

Rotary
District 5040



Reputation & Club Communications

Rotary District 5040 Conference May 4-7, 2017

Pre-conference workshop

May 4, 2017

Public Image

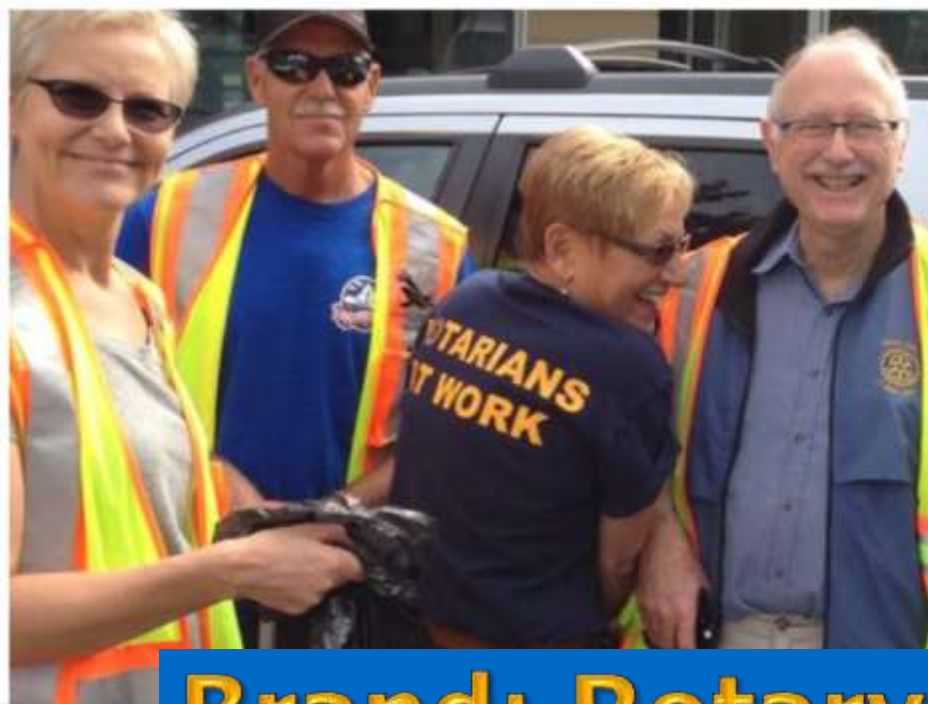
►► Strategy ◀◀

**Public Image
is our
Brand**



**Brand
is our
reputation**

**Service
above self**



Brand: Rotary is what we do



4-way test



Brand: Rotary is how we do it



Rotary






Brand: on everything we do



Rotary Brand Center Guidelines

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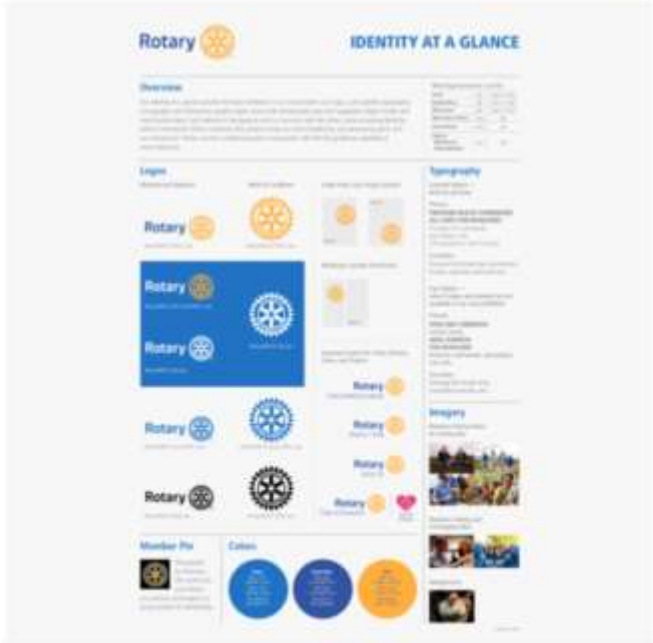


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IDENTITY AT A GLANCE

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DESCRIPTION

Visual communication essentials you can apply in all your Rotary communications.

