

Carolinas' PETS 2020: Making The Most of Rotary's and Your Club's Public Image

(Total Time: 60 Minutes)

Discussion Leader Notes

- ***Smile! Plan your “engagement” plan! (Note: This session has an IMPORTANT “Best Practices Grid and other Discussion Materials/Reference Documents)***
- ***Pre-arrange the location of your BLANK flip chart***
- ***Introduce yourself to the group and explain your role as the facilitator of their discussion; you may wish to greet each participant individually as they enter and find a seat***
- ***Discuss your expectations and group guidelines (such as taking turns speaking, welcoming and accepting all questions/comments, and asking the group to turn off all cell phones)***
- ***Review the session's learning objectives with the participants (see below and also your notes)***
- ***Encourage participants to take notes; try to gauge the participants' knowledge and Rotary experience and adjust the facilitated discussions accordingly***

SESSION OPENING:

Learning Objectives (In Discussion Materials)

At the end of this session, participants will be able to:

- 1. Understand the purpose and intent of implementing a Public Image plan for your Rotary Club***
- 2. Understand Rotary branding guidelines, use of the Rotary logo and resources available at the Brand Center
www.rotary.org/brandcenter***
- 3. Share proven strategies, ideas and best practices to enhance the club's (and Rotary's) Public Image***
- 4. Collaborate with peers (here at PETS and at your club) on leveraging Social Media as part of Public Image plans throughout the year***
- 5. Understand and incorporate Rotary's Vision Statement and Six Causes (formerly Areas of Focus) into the club's Public Image strategies***

ALSO, specifically point out the “Best Practices” GRID for this session.

SHARE YOUR BEST PRACTICES

(in Discussion Materials)

<p><u>Attracting Members</u></p>	<p><u>Community Awareness</u></p>
<p><u>Increase Foundation Gifts</u></p>	<p><u>Social Media Engagement</u></p>
<p><u>Traditional Media Engagement</u></p>	<p><u>Telling YOUR Rotary Story</u></p>
<p><u>Innovation</u></p>	<p><u>Other</u></p>

WHY Public Image Section

(10 minutes)

Q. What does the term, “Rotary Public Image”, mean to you?

Q. Why do we need and use Public Image?

- ***Listen for:***

- **Membership attraction and diversity**
 - **Is the current level of diversity in your club representative of your community?**
- **Foundation Giving**
 - **Polio**
 - **Grant projects**
 - **Non-Rotarian gifts**
- **General public awareness of who Rotary is and what we do**

Q. How many clubs here today have a Public Image plan as a part of their club’s Strategic Plan?

DL: Emphasize that Public Image is a TOOL that we use to increase awareness of Rotary; and to attract potential new member candidates.

Q. As your club’s President, WHAT is YOUR ROLE in establishing your club's Public Image strategy?

Q. Does your club:

A. Have a Public Image strategy now?

B. Use Public Image tools regularly and has it achieved success in doing so?

C. Use Rotary's Public Image tools?

Q. What are SOME ways that your Rotary club could present a strong, unified image of Rotary?

- ***Listen for:***

- **Wearing your Rotary pin every day**

- **One of the top silent “salesperson” tools we have for promoting our brand**

- **Using the CURRENT Rotary Masterbrand logo**



- **Wearing Rotary gear**

- **Club shirts**
- **Rotarians at Work T-Shirts (budget as part of projects)**
- **Hats**
- **Jewelry**

- **Signage**

- **At events**
- **Our club meets here**
- **Welcome to our town**
- **Permanent signage on service projects, such as playgrounds, amphitheaters, community gardens, etc.**

- **We should all have pride in promoting the Rotary brand!**

Q. Does your club have a Public Image (PI) Committee?
Remember that a committee should be more than 1 person.

Q. How does your PI committee work with the other club committees?

- **Membership**
- **Foundation**
- **Service Projects**
- **Vocational Service**
- **International Service**

Telling YOUR Rotary Story

(10 minutes)

DL: Have the attendees turn to the Discussion Materials, "Your Rotary Story". Ask the attendees to write down the answers to the 2 questions listed. This is an important exercise because we are all too often asked, "What is Rotary?" Some may struggle and stumble for an answer. We need to teach our Presidents-Elect HOW to answer that question so that they can then teach their club members.

