

**MAKING YOUR CLUB AND PROJECTS VISIBLE**  
**INSTRUCTOR: MAUREEN FRITZ-ROBERTS**  
**SESSION NOTES**

**Club Presidents Role in Public Relations**

1. Energize the club and the PR committee
2. Delegate the Public Relations role to the Director
3. Give all the information and help possible to the PR Director to empower that person
4. Hold the PR Director accountable for the goals set
5. Set an example and remind others that as a Rotarian you are a constant walking talking Public Relations ambassador
6. Participate in the events of the club and be available for any PR events
7. Develop or encourage the continuation of a Club Historian
8. Encourage club to help with Public Relations, possibly an assembly to create a PR plan similar to the group exercise at PETS

**Top Things to Do Before July 1st**

1. Meet with the Public Relations Director
2. Set Public Relations Goals
3. Write a Public Relations Schedule
4. Write a Public Relations Plan
5. Develop a Public Relations Budget
6. Ensure there is a committee in place to work with the Public Relations Director

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**INSTRUCTOR: JULIE MANNING**  
**SESSION NOTES**

**PRESIDENT’S ROLE: WHAT TO DO WHEN YOU GET HOME**

Appoint effective PR Chair  
Assess PR-related skills within club  
Talk with your predecessors  
Collaborate with other clubs, community organizations  
Develop a plan  
Hold a club assembly, emphasize message of Rotarians as “brand ambassadors”  
Talk about Rotary at club meetings (“Rotary minute”)  
Develop club calendar (events, programs) to assist with promotion, planning  
Ask member to develop Facebook fan page for club  
Explore public access TV channel as communication tool  
Ask member to develop/update club brochure  
All committees should provide info to PR committee  
Use technology (Web, social media)  
Make sure members wear Rotary clothing at community service events  
Incorporate testimonials from people who have benefited from Rotary (scholarships, fundraising, etc.)  
Develop “elevator speech” for our club, be consistent with messaging

Address for blog (from Whistler club): <http://rotarywhistler2000.blogspot.com>

## PUBLIC RELATIONS

### NON-PROFITS WITH STRONG, POSITIVE IMAGE

Red Cross	UNICEF	Breast Cancer	Community Food Bank
Jerry's Kids	United Way	Scouts	Doctors without Borders
Variety Club	Habitat for Humanity		4H

#### Characteristics:

Trusted

Visible

Big / known / visible sponsors

Help / positive

In media frequently

Proven track record

### ROTARY'S BRAND

Positive

When people see what projects Rotary does

Talking to people

Project signs – roadside visibility

Negative

Only business people?

### PUBLIC IMAGE PLAN

Goal:

Reach a new / under represented audience

Audience:

Home based business

Sole proprietors

Message:

Avoid jargon

Rotary might be for you

We value family

Volunteer source

“Homey” / friendly

Free

External: e.g. Facebook fun page

Internal: members

Values

Tactics  
Networking  
Media  
Brochures  
Websites  
Press Releases  
Facebook  
Twitter – short notice – appropriate for informing of good programs  
Websites – create appropriate links  
LinkedIn – good way to reach business people  
Audiences  
Home based

#### MESSAGE WE WANT TO SEND

We're in the community  
All inclusive  
FUN  
Attract youth / women /  
100% under 40 – Rotaract  
All about fellowship and service  
Get things done  
Partnerships – RYLA etc.  
Get out there  
AREA PR committee – AREA; DISTRICT  
Former scholarship recipients

#### DEFINING / MEASURING SUCCESS

Increased Rotary profile in community  
Attracting new members  
FUN?!! – happy; enjoyable  
Money raised  
Meeting budget / planned targets  
Attendance  
Participation of members  
Broader issues; health  
Meeting commitments / purpose / e.g. scholarships  
Forging community partnerships  
Youth – interact / Rotaract  
Partners share process  
PRESIDENT'S ROLE  
In enhancing public image

Press Kit – have it ready:  
Club info  
Club officers  
Photos  
Brief accounts of projects

## PUBLIC RELATIONS

### Group 1

Target:

Younger professionals

Service aspects

Project:

Paint houses / upkeep

Means

Signs at site

Take news editor to lunch

Database / invite friends

Linked in

Messages and perceptions

All about service

President's role:

Communicate

Overseeing

Support

Success - participation

Press – timely, urgent

Unique, eye catching

Community, bulletin page not as desirable as a news page

Newspaper – top right corner, not bottom left

Measure column inches of notices published in traditional print media

Where is message inserted?