Last Updated

15/07/2015

Keywords

[Asset Type](#), [Guidelines](#), [Language](#), [English](#)

DOWNLOAD

ADD TO BASKET

QUICK SHARE VIA EMAIL

Building Rotary

Public Image or
Reputation or
Brand

requires
Strategy

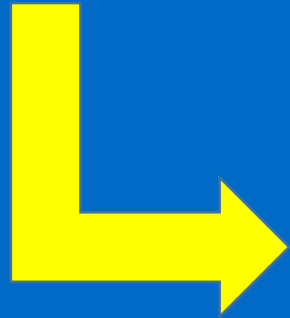
R Research

A Action Plan

C Communications

E Evaluation

People usually
jump in with
communications
and no plan or
evaluation



R Research

A Action Plan

C Communications

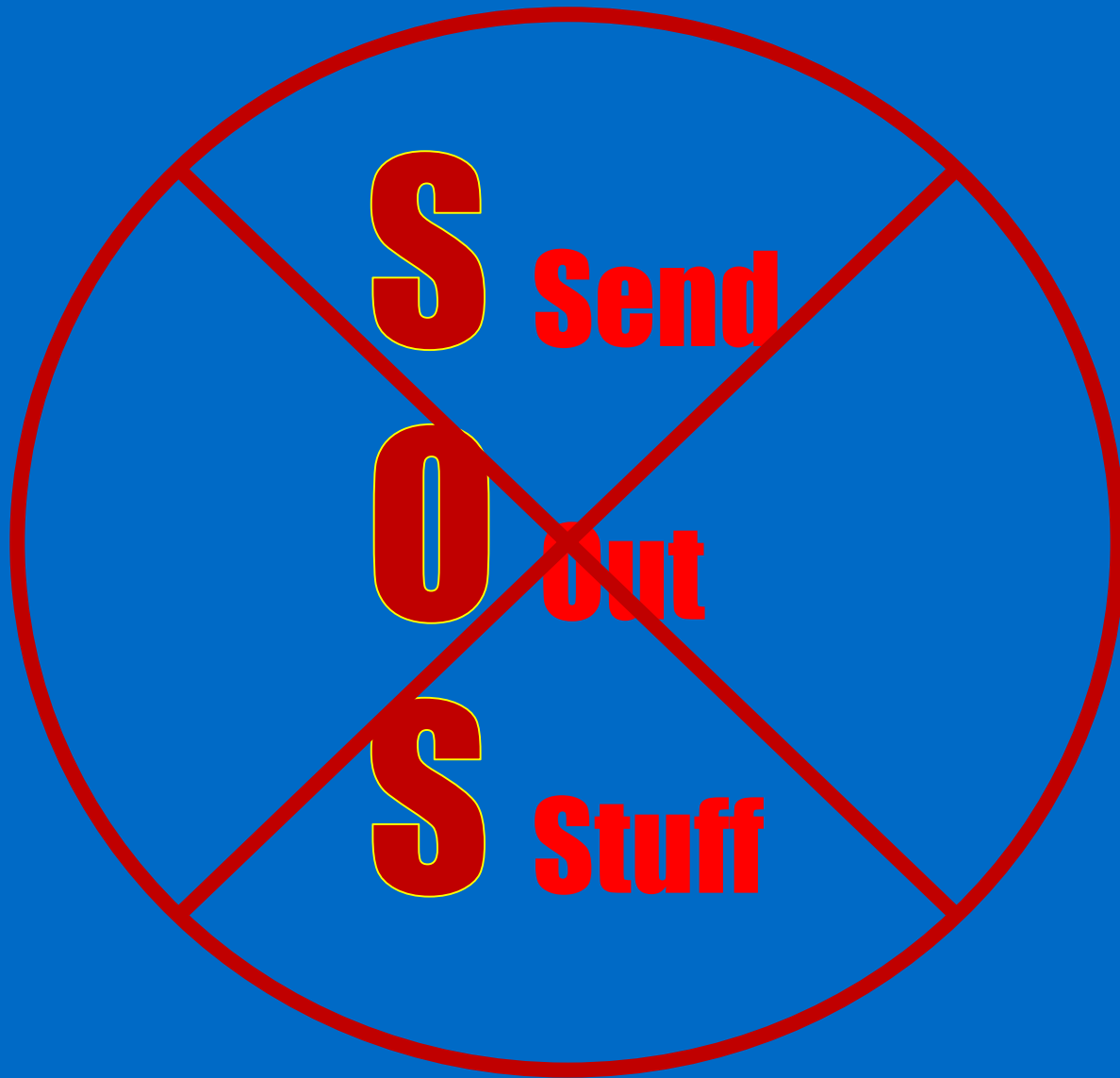
E Evaluation

SOS

S Send

O Out

S Stuff



Communication Strategy

Inputs



Outputs



Outcomes



Impacts

Research

**Member survey
is
“member conversation”**

What are members saying?