Q. Why did YOU join Rotary?

Q. Why have you stayed with Rotary?

After they have written their answers, explain that the Rotary statistics and facts do *not* call someone to take action. It's not the

. . .

- 1.2 Million Rotarians, or the**
- 35,000 clubs, or the**
- 530 districts, in**
- 220 countries**

. . . that anyone outside of Rotary cares about

They want to hear WHY you have joined the world's premier service organization. They want to hear the great projects your club is doing, locally and globally. They will be called to action once they have heard YOUR passion and conviction to all that Rotary does.

One of the best Public Image tools we have is YOU and all of our Rotarians sharing what we do. Traditionally this is done through WORD OF MOUTH. In more recent times, this is done via Social Media. Both are very effective and necessary tools. Let's all practice this.

Now, please turn to the person next to you and TELL YOUR ROTARY STORY. Take no more than 2 minutes to explain why you have joined and stayed with Rotary. Then switch partners.

DL: Allow no more than 5 minutes for this. Listen for the energy in the room. Watch the body language of those who are presenting.

At the end of this exercise, state again that it's not the facts and figures of Rotary that will excite someone to take action.

It is the passion of YOUR story that will cause that person to pause, reflect, and then take an action, such as attending a club meeting or a Rotary Information Hour (preferable for most prospects).

Consistent Rotary Branding -- a Mission Critical Objective

(10 minutes)

DL: Have the attendees turn to the Discussion Materials, " Rotary Branding Do's and Don'ts".

Q: How many of you know that the blue and gold Rotary Wheel is an obsolete logo?

Despite its retirement in 2013, a majority of clubs are **STILL** using the obsolete Rotary logo somewhere in their collateral -- bulletins, project markers, invitations, websites, social media, presentations etc.

Q: Why do you think the new Rotary Logo was adopted?

DL: Listen for:

- ***People outside Rotary had no idea what the "wheel" was about***
- ***The name "Rotary" is the important part -- not the wheel***

Q. Is it ever OK to use the monochrome Rotary Wheel ("Mark of Excellence") standing alone?

A: Yes, only if:

- The complete logo ("Masterbrand Signature") appears somewhere on the same piece (sign, brochure, presentation, shirt, etc.) Example: "*Lead Your Club*" manual series
- It is not combined into another graphic or logo
- It is used in its entirety -- not cropped or covered by another graphic
- Complete details at:
<https://my.rotary.org/en/document/tell-rotarys-story-voice-and-visual-identity-guidelines-rotarians>

Where to Find Rotary Public Image Tools

(5 minutes)

Q. Where can you as a club officer find detailed information about Rotary branding and public image tools?

DL: Help guide the participants to these correct responses

- **My Rotary**

- **Learning & Reference → Learn By Topic → Public Relations**

- ***DL: Print this page just prior to PETS and refer to topics on this page***

- **Brand Center**

- **MyRotary → Manage → Brand Center**

- ***DL IMPORTANT: Be sure to point out the available tools, such as:***

- ***Voice and Visual Identity Guidelines***

- ***Logos***

- ***Current logos (in Discussion Materials)***

- ***A logo template for creating your club's logo or any other logo needed***

NOTE: using the current logos, and only the approved logos help to create a unified look. No need to replace existing items that have the old logo, but anything digital or new should be replaced with the current logo.

- ***Materials***

- ***PowerPoint presentation template***

- ***Create your own club brochure***

- ***Membership templates & materials***

- ***Membership Card***

- *Certificate of Membership*
- *Business card*
- *Letterhead*
- *Event flier templates*
- *Press Release templates*
- *Newsletter / Bulletin templates*

ENGAGING TRADITIONAL MEDIA

(5 minutes)

DL: Let's now discuss some of the traditional media outlets available for us to use.

Q. What are some traditional media outlets?

DL: Listen for:

- **Newspaper**
- **Magazine**
- **Radio**
- **TV**
- **Others?**

Q. How can your club get PUBLIC SERVICE ANNOUNCEMENTS into these outlets?

DL: Listen for:

- ***Club should develop a media list that is specific to their club***
- ***Establish a relationship with an editor or senior manager***
- ***Warmly invite media resources to club meetings and events***
- ***And, if the media representative meets your club's criteria, invite him/her to join the membership***
- ***Be persuasive, persistent, and friendly, BUT NOT AGGRESSIVE***

Q. What questions should you answer in anything you send to the media for publication?

DL: Listen for:

- ***Who***
- ***What***

- ***Where***
- ***When***
- ***Why***
- ***How***

Remember to offer a genuine THANK YOU to those that publicize your club. That will encourage repeat behavior and can be the beginning of a new community relationship.

