

# Club Public Image Committee Basics 2020-21





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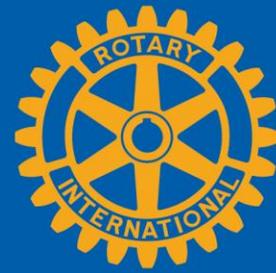
# CLUB PUBLIC IMAGE COMMITTEE CHAIR JOB DESCRIPTION



Your role as club public image committee chair is to create and implement a plan to tell Rotary's story to the public, and to promote the club's projects and activities.

RESPONSIBILITIES	
GENERAL	PUBLIC IMAGE COMMITTEE
Attend your district training assembly.	Attend your district public image seminar.
Working with the president-elect, select and prepare your committee members.	Develop a public image plan, then set and achieve public image goals.
Create subcommittees as needed (e.g., media relations, social media, advertising/marketing, special events).	Promote club activities and projects among club members, local media outlets, and members of your community.
Meet regularly and plan activities.	Use the resources in the Brand Center to enhance Rotary's public image.
Set committee goals to help achieve the club's goals, and monitor progress toward them.	Make sure club communications follow Rotary's guidelines for voice and visual identity.
Manage your committee's budget.	Use the People of Action campaign materials to increase public understanding of Rotary and drive engagement in your community.
Work with your club's other committees and your district committee on multiclub activities or initiatives.	Use social media to raise awareness of Rotary and your club in the community.
Provide committee updates to the club president, board of directors, and the entire club.	Enhance projects and activities to make them more appealing to the media.
Determine your club's expectations for your committee.	

# WORKING WITH YOUR COMMITTEE



You're the club public image chair. What do you do first? Meet with the outgoing chair, review your club's bylaws and strategic plan and, if necessary, start thinking about who else will be on your committee. In addition to becoming an expert on your club's public image strategy, you will manage your committee members.

In many clubs, members serve on a committee for three years, so it's likely that some current committee members will continue into your term. If you need to fill any openings, work with the president-elect to find someone with experience in at least one of these areas:

- Advertising
- Marketing
- Public relations
- Media relations
- Public speaking, writing, or photography
- Social media
- Website development
- Event planning

As chair, you'll delegate tasks, so you'll need to determine how best to use the skills and interests of your committee members. You can prepare members by:

- Informing them of the committee's activities and goals
- Pairing new committee members with more experienced ones
- Encouraging them to communicate with their counterparts in other clubs
- Notifying them of district activities and meetings
- Sharing resources

Collaborate with your club's other committees to maximize your impact as a group. Club board meetings are great opportunities for these ongoing conversations.

## SETTING GOALS

In your role, you'll make sure your committee sets and achieves annual goals that support the club's strategic plan. You'll set goals with your incoming president and other club leaders at the district training assembly. The president or secretary can enter the goals in [Rotary Club Central](#).

## **EFFECTIVE GOALS**

Be sure your annual goals reflect committee capabilities and club interests. Goals should be shared, measurable, challenging, achievable, and time-specific (example: *Our club will build a public-facing Facebook page and increase its likes by 50 percent this year*).

## **ACTION PLAN**

Work with your committee to develop an action plan, a series of smaller steps needed to achieve each annual goal. For every step:

- Determine who's responsible for implementing it.
- Set a due date.
- Decide how you'll measure progress and success.
- Consider the resources you already have, and get any that you need.
- Regularly assess your progress, and adjust your goals if necessary.

## **MOTIVATION**

Part of your role as chair is keeping your committee members motivated. Remember, they are volunteers. Common motivators include:

- Assurance that the committee's goals are attainable and will benefit the club and community
- Opportunities for fellowship and networking
- Assignments that use each member's expertise
- Efforts to make the committee's work enjoyable

## **BUDGETING**

Before 1 July, work with the outgoing committee chair and club treasurer to discuss the funds your committee will need and request that they be included in the club's budget. Be sure to consider any planned fundraising activities.

Oversee your committee's funds, transactions, and reports, and be aware of its budget status at all times. If you meet regularly with your club's treasurer, you'll be able to take action as soon as issues arise.

# 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
- See the [Rotary Public Relations Guide](#) for tips, templates, and best practices for developing a public relations campaign.

## 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.
- Refer to the Media Crisis Management Points document in the Brand Center (under Guidelines) for guidelines on how to handle a media crisis.

## 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.

# YOUR CLUB'S IMAGE



When your Rotary club has a positive public image, current members will be motivated and active, and prospective members will be eager to join. Work with your club membership committee to discuss whether any aspects of the club's image might deter potential members, and create a strategy to overcome these issues. Identify the professional groups or age demographics you would like to target, consider what would attract these prospective members, and determine which media are most likely to reach them.

## REFRESH YOUR CLUB IMAGE

Work with club officers to decide how to brand your club, keeping these considerations in mind:

- Be sure your communications accurately represent the club experience. Ensure that club meetings live up to the expectations you've set. A vibrant club image won't boost membership if it doesn't reflect reality.
- Remind your members that they represent your club, and that everything they do contributes to the club's image. Their activities outside of Rotary are an opportunity to attract new members and promote your club's culture.
- Update your social media pages, club website, and blog to be more appealing. Make sure your contact information is easy to find. You can download graphics and banners on Rotary's [Brand Center](#).