What do they want? What do they need?

Analyze the statistics

Analyze the comments

Public Image Survey 2016

District club leaders

- **Clubs lack capacity, abilities**
- **Need training in PR planning**
- **Want multi-club PR to recruit, promote Rotary**
- **Need to increase member commitment to new Rotary brand**

Member Communication Survey

December 2016 survey all District members

- Train club leaders in managing website & social media**
- Use club websites, social media for members not just non-members**

Audience needs

- **Club members:** What's happening in the club?
- **Potential members:** Why would I want to join the club?
- **Sponsors & potential donors:** Will my money be well spent?
- **General public:** Who are these Rotarians and what do they do?

Audience definition

Club members, who are they?

- **Long-time Rotarians**
- **New members**
- **Community Service interest**
- **International Service interest**

Audience definition

External audience, who are they?

- **community partners**
- **other relationships**
- **potential members**

Audience definition

Potential Members:

- what does our club need, why?
- who do we need for our community service goals, international service goals?
- expertise do we have, need?
- potential members' needs?
- those needs related to club goals

Rotary Club of Ladner Strategic Plan 2016-17

Rotary Club of Ladner Strategy 2016-17

A. Projects Strategy – Goal:

Succeed with the splash park project as a major project for the club in the community

B. PR, Communications -- Goals:

- Increase Rotary visibility, awareness in Ladner
- Increase understanding of Rotary story whenever possible

Rotary Club of Ladner Strategy 2016-17

Rotary Club of Ladner Splash Park project



Analysis: splash park WHO?

- **Rotary members:** Ladner, Tsawwassen, North Delta
- **Corporation of Delta:** Council, senior staff
- **Sponsors**
- **Delta Families:** parents, children, grandparents
- **Community groups:** Reach, service clubs
- **Children's organizations:** daycares, schools
- **Business community:** farming, business associations, developers, real estate, tourism