Leveraging your local media can help your club be very recognized in your community.

ENGAGING DIGITAL MEDIA

(10 minutes)

CLUB WEBSITES

DL: Hopefully all of your clubs have a website. This is how the majority of folks using the internet will find you. Therefore, it is important that it is relevant, current, attractive, and *mobile-friendly*.

Q. What are some best practices for keeping your website up-to-date?

DL - Listen for:

- *In-Club resource*
- *Club's Public Image Committee (gold star award!)*
- *Club utilizes its Interact and/or Rotaract club members as interns to keep website current (another gold star award!)*
- *Other?*

Q. Is your club's website *mobile-friendly*, meaning that the website will resize itself so that it fits and works on a smart phone sized screen?

DL: Please inform participants of the following important points:

- *~70% of web traffic now comes from mobile devices*
- *When using a mobile device, Google's search engine penalizes websites that are not mobile-friendly in search engine results. More details are available in the references and resources section*

SOCIAL MEDIA

So much of the population today is keeping up with people and organizations via Social Media. Thus, it is important that we are communicating there too. Social Media is a great way to inform your community of what is going on, and it is also a great way to attract new member candidates. We have passed the point of if we should use social media. We are now at the point of it's how well we use social media. Next to word of mouth, social media is the lowest cost form of marketing and advertising.

DL NOTE: Please do not get specific with a social media platform (Facebook, Twitter, Instagram, etc) as it will consume valuable time. Keep this session generic and on topic as outlined below.

Q. How does your club communicate on social media?

DL – Listen for:

- ***We have a club page on one or more platforms***
- ***Many of our members share posts from our club page to their personal page***
- ***Our club has dedicated resources focused on getting our information out on multiple platforms***
- ***Quality content is always better than quantity of content***
- ***Use available tool kits***
 - ***example: End Polio Now website (<http://www.endpolio.org/take-action>)***

DL – Share this Best Practice – Highlight Program Speakers (in Discussion Materials)

- ***Post and TAG that your speaker is coming a few days prior to your club meeting***
- ***Post and TAG the speaker WHILE they are at your meeting***

- ***Post a thank you within one business day, again TAGGING the speaker***

Get as many of your members as possible to follow the above 3 steps and post on their personal social media pages too

- ***What does this do?***
 - ***It spreads the information out past your own network***
 - ***It showcases the great club programs your club has***
 - ***It creates club engagement***
 - ***Through the “viral” effect of sharing, more become aware of your club and the great work it does within the community***
 - ***It acts as an attraction tool for future member candidates***
 - ***All of this is part of your club’s Branding!***

(End of Session)

Review

- Review the Learning Objectives to ensure that all topics were covered sufficiently. Answer any questions and let the participants know how to contact you if they have questions later (Your contact information is on the Carolinas' PETS website and in the PETS 2020 Program)
- 1. Understand the purpose and intent of implementing a Public Image plan for your Rotary Club***
 - 2. Understand Rotary branding guidelines, use of the Rotary logo and resources available at the Brand Center***
www.rotary.org/brandcenter
 - 3. Share proven strategies, ideas and best practices to enhance the club's (and Rotary's) Public Image***
 - 4. Collaborate with peers (here at PETS and at your club) on leveraging Social Media as part of Public Image plans throughout the year***
 - 5. Understand and incorporate Rotary's Vision Statement and Six Causes (formerly Areas of Focus) into the club's Public Image strategies***
- Ask participants to share something that they learned during the session and an action they will take as a result of this session. REINFORCE the “Best Practices” Grid. Participants can share with the person next to them or with the entire group.
 - **THANK THE GROUP**

MAKING THE MOST OF ROTARY'S AND
YOUR CLUB'S PUBLIC IMAGE

DISCUSSION MATERIALS

&

ROTARY REFERENCES

