverse audience. Letters to the editor can be used to comment on or correct earlier news coverage. Opinion pieces can offer a different perspective or suggest a course of action on timely news issues and community concerns.

Remember the following when you submit a letter or opinion piece:

- Check the publication's policies and submission guidelines.
- Keep it short and simple — no more than 500 words.
- Focus on one main message, and make sure to state your point clearly in your first sentence.
- Include references. If you respond to a recent news article, letter, editorial, or news event, refer to it by date and headline.
- Support your stance with facts and data.

- Edit and proofread the piece before you submit it.
- Don't use Rotary jargon.
- Include your contact information.
- Follow up on an opinion piece if it isn't published. Ask if you can revise it to improve its chances of being published.

[Read How to Teach Anti-Vaxxers the Truth](#), an opinion piece by RI General Secretary John Hewko that appeared in Time magazine.

When a crisis occurs

During times of crisis, handling media inquiries and taking a proactive approach to communicating with the public are crucial for protecting the reputation of Rotary and your club. Consult the [Media Crisis Guide](#) for tips. If you need help, contact Rotary's Public Relations staff at +1-847-866-3466 or pr@rotary.org.

Media interview tips

Whether you're responding to a crisis or have been asked to speak on a topic of interest to you, knowing how to prepare for and respond to questions during an interview will give you the confidence you need to speak with authority.

[Learn how to talk with the media, including in television interviews.](#)

Customizable templates

Find customizable news releases, media advisories, and letters to the editor to promote your club or district's activities and accomplishments to the media.

RESOURCES AND REFERENCE

Take the Public Relations and Your Club course in the Learning Center.

Our
Brand

Downloads

Templates

People of
Action

Getting
Started

Help &
FAQ

Contact Us



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OUR BRAND

DOWNLOADS

People of Action materials
TEMPLATES
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Our Brand > Promote Rotary > Events > Event purpose and types

Event purpose and types

Our Brand

People of Action

Brand elements ▼

Promote Rotary ▲

Websites

Social media

Events

Event purpose and types

Organizing an event

Promoting an event

After your event

Public relations

Speaking engagements

Partnerships

Advertising

Merchandise

A successful Rotary event, like any event, should be welcoming and inclusive, have a purpose and a structure, be held in an appropriate, accessible space, and offer people opportunities to participate, be inspired, and feel a connection.

Understanding your event's purpose will help you plan an experience that inspires participants to take action and that supports **Rotary's goals, mission, and vision.**



Articulating your purpose will also guide you to the type of event that will best fulfill your objectives. Think about these things:

- If you want to build awareness of Rotary in your community, consider hosting a networking event or inviting people to participate in a volunteer activity.
- If you want to attract new members or participants, think about inviting another organization to join you in a volunteer activity.
- If you want to raise funds, think about potential donors and leaders to approach.
- If you want to engage the community, consider involving people in a project or event related to a Rotary area of focus.

Another consideration might be your event's environmental effect. **Download the Green Events Handbook: How to Run Sustainable Rotary Events**, created by the Environmental Sustainability Rotary Action Group. It will help you organize events that reduce the use of materials and energy, minimize pollution, and integrate other practices that respect the environment.

The format of your event will depend on its goals and what works best for the audience you hope to attract. Think about whether your event will be in

person, virtual, or a combination of those, and whether you're planning a keynote presentation, online discussion, or speaker panel.

Tip: If your event will be large, you may need to consider the size of the venue, transportation, speakers and entertainment, catering needs, lighting and sound equipment, and promotional signs. You may also want to consult with legal, accounting, or insurance professionals.

If your event will be virtual or hybrid, think about what platform (for example, Teams or Zoom) to use, how to coordinate networking and breakout sessions, and who will monitor the chat or comment sections.

RESOURCES AND REFERENCE

Take our Learning Center courses:

- [Our Logo: Representing Rotary](#)
- [Promoting Rotary on Social Media](#)
- [Hybrid Meetings](#)

Learn about Rotary's [youth protection guidelines](#)

Find Rotary-branded [virtual backgrounds](#) and [PowerPoint templates](#)

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LEVERAGING LOCAL EVENTS TO GROW ROTARY