Internet – website article is good – upper right banner location is good

### Group 2

Audience:

High school youth / interact link

Project

Youth – influences: parents; teachers

Teams

Tournaments

Events

Donating computers to schools with Rotary logo

Adopt an event with visibility

Create interact club

Scholarships

Student of the month

Use technology – Facebook, twitter

Visible signs in school – interact & Rotaract

RYLA – exchange students – make students aware

Perceptions:  
Respect for community  
Giving back – make an impact; make a difference & get recognition

President's role  
Oversee  
Promote  
Encourage them to join the Interact, Rotaract club  
Participate in club / events

Success?  
Media  
Membership

Group 3  
Project:  
Build a trail

Means:  
TV  
Interviews  
Signs  
Attract a big name (celebrity) partner e.g. Heart Association the hook

Message:  
Health, fitness for all

President's role:  
Spokesperson

Articles  
Rotary facts on trail signs  
Completion of trail – participate in walk to celebrate completion  
Publicity  
PUBLIC RELATIONS  
ADDITIONAL IDEAS

Run signs on back of taxicabs (\$75/car/year)  
Hubcaps – “The Rotary Wheel”  
Paid advertising – 1 year – full page ad & acknowledge participants  
Helps with influence – gets ad & builds leverage  
Rotary booth  
Rotary “Wheel of Fortune”  
Activity – kids spin – parents participate

## CLUB PRESIDENT'S ROLE IN CLUB PR PLAN

Spokesperson – elevator speech

Role model for members

Bring right people into the Club

Assign PR Committee

Assess members' skills / match roles

Evaluate existing PR materials

Be willing to delegate

Be knowledgeable about resources available

I don't know

When things go wrong:

Have a plan in place

President is spokesperson

I don't have the details, when do you need us to get back to you?

Be aware of your District crisis plan, follow it

**MAKING YOUR CLUB AND PROJECTS VISIBLE**  
**SESSION INSTRUCTOR: TED URTON**  
**SESSION NOTES**

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Key Topics:

1. Introduction
2. Perception is reality
3. Why perception matters
4. How to strengthen public image
5. Small group exercise
6. Club president's role in enhancing public relations
7. R.I. resources

Learning Objectives:

1. Outline Key Perceptions of Rotary
  2. Describe how PR can be used to strengthen Positive Perceptions of Rotary
  3. Discuss how PR Messages and Tactics vary by audience
  4. Discuss roles of Club Pres., PR Committee, and individual Rotarians in enhancing Rotary's Public Image
  5. Identify the PR resources available from R.I.
1. What would you like to take away from this session?

Project visibility

Rotaract visibility

2. Elements contributing to a positive self image

- |                              |  |
|------------------------------|--|
| - United Way                 | - Humanitarian                           |
| - Red Cross                  | - Thermometer gauge                      |
| - Variety Club               | - All "brand" recognition                |
| - Lions Club                 | - Administratively strong                |
| - Salvation Army             | - Fiscally responsible                   |
| - Big Brothers & Big Sisters | - Longevity 70+ years                    |
| - Boys & Girls Club          | - Effective marketing                    |
| - Kiwanis                    | - Media exposure                         |
| - Boy Scouts & Girl Scouts   | - Project visibility                     |
| - YMCA                       | - Identified with specific "brand" niche |

- Shriners

### 3. Focus group and Gallop Poll

Attractive Rotary qualities  
Focus on Service and Youth  
Recruit all races and nationalities  
Work on specific projects (Polio, literacy, clean water)  
Impression – we do good works  
We have a wheel  
Male bonding  
Uncertain/Negative Qualities  
Uncertain what Rotary is all about  
Unclear mission or structure  
Perceived as older, male, wealthy, elite, secretive, inflexible  
Not “sexy” or “trendy”  
Associated with free masonry  
Inflexible – based on formal rules

### 4. Components of a PR Plan

Goal: What do we want to accomplish – look at funds and the willingness to spend money on advertising

Audience: Who are we talking to  
Internal – Rotary club members, spouses, family  
External – Community, residents or business owners  
Fundraising  
Other non-profits (United Way)  
Students, Rotaract, Interact, RYLA, Students of the Month  
People affected by our projects

Message: What are we saying

Tactics: How is the message delivered  
Editor of local paper, radio station should be asked to join the club  
Post Rotary on Facebook. Use technology  
Use PowerPoint presentations at fund raising events

Evaluation: How is impact measured  
Market survey – use college students  
Use internet – survey monkey

## 5. Small Group Activity:

Who is your target audience?

Whole community, women younger members

General public

Future Rotarians

What type of project might you undertake?

Play ground

Play ground with access for disabled

Project X

Why?

High need

What is the most effective means of creating visibility – before, during, and after the activity?

Work party

Talk with teachers and residents in the neighborhood to get buy in

What is your club president's role?

Delegate – get committees working together

Facilitation – all members participate

Publicity – to parents and schools

What is the role of individual members?

Work together to create community within the club

Sharing work

What would be the call to action?

Announcements to get buy-in

Flyers in the school, to parents, neighbors, and businesses

Slogan: A safe place for kids      Kids deserve a Place to play

How could people get involved and learn more?

Strategy meeting with school and parents

Encourage more volunteers → potential members

How would you measure success?

When project is complete, have a ribbon cutting ceremony

How fast was project completed?

How many people were involved?

How many children are now using the playground?

How many new Rotarians since project began?

6. President's role in enhancing public image

Orchestra leader - role model

Specific image – show diversity

Use business cards

President interacts with the community

Develop timeline – monitor

Make decisions

Vision facilitation

Select chair for committees

Use member expertise