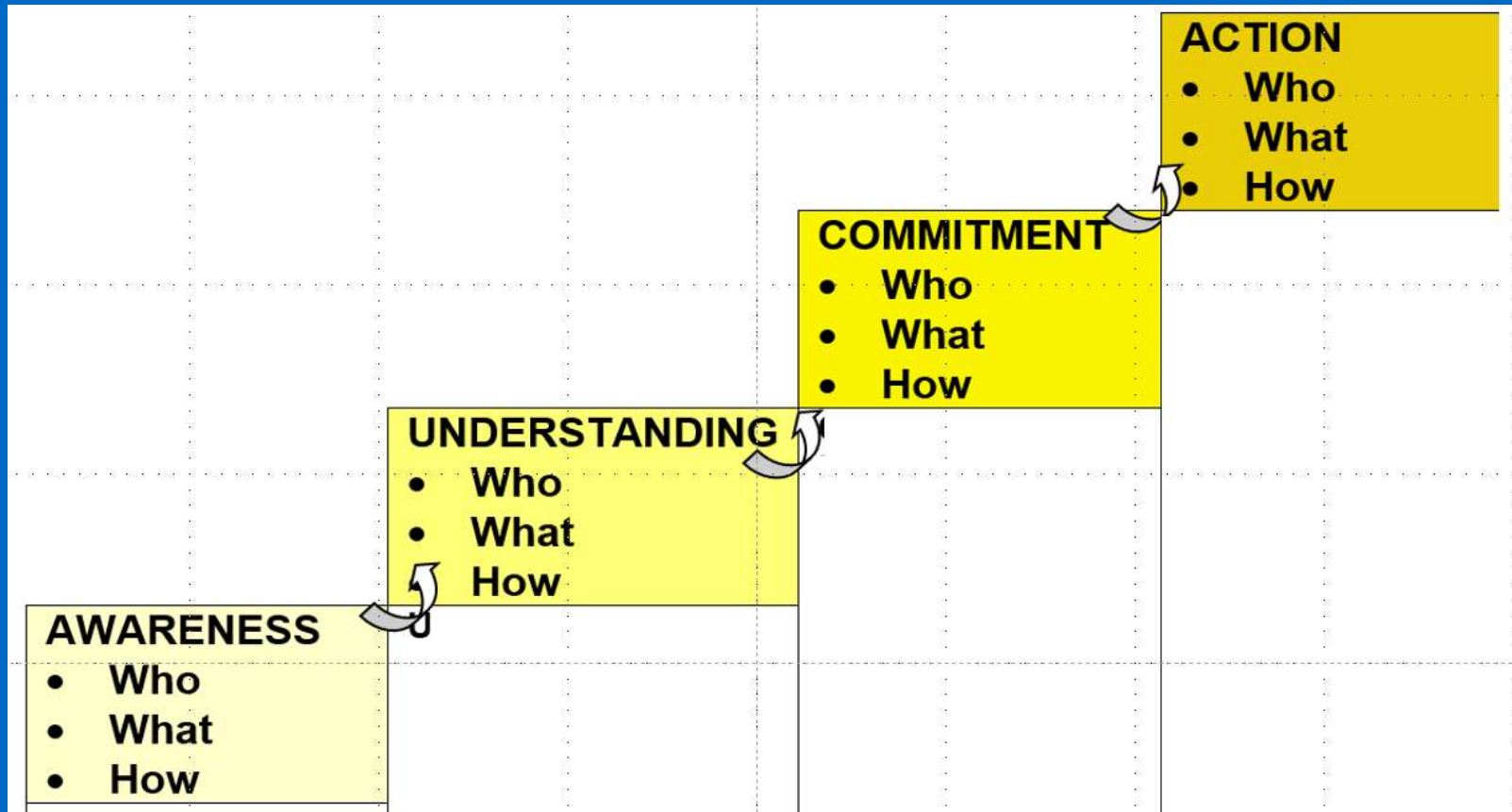
Analysis: splash park WHO?

Stakeholder	Description	Desired Action
Rotary members: Ladner, Tsawwassen and North Delta members	Ladner members support the project, but there are some who need some assurance that the club can financially support the project and a few who think effort and funding should be invested in other projects;	club members need to become committed and loyal ambassadors
	Tsawwassen members, having successfully developed the waterpark at Diefenbaker Park, in partnership with the Corporation of Delta, would tend to support this project and appreciate its value;	they can become ambassadors of the project in Delta
	North Delta club members, although more distant from Ladner, could come to see the value of the project as a family destination for their own use; they could come to see the opportunity for a similar project in North Delta and the need for reciprocal advocacy;	they could become ambassadors as Delta residents as well as fellow Rotarians