A MEMBERSHIP AND
MARKETING GUIDE



LEVERAGING LOCAL EVENTS TO GROW ROTARY

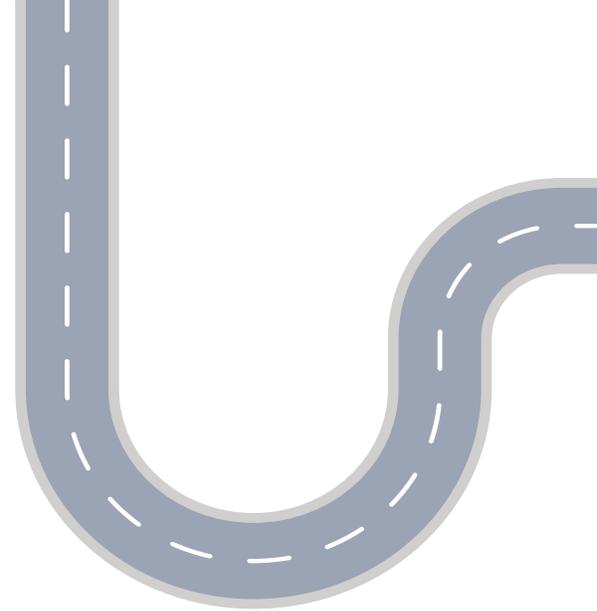
A MEMBERSHIP AND MARKETING GUIDE

Is the Rotary International Convention or another large event coming to your hometown? Conventions and conferences, whether they are associated with Rotary or not, can be a great opportunity to raise awareness about Rotary and attract new members.

In past years, visits to Rotary.org have increased by more than 500% in the week leading up to the Rotary Convention. This guide offers membership and marketing strategies that can help you make the most of large public events in your community and prepare clubs for interest that may arise when people learn more about Rotary.

Be sure to plan ahead: Starting months or even years in advance can help ensure that you'll be successful in enhancing Rotary's public image and expanding our reach.

To navigate the journey of preparing your clubs, follow the four steps outlined below. You'll find more information about each step later in this guide.



PLAN

Determine how much time you'll need to develop and implement a plan based on the tips in this guide. Take into account the size of the event and the state of membership in your district.





ENGAGE A STRONG LEADERSHIP TEAM

Your district will need an effective team to manage this effort. Key leaders will include:

- The governor, governor-elect, and governor-nominee
- The district membership chair and committee
- The district public image chair and committee



GET CLUBS READY

Because big events can dramatically raise awareness of your club and Rotary, it's important that when prospective members visit, the clubs in your district are ready for them. Club as well as district leaders will be part of this effort.



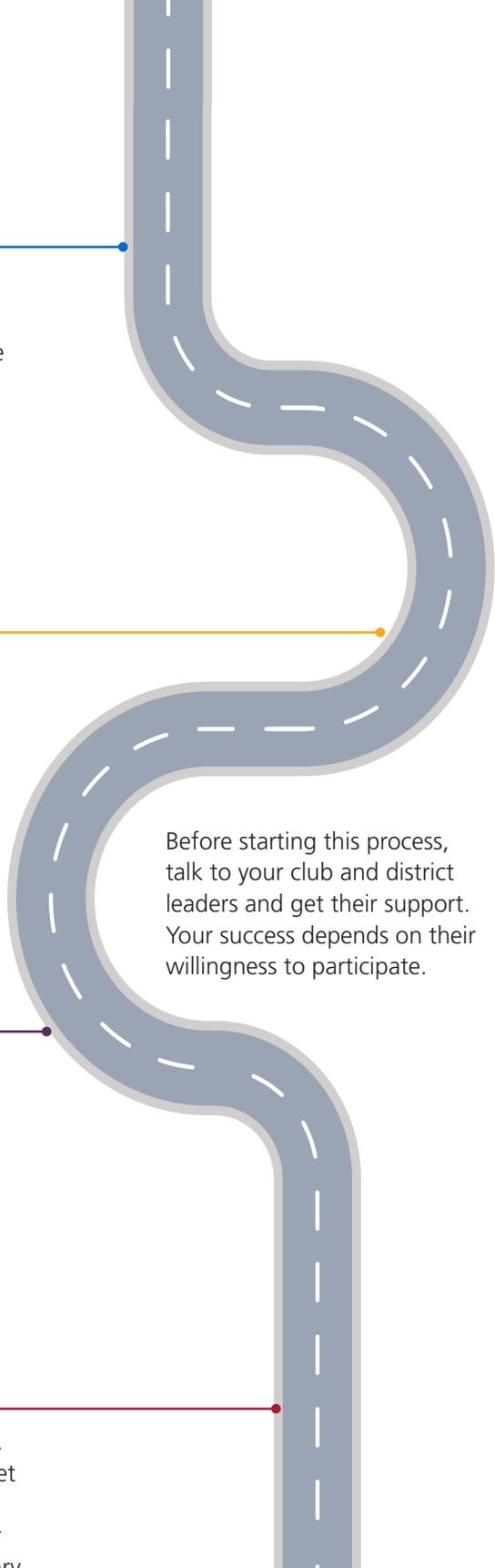
PLAN YOUR PROMOTION

Act strategically to raise awareness about Rotary in your area. Develop a plan to promote the benefits of membership and the activities that clubs in your area are involved in.