## ASK CLUB MEMBERS TO HELP

Your membership base is a valuable resource for your committee. Involve members and past program participants in your public image efforts by having them spread the word about Rotary and your club's activities. Make sure all members are knowledgeable about Rotary and its programs, and encourage them to promote our mission and core values to their personal, business, and professional contacts. Suggest they invite potential members to club events and service projects so they can experience the club for themselves.

# 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.

If you're not sure how to answer questions about Rotary, see the [Voice and Visual Identity Guidelines](#) for ways to communicate Rotary's brand essence and values.

# USING ROTARY MARKS



Rotary's masterbrand signature (official logo) identifies Rotary and our commitment to improve communities worldwide. Rotary International owns trademarks and service marks (referred to as Rotary Marks and listed in the Voice and Visual Identity Guidelines and the Rotary Code of Policies) for the benefit of Rotarians worldwide.

When you reproduce the Rotary Marks, follow our [Voice and Visual Identity Guidelines](#) and the [Rotary Code of Policies](#) (article 33). Clubs can download logos for Rotary, Rotaract, and other Rotary programs in the [Brand Center](#).

## NAMING GUIDELINES

In naming an activity, project, program, website, or publication, the Rotary club or other Rotary Entity must use its name and not just "Rotary" alone. A club can add its name to the name of the project, for instance. Proper naming examples include:

- Rotary Club of Evanston Cleanup Project
- Mountain City Rotary Club Centennial Park
- [www.anycityrotaryclub.org](http://www.anycityrotaryclub.org)

The Rotary club signature, which consists of the masterbrand signature plus the club name, should be used on all club communications and materials associated with a club activity, project, and program. For specific guidelines on naming club projects, see the Rotary Code of Policies or contact your [Club and District Support representative](#).

## ROTARY MARKS ON FUNDRAISING MERCHANDISE

Nearly 160 licensed vendors are authorized to produce merchandise featuring the Rotary Marks and to offer club management systems and other online tools. See My Rotary for a list of [official licensees](#) and [Community Marketplace Resources](#) to connect with vendors. Only licensed vendors are permitted to produce and sell merchandise with the Rotary Marks.

If your club wants to raise funds for a project through merchandise sales, you can sell products featuring the Rotary Marks for a limited time as long as you purchase the merchandise from an official Rotary licensee and include this information on the items:

- Your Rotary club name or Rotary club signature
- Your fundraising event or project name
- The project dates

If your club wants to sell merchandise for a long-term fundraising project, you'll need to apply for a license. If your club wants to buy merchandise from an unlicensed vendor, that vendor must receive permission to use the Rotary Marks directly from Rotary International. Send questions about the use of Rotary Marks on merchandise to [rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org).

# TELLING ROTARY'S STORY



The way you talk about Rotary and your club shapes the public's perception of who we are, what we do, and why we do it. A strong public image ensures that communities everywhere know that Rotarians are people of action, driven by a desire to create opportunities, strengthen societies, and find solutions to the tough challenges that affect the world.

Rotary has resources to help you tailor your messages to your audiences' specific motivations, interests, and levels of Rotary knowledge. After hearing stories about your club's good work, members of your community may be inspired to learn more and support you by volunteering, donating, or becoming a Rotarian themselves.

Use the People of Action campaign materials in the [Brand Center](#) to tell your club's story and to answer these common questions:

- What is Rotary?
- Who are Rotarians?
- What impact do Rotarians make in my community and around the world?
- How is Rotary different from other organizations?

People of Action resources include:

- Short videos (30 and 90 seconds)
- Print, outdoor, and digital advertisements
- Radio ads

To start planning your local People of Action campaign, identify a story that demonstrates your club's impact on the community. Once you know the story you want to tell, you can create an ad that will represent your club, convey your People of Action message, and grab your audience's attention. Use the following three-step process to develop a People of Action print ad that's specific to your club and community:

1. Select an action verb for your headline from the options in the Brand Center. The headline "Together, We" introduces the idea that our impact stems from teamwork, and it implies an invitation to the viewer.
2. Use an image that supports the assertion that we are people of action. Be sure the photo features more than one person.

Develop your text. In two to three sentences, make a statement about our organization, provide proof or statistics to support that statement, and end with a call to action.

The [Brand Center](#) offers a variety of additional resources to help you tell a clear and compelling story that inspires audiences to engage with us and take action:

- People of Action Campaign Guidelines
- Event Planning Guide

- Quick Start Guide for Club Social Media Pages
- Quick Start Guide for Club Websites
- Rotary Messaging Guide

New materials are added regularly to the Brand Center, so check back often.

# DISTRICT TRAINING ASSEMBLY DISCUSSION QUESTIONS



The district training assembly is a great chance to exchange ideas with other incoming club leaders. These questions can help you prepare for your training.

What are the responsibilities of your club public image committee, and what are your responsibilities as chair?

Which club goals are assigned to your committee?

What can you do to promote Rotary to prospective members, and who can you work with in the community to promote your club?

In what innovative ways will you promote your club this year?

What tasks will you delegate to committee members, and how will you support them?

How can you involve program alumni in your promotional efforts?