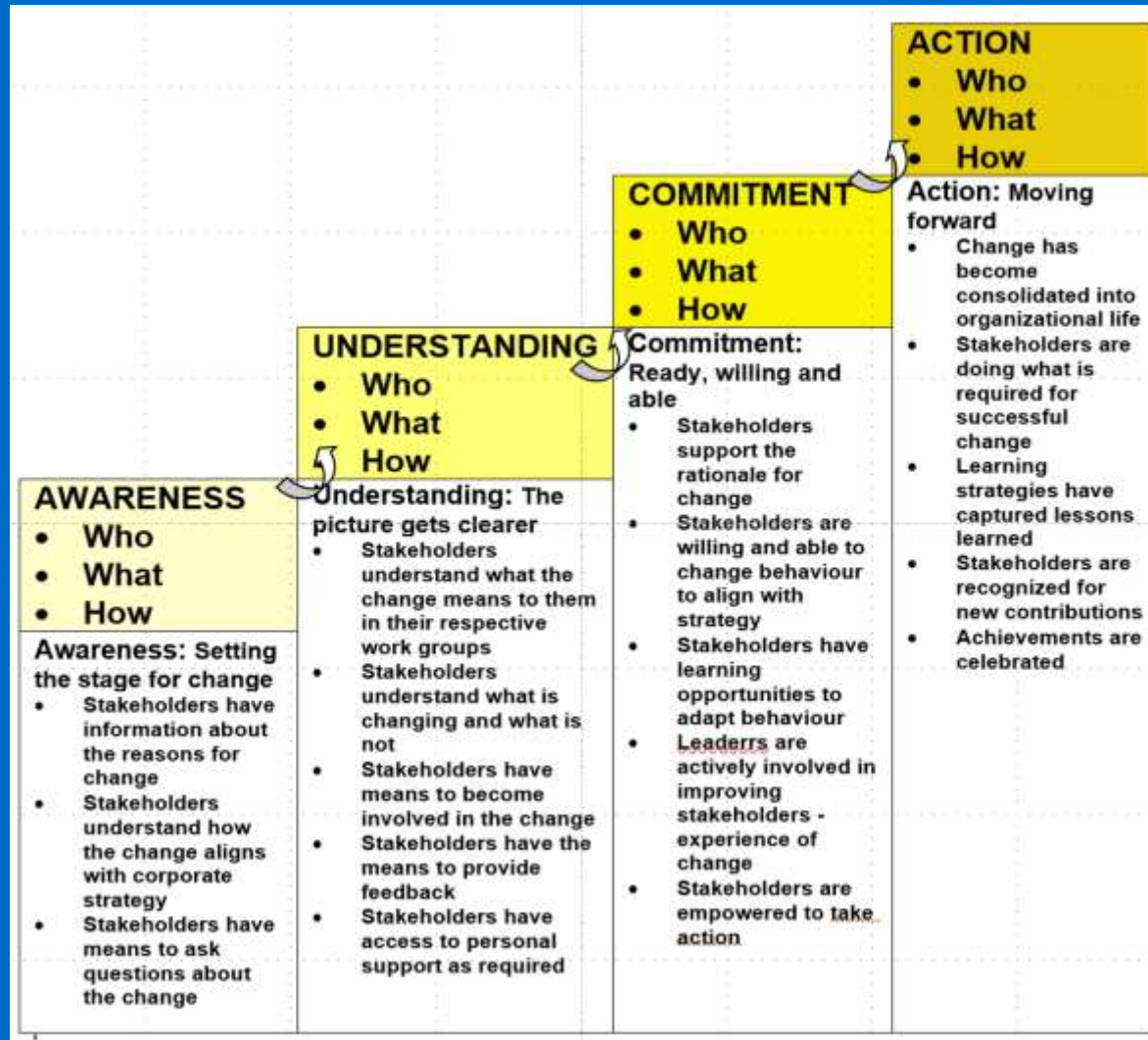
Analysis: splash park WHO?

Stakeholder	Description	Desired Action
Delta Families: parents and children of families in Ladner, rest of Delta	Delta families – younger children, their parents, grandparents, guardians – will be the primary users of the waterpark;	champion advocates should be identified and engaged
	will become a more attractive destination for local recreation so that families do not have to travel to Tsawwassen or farther away for waterpark activities; in this way it will build strength of community and support productivity of people sometimes with limited available time;	families will support the waterpark and the overall park development as a destination for younger children and families of all ages
	a program to reach young families and grandparents to build relationships, through community centres and recreational centres, needs to be implemented, as much as possible before Council makes its decision and onwards after that as required	Young families and grandparents speak up in support of the project

Analysis: splash park WHO?



Analysis: splash park WHO?



Planning

Goal:

For each goal, what is the basic, measurable result to be achieved or the gap to be closed between what is and what should be?

Planning

Communication Goal

High level of commitment to the splash park among children and their families, including parents and grandparents, in Ladner and area.

Planning

Measures

What indicators are we going to use to measure whether we are reaching our goal and whether we have achieved our goal once we have finished?

Planning

Measures:

- current use of the splash park or overall park
- # organizations indicating support, advocacy
- # people indicating support and advocacy
- # presentations made
- # number of people reached in person
- # other organizations' communications used
- media relations coverage
- opinion survey results
- \$\$ cost
- messages of endorsement, testimonials

Planning

Targets

What are we going to achieve, by what measure, by when and/or at what cost?