LEARN ABOUT PROSPECTIVE MEMBERS

Promoting Rotary in your area will pique people's curiosity. When they express interest, contact them promptly and get to know them. Ask what their main service interests are, such as promoting literacy, protecting the environment, or building peace. Invite them to learn more about how Rotary works with communities to address these issues.



Before starting this process, talk to your club and district leaders and get their support. Your success depends on their willingness to participate.



ENGAGE A STRONG LEADERSHIP TEAM



Taking advantage of a large event to grow Rotary in your area will require strong leadership, planning, and hard work. When the district governor, governor-elect, and governor-nominee work together on an approach, you'll have a better chance of success. Make sure your district has effective membership and public image chairs with strong teams to support them. You may even want to establish a special committee to implement your plan.

The membership and public image chairs, along with their committees, should:

- Understand the opportunity that the event presents and their role in the plan
- Be committed to growing Rotary and implementing the plan
- Have proven expertise, such as success increasing membership or promoting Rotary
- Be connected to the community and have strong relationships with clubs and members
- Have time to make this a priority and to respond to communications
- Be ready and willing to work as part of a team

UNDERSTAND YOUR ROLE

These resource will help district leaders prepare:

- Membership chairs and their committees can learn about the [responsibilities of the district membership committee](#), complete the [District Membership Committee Intermediate](#) learning plan, and find [membership resources](#).
- Public image chairs and their committees can complete the [District Public Image Committee Intermediate](#) learning plan, visit the [Brand Center](#), and find [public relations resources](#).



ENGAGE

Making sure that the district membership and public image committees agree on the approach and support the effort will be critical to your success.



MAKE IT OFFICIAL

Be sure to [add your district leaders in My Rotary](#) to ensure they receive important information about their roles.

GET CLUBS READY



Talk to the clubs in your district about how the upcoming event can increase awareness of Rotary in their community, and help them prepare so that visitors to their clubs have a positive experience.

Encourage club leaders to make their meetings fun, inclusive, and appealing to guests. Some clubs may already have practices in place to ensure that visitors feel welcome, such as introducing them or assigning someone to answer questions and talk to them afterward. In the chart below, you'll find more ways to help clubs engage members and guests.

AT THE DISTRICT LEVEL

MEMBERSHIP CHAIR	PUBLIC IMAGE CHAIR
<p>Review membership trends using reports in My Rotary such as the Club Membership Profile, Member Viability and Growth, and 5-Year History of Membership Start Figures. Use these to identify which clubs need support, which are thriving, and which are representative of their community. Decide which clubs may need extra support.</p>	<p>Review every club's website and social media pages. Use the Web Presence Assessment to ensure that they're using consistent messaging, providing content that's interesting for audiences outside Rotary, and adhering to our brand guidelines. Identify which clubs need help updating their digital presence.</p>
<p>Make the most of your membership leads. Take the Online Membership Leads course and refer to the Grow Your District Using Membership Leads guide to develop a process to manage them. Use the suggested scripts in the Prospective Member Outreach Template (For Districts) when you contact people. Ensure that your club membership chairs are managing their leads and assist them when needed.</p>	<p>Learn about the resources in the Brand Center and recommend them to clubs. Your district may have a public image webpage with resources, which you can also share with clubs.</p>



Meet with club leaders to discuss their challenges, successes, and opportunities. Recognize the clubs that are exceeding expectations.

GET CLUBS READY

2

AT THE CLUB LEVEL

PRESIDENT	MEMBERSHIP CHAIR	PUBLIC IMAGE CHAIR
<p>Appoint club membership and public image chairs and report the club chair roles to Rotary</p>	<p>Use the Club Planning Assistant for support in addressing your club's greatest challenges and the Club Membership Committee Checklist to build a strong committee. Find more information in the Club Membership Committee Basics learning plan.</p>	<p>Take the courses in the Club Public Image Committee Basics learning plan to explore how to tell Rotary's story and promote your club's projects and activities.</p> <p>Find more resources in the Brand Center.</p>
<p>Take the Is Your Club Healthy? course to learn how to improve your club's service and social activities, public image, operations, and overall member experience.</p>	<p>Use the Member Satisfaction Survey to learn what people think about your club. Act on the results and consider implementing ideas from your members. You can use the Action Plan template in this guide to document your strategy.</p> <p>Using the worksheet in the Finding New Club Members guide, review membership trends and local demographics to identify who's missing from your club. Then, based on the strategies in the Diversify Your Club course, decide how you'll build relationships with prospective members.</p>	<p>Use the Club Public Image Chair Checklist, the Your Logos at a Glance guide, and the Public Image learning plan to evaluate your online presence. Make changes if necessary to present dynamic and compelling content that reflects your club. Ensuring that your club uses Rotary's logos correctly and consistently also strengthens our brand recognition.</p>
<p>Take the Creating an Inclusive Club Culture course to see what changes may be needed in your club.</p>	<p>Follow up with the membership leads assigned to your club. The Grow Your Club Using Membership Leads guide, along with a documented, agreed-upon process to manage and approach candidates, can help. Use the guidance in the Prospective Member Outreach Template (For Clubs) when you contact people.</p>	<p>Create a club brochure using the customizable template in the Brand Center.</p> <p>Watch the How to Make a Rotary Club Logo video to learn more.</p>



Take the [Leading Change](#) course to learn how to assess people's readiness for change, how to plan for change, and how to respond to resistance.

Use the [Strategic Planning Guide](#) to document your plans and keep your club accountable.

3

PLAN YOUR PROMOTION

A strong public image campaign reinforces that Rotary is a respected organization that brings people together to tackle the most persistent problems in our communities while building professional and leadership skills through meaningful connections. A Rotary Convention or other large event can draw attention to Rotary and the work you do in your area. With a coordinated promotion plan, you can choose the messages you want to highlight about the impact that local clubs are making, the benefits of membership, and the opportunities that Rotary can provide. The district public image committee should lead this effort. Use the tips and ideas below to help reach your target audience.

AT THE DISTRICT LEVEL: DEVELOP A PUBLIC IMAGE CAMPAIGN

A public image campaign is a promotion plan designed to deliver a particular message to specific audiences. Once the campaign is developed, you'll need to enlist the club public image committees to help implement it. As you develop your campaign, consider these questions:

1. What do we want to achieve and how can we do it?

Whether you want to increase awareness of Rotary and your clubs or attract prospective members to Rotary, it's important to identify an overall goal with specific, measurable objectives. Document this goal and revisit it periodically to gauge your progress. Use data to refine or redirect your strategy. Use the [Action Plan](#) in this guide to document your ideas.

2. Who is our intended audience?

Think about who is most likely to be interested in your Rotary or Rotaract clubs and why. What groups are missing from clubs in your area? Consider factors like people's age, gender, interests, location, and profession. Think about how your club experience would appeal to your target audience.

3. Where do people in these groups get information?

Consider how you'll reach your intended audience. Are they more likely to read certain publications? Are they active on social media? Based on the answers to questions like these, you can plan whether to focus your efforts on social media, websites, blog posts, print communications, or radio and television.



PLAN

Work together to make sure clubs are ready for visitors before starting your promotion. This ensures that people will have the best possible experience.



MAKE IT OFFICIAL

You have many free and low-cost ways to promote your club, but allocating some funds to your efforts will help expand your reach and make your promotion more effective.



PLAN YOUR PROMOTION



4. What resources do we have, and what do we need?

Assess your existing resources, connections, and expertise to help determine what you can make use of and what you may need assistance with. For example, your district leadership team may include someone who's good at promoting events on social media, but may need someone who is skilled at creating the content.

5. What do we want our audience to know, think, feel, and do?

We want our audience to *know*:

- Rotary is a global network of 1.4 million people in more than 46,000 clubs who use their diverse perspectives and collective leadership and expertise to address tough problems.
- Rotary members promote peace, fight disease, provide clean water and sanitation, save mothers and children, support education, grow local economies, and protect the environment.
- While doing this, Rotary members develop valuable skills and build lifelong friendships.

We want our audience to *think*: "Wow, I didn't realize that Rotary is a global organization with an extensive network that is making this kind of impact in my community and around the world."

We want our audience to *feel* inspired, curious to learn more, and motivated to contact us. Someone who wants to make a difference in their community but doesn't know where to start may now want to learn more about what Rotary offers. They may hope that, through Rotary, they can connect with a large network of people in a way that benefits them personally and professionally and also benefits their community.

We want our audience to *act* on their interest and inspiration. For example, we want them to go to our websites and social media pages to learn more about Rotary, and to then take the next step by using the [Join](#) page or by contacting a local club.

6. How will you know if you're making progress?

As you're developing your promotion plan, think about how it will help you achieve your overall goal as well as the individual objectives you set for this effort. Determine how you can measure your progress and at what points you'll do that. Then you can confirm whether you're on track or need to make changes. For example, you could measure web traffic using Google Analytics and compare the results to the previous year's traffic. You could also measure the number of membership leads you received compared with the previous year.

An important part of your plan will be working with clubs to update their public-facing webpages and social media pages. Remember that being consistent in our messaging and images — through public relations, events, advertising, and online communications — builds awareness and understanding of how our members take action to create positive change in themselves, and in communities around the world. This strengthens Rotary's brand.

PLAN YOUR PROMOTION



AT THE CLUB AND DISTRICT LEVELS: LAUNCHING YOUR CAMPAIGN

PROMOTION METHOD	RESOURCES	EXAMPLE
<p>WEBSITES</p> <p>Your website may be the first place that people who are interested in Rotary learn about your club.</p>	<p>Learn how to maximize your club and district websites with these guidelines. Share them with clubs and encourage them to implement the tips.</p>	<p>Clubs and districts should update their websites before the campaign is launched so that people will find Rotary-branded sites with the information they're seeking.</p>
<p>SOCIAL MEDIA</p> <p>Social media is one of the most effective ways to connect with large audiences. Learn how to use social media to achieve your goals and discover which platforms work best for your club.</p>	<p>Share Rotary International's social media posts or use them as a model for your own posts. Encourage your club public image chairs to do the same.</p>	<p>You can plan social media posts to promote club or district events, projects, or a larger Rotary initiative that uses a shared, relevant hashtag.</p>
<p>EVENTS</p> <p>Holding smaller local events well before the large conference or Rotary Convention is an ideal way to promote your club in the community. Based on the type of event, decide what groups of prospective members you plan to focus on.</p>	<p>Use these tips to organize events that inspire people to want to get involved in Rotary.</p>	<p>If the larger event your campaign is tied to focuses on women's health, for example, you can promote an event sponsored by a club or district that features a speaker knowledgeable about that topic. You could then connect with and invite members of women's organizations when you promote the event.</p>
<p>PROSPECTIVE MEMBER EVENT</p> <p>Depending on the size of your district, host one or more district-wide events for prospective members to showcase the impact of Rotary in your area.</p>	<p>Create club brochures and distribute them to visitors and at events. Use the customizable template in the Brand Center. See these best practices for hosting a prospective member event.</p>	<p>You might focus a prospective member event on addressing questions about Rotary that members of the community have asked.</p>

PLAN YOUR PROMOTION



AT THE CLUB AND DISTRICT LEVELS: LAUNCHING YOUR CAMPAIGN

PROMOTION METHOD	RESOURCES	EXAMPLE
<p>SPEAKING ENGAGEMENTS</p> <p>You can use speaking engagements to help people better understand Rotary and how we work with communities. Develop and practice your presentation so you can effectively communicate your message.</p>	<p>Take these courses created for Rotary by Toastmasters International to build your public speaking skills:</p> <ul style="list-style-type: none"> • Develop a speech • Deliver a speech • Inspirational speech 	<p>If you have members who are exceptional presenters, find opportunities for them to speak at events where they can give an inspiring speech about Rotary to nonmembers. If there is a speaker's bureau in your district, start there.</p>
<p>PARTNERSHIPS</p> <p>Clubs can amplify their effect by working with other local organizations. Show your club's affiliation with a partner by using Rotary's customizable logo templates.</p>	<p>Learn about Rotary's alliance with Toastmasters.</p> <p>Find logos in the Brand Center.</p>	<p>If your area has a Toastmasters club or another organization whose values align with Rotary's, you can expand your reach by inviting its members to participate in a service activity or social event.</p>
<p>ADVERTISING</p> <p>Advertising reaches people who may not know who we are or what we do. Use print and digital ads, as well as audio and video, to promote your club members as people of action.</p>	<p>Find ad resources in the Brand Center that you can use in your advertisements.</p> <p>Distribute the prospective member flyer at events where your club has a presence.</p>	<p>Your plan may include targeted advertising such as billboards, radio ads, or paid social media posts.</p>
<p>MERCHANDISE</p> <p>Wearing and using merchandise purchased from Rotary's licensed vendors strengthens our brand. Work with our vendors to customize Rotary-branded merchandise.</p>	<p>Buy Rotary-branded clothing and materials from a licensed vendor in your area.</p> <p>Download, print, and hand out the What's Rotary? wallet card to people who might be interested in joining.</p>	<p>Your campaign could include supplying members with wallet cards to give people who ask about Rotary.</p>

Regardless of whether someone joins Rotary, it's important that we [create a positive experience](#) for them. Even if a person doesn't join a club, they might still participate in a club's service activities or refer other people to Rotary.





LEARN ABOUT PROSPECTIVE MEMBERS

When your promotional activities increase interest in Rotary, clubs may receive more inquiries, have more visitors at their meetings, or get more questions from acquaintances about Rotary. The district membership chair may find that membership leads increase. When you contact prospective members to get to know them better, you can create a positive experience for them and increase the chances that they'll find what they're looking for in Rotary.

Cultivating genuine connections with prospective members takes time, good communication, and planning.

DISTRICT AND CLUB MEMBERSHIP CHAIRS SHOULD:

1. Establish procedures.

Decide on a clear process for who will contact and verify membership leads in order to avoid duplicating efforts or overlooking anyone.

2. Monitor your membership leads.

Use the [membership leads guide for districts](#) and [membership leads guide for clubs](#) to help you manage online leads effectively.

3. Contact people promptly.

Follow up with anyone else who has expressed interest. Ask them about themselves to understand how best to connect them to Rotary. Refer to the suggested scripts in the Prospective Member Outreach [templates for clubs](#) and [templates for districts](#).



MORE RESOURCES

For more resources on membership and marketing strategies, visit rotary.org/membership and brandcenter.rotary.org.

ACTION PLAN

Use this template to create a plan to implement the steps in this guide. Ensure that your goal is SMART: specific, measurable, achievable, realistic, and time-based. Then identify the individual objectives that will allow you to achieve the larger goal. Finally, break down your objectives into specific actions. Revisit the plan periodically to monitor your progress and make adjustments if necessary.

GOAL:			
OBJECTIVES:			
ACTION NEEDED	WHO IS RESPONSIBLE	BY WHEN	RESOURCES

INSERT EVENT NAME HERE



INSERT EVENT TYPE

Provide a detailed description of your event here. In your description, give a reason why people should attend and what they can expect such as purpose, cost of the event, activities, and parking information. If it's a fundraiser, state how the funds will be used.

LOCATION:

address and/or virtual link here
address and/or virtual link here

DATE: 1 JAN 2028

TIME: 12:00 - 15:00 AM/PM

Additional details:
Contact information, a way to RSVP or ask questions
club website or event website



HOSTING A PROSPECTIVE MEMBER EVENT

These tips can help you plan a successful event for prospective members at the district or club level:

1. Select an accessible location and time for the event.

Consider:

- Traffic around the time of the event
- The availability of parking or public transportation
- Physical accessibility
- Whether you want attendees to bring their families to the event
- Whether there are free or low-cost venue options (If a free location is not available, consider charging a nominal registration fee for the event.)
- Whether your event can include a service project so that participants can get involved

For example, you could hold your event at a park shelter and do a park cleanup as part of the event.

2. Be strategic with outreach and invitations.

Consider:

- Prospective members assigned to your district or club through the Manage Membership Leads page in My Rotary
- Members of young professionals groups
- Members of Toastmasters clubs
- Members of business networking clubs
- Alumni of Rotary programs such as Interact, RYLA, and Rotary Youth Exchange
- Owners and employees of local businesses
- School and university students, faculty, and staff
- Friends and family of members

3. Establish a clear communication plan, including save-the-date notices, event reminders, and follow-up messages.

Consider:

- Using a platform such as Eventbrite that simplifies registration
- Sending tailored communications to your target audience
- Providing ways for prospective members to get involved after the event
- Creating fliers that can be shared via email and on social media

Encourage current members to bring a guest. This ensures a good balance of current Rotary members and prospective members.

4. Structure your event to include a networking activity or service project, as well as time for people to chat and get to know each other.



Consider:

- Having a host to set the tone and flow of event
- Showing a compelling [video](#) to demonstrate Rotary's impact
- Showcasing projects your club or district has done

5. Delegate responsibilities to specific club and/or district leaders.

Consider:

- Having current members welcome people and talk with them about their interests and needs
- Designating someone to follow up with prospective members to ensure that they connect with a club
- Appointing or hiring someone to take photos so that you can share them on your club or district website and social media pages. Be sure to get photo releases from anyone in the photos that you plan to post.



DO MORE THAN YOU THOUGHT POSSIBLE WITH ROTARY

Visit rotary.org/get-involved today
to find a club and start making a difference.

Rotary is a global network of clubs with more than 1.2 million members — friends, neighbors, leaders, and problem-solvers just like you.

We apply our diverse perspectives and collective expertise to support one another and tackle the most persistent issues that our communities face.

JOIN US TO:

- Connect with other people of action
- Form new friendships and build your network
- Find creative ways to meet community needs
- Gain new skills and grow as a leader





IMPACT

REACH

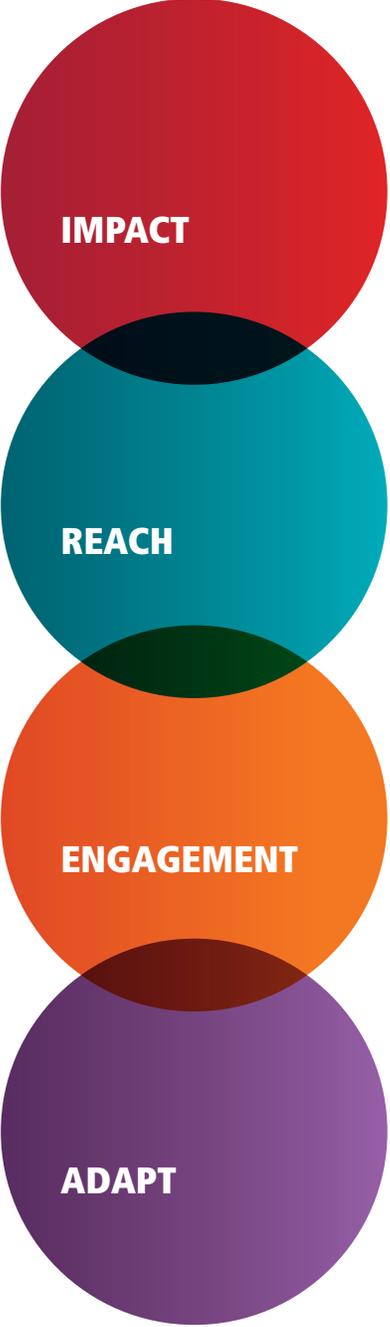
ENGAGE

ADAPT

COMMUNICATION GUIDE

Tips and examples for effective messaging,
inspired by Rotary's Action Plan.

WELCOME!



IMPACT

REACH

ENGAGEMENT

ADAPT

This guide will help you create communications that effectively promote your club's good work, attract new participants and partners, inspire donors, and motivate volunteers. The tips and examples will help your club and Rotary be stronger and more influential as we:

- Increase our impact
- Expand our reach
- Enhance participant engagement
- Increase our ability to adapt

Whenever you communicate with people — whether you're posting on social media, inviting community members to join you in a service project, or speaking at an event — you have an opportunity to increase awareness of Rotary and what we do.

6 TIPS FOR MORE POWERFUL COMMUNICATIONS

1. Consider your audience. You have great stories to tell, but it's important to adapt them to the people you're speaking to. What do these people care about? How is Rotary relevant to them or to that issue?

2. Be inclusive. You want people to imagine themselves in Rotary and understand that Rotary is accessible to everyone. Use words like "members and participants" rather than "Rotarians." Ask yourself: Is your message welcoming? Does it demonstrate how Rotary actively seeks the perspectives and talents of people with different life experiences? Does it show that there are many ways to get involved?

3. Be specific. Use compelling facts and clear examples of how your club has made a difference. This will make your communications more immediate, authentic, and relevant, which in turn will invite your audience to be part of that experience.

4. Avoid acronyms and abbreviations. People who aren't part of Rotary often don't understand our structure or the terms and processes we use. Avoiding insider language will make your communications more relatable and inclusive. One way to check: Ask someone outside your club to review your message. Is it clear and easy to understand?

5. Include a call to action. Think about what you want your audience to remember or respond to. What do you want people to do next?

6. Demonstrate your impact. Help people understand how your club's activities support stronger communities and create a better world. Incorporate testimonials from community members, partners, and others who have worked alongside your club to make a difference.



LET'S GET TO WORK!

Here are some examples of effective communications to give you inspiration, encouragement, and direction. You can use these tips to show what Rotary's about and build momentum for all we do.

INCORPORATE FACTS OR STATISTICS.

This will help people understand how we're increasing our impact and bringing about measurable change.

We're part of a regional environmental effort by Rotary clubs to save monarch butterflies from extinction. **A key threat is the loss of breeding habitat across the United States.** The clubs are working with hundreds of schools, companies, and agencies to plant and protect pollinator gardens along the butterflies' migration route. **Our goal is to increase the monarch breeding habitat by 2% each year.** It's just one way that Rotary clubs are working together and with partners to make an impact.

People in [COMMUNITY] **had to walk three miles to collect water.** Our Rotary club met with residents and learned that this **was contributing to low school attendance rates for girls,** who were primarily responsible for collecting water for their families. **Rates of waterborne illness were also high.** We worked with community members, local health leaders, and a nongovernmental organization to identify the best location and design for a well. This ensured that people had a source of clean drinking water that was easy for them to maintain. **Now girls can attend school and cases of waterborne diseases have dropped by 80%,** contributing to an overall improvement in people's health.



SHOW THAT ROTARY IS INCLUSIVE AND WELCOMING.

We expand our reach when people understand how we inspire others to act and create experiences that connect people and reinforce their commitment. Remember that even instructional details can convey that it's easy to participate.

The Rotary Club of [NAME], the Audubon Society, and the Girl Guides are planting 43 trees in City Center Park this Saturday at 10 a.m. — and **we need your help!** Everyone who plants a tree will get a tree-shaped cookie from the Park Bakery. The park is easily accessible by public transportation, and there is free parking at the garage on Ninth Street. **Bring your family, meet your neighbors, and make our community greener for generations to come.**

Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves. **We know that when we bring together people of different backgrounds, we think of better ideas and more effective ways of serving our community and the world. We constantly learn from our conversations, and we're committed to creating a welcoming, accepting, and inclusive environment for all.**

INVITE NEW ORGANIZATIONS TO WORK WITH YOU.

Community partners have helped us do a lot of good in [LOCATION]. **We've worked with the school district to offer tutoring programs and with the city conservation department to plant trees.** We know that we can do more good when we join with partners that bring new perspectives, talents, and ideas. **If your organization hasn't worked with Rotary in the past, let's start a conversation.** We're always ready to collaborate with people and organizations that want to create lasting change.





SHOW THAT ROTARY OFFERS MEANINGFUL EXPERIENCES FOR MEMBERS AND PARTICIPANTS WHILE MAKING AN IMPACT IN THE COMMUNITY.

That's how people will know that we make the needs and growth of our participants a priority — and that's why they'll join us and stay with us.

We help create the next generation of leaders — and we know there are many paths to leadership. Applications are now open for the Rotary Club of [NAME]'s scholarship. We're awarding \$10,000 to a student from our community to use toward college or an accredited educational or career training opportunity. **"Enrolling in college was a goal for me and my family,"** says [SCHOLARSHIP RECIPIENT]. **"With a Rotary club scholarship, I can show the world how much I have to offer."**

Mark your calendars: The Rotary Club of [NAME]'s annual walkathon is here! It's not only a fun way to take part in a community event — every dollar we raise **supports after-school programs that children love and parents depend upon.** Help [CLUB NAME] make our community happier, healthier, and stronger.



DEMONSTRATE THAT YOUR CLUB IS LISTENING TO COMMUNITY MEMBERS AND ADAPTING QUICKLY TO A CHANGING WORLD.

Emphasize how we're being innovative and inviting new perspectives so that we can respond to critical needs. Convey that even in challenging times, we remain hopeful.

What would make our city an extraordinary place for all children to grow up? **The Rotary Club of [NAME] invites people to explore this question in a discussion** at [MEETING PLACE] on [DATE AND TIME]. **"Everyone has something they can bring to this conversation,"** says [ROTARY SPOKESPERSON]. "Your voice and perspective can help local Rotary clubs and our community partners understand how we can increase opportunities for kids to learn and thrive." **Join us for a collaborative dialogue and discover how your voice can make a difference.**

As people of action, Rotary members from [GEOGRAPHIC REGION] are working with [LOCAL CIVIL RIGHTS ORGANIZATION] to teach community members how to respond effectively when they witness discrimination or harassment. In this free workshop, you'll learn how to intervene safely when you see someone being bullied, threatened, or intimidated. Be someone who takes action when necessary!

DESCRIBE HOW WE'RE MAKING EXPERIENCES MORE ACCESSIBLE.

As community members involved in business, education, hospitality, health care, and many other fields, we at the Rotary Club of [NAME] understand the importance of being flexible and innovative. **We're now holding more meetings and events online, which means more opportunities to hear from global experts on topics such as health, finance, conservation, and social issues. If you're looking for meaningful conversation in a convenient format or seeking other opportunities to participate, contact [NAME] at [CONTACT INFORMATION].**