Planning

Targets:

- increase splash park use by 50%
- value of Rotary and loyalty among members
- value of Rotary and loyalty among target groups
- 5 presentations to stakeholder groups Mar/17
- 80% positive evaluation of project Sep/17
- link to 8 organizations by Jun/17
- communications with stakeholders 1x/Q
- recruit champions among splash park users
- no cost

Planning

Targets:

- increase splash park use by 50%
- value of Rotary and loyalty among members
- value of Rotary and loyalty among target groups
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outcome targets output targets

Planning

Strategies:

- brainstorm how to achieve targets
- rank top options: timely, effective, feasible in current business cycle
- keep those not selected for future consideration

Planning

- Letters to the editor
- Advertising campaign
- Speak to business assn.
- Speak to parent groups
- Update sponsors
- Update donors
- Distribute flyers
- Distribute bumper stickers
- Annual community fair
- Rotary Day, February
- Conference poster session
- Recognize sponsors
- Electronic readerboard
- Media coverage
- Annual parade
- Speak to youth meeting

Planning

- ✗ Letters to the editor
- ✗ Advertising campaign
- ✓ Speak to business assn.
- ✗ Speak to parent groups
- ✓ Update sponsors
- ✓ Update donors
- ✗ Distribute flyers
- ✗ Distribute bumper stickers
- ✓ Annual town fair, parade
- ✓ Rotary Day, February
- ✓ Conference poster session
- ✓ Recognize sponsors
- ✓ Electronic readerboard
- ✓ Media coverage
- ✗ Speak to youth meeting

Planning

Objectives

What have we agreed we are going to achieve in this business cycle specifically, in measurable terms, by when and at what cost?

Planning

Objectives

1. Maintain high level of understanding, commitment and satisfaction among sponsors and donors through quarterly communications at no cost.
2. Increase understanding and commitment of families by September 2017 at no cost.
3. Increase understanding and commitment of business community by September 2017 at no cost.

Communication Strategy

PR Goal #2: Residents of communities are committed to supporting Rotary for its community and international service.		
Measures [what indicators are we going to use to measure whether we are reaching our goal and whether we have achieved our goal once we have finished?]		
# news media items on club, Rotary	# speaking opportunities to groups	
# community group relationships	# club meeting speakers from groups	
# business group relationships	# District news items published by clubs	
# government relationships by clubs	# club items published by District	
# government relationships by District		
Targets/Timelines [what are we going to achieve, by what measure, by when and/or at what cost?]		
6 local news media items per club	clubs speak to 3 groups	
club relationships with at least 3 groups	5 local groups speak to clubs	
3 club news items to/from local groups	visits to/from local politicians	
one club community event with display		
Strategy: [brainstorm how to achieve the targets; then select (rank 1-5) from the list the top 5 which are most needed, effective, feasible, timely in achieving the goal in this business cycle; those not selected for this business cycle can remain on the list for future consideration]		
Support District and club leaders, members and stakeholders in assessing the mutual benefit of collaborative projects and build strong relationships with those partners. (SWOT)	Update PI page on District Website with current information and links to RI resources and stories. (PR-3)	
Develop with club leaders and members the what, why, how and where of communication to support cooperation among Rotary clubs. (SWOT)	Help clubs with items to place in local media. (PR-4)	
Develop with club leaders and members the what, why, how and where of communication to support cooperation within Rotary clubs. (SWOT)	Make the display booth available to clubs and provide access to photo, video content. (PR-7)	
Publicize PR/PI activities around the District to Clubs. (PR-2)	Develop purpose and goals for display booth, and media to support its use. (PR-7)	
Review District technology needs; set an administrative process for storing, using District hardware (predominately projectors).		
Objectives: [what have we agreed we are going to achieve in this business cycle specifically, in measurable terms, by when and at what cost?]		
1. Develop and maintain relationships of each club with at least three community and business groups by June 30, 2017.		
2. Develop and maintain a media relations program for each club to achieve at least six news or feature items published by June 30, 2017.		
3. Develop and maintain a media relations program for District to achieve at least six news or feature items published across BC by June 30, 2017.		
4. Develop approved terms of reference for District and club websites and revise/maintain them by December 31, 2016.		
5. Develop approved terms of reference for District and club social media and revise/maintain them by December 31, 2016.		

BREAKOUT SESSION #1

BREAKOUT SESSION #1

- **Discuss with your group the elements of strategic communication planning:**
 - **Measures**
 - **Targets**
 - **Communication options**
 - **Objectives: measurable, by when at what cost**
- **Share one or two key key points with full group**

Public Relations

▶▶ Action ◀◀

Action

Action Plan

For each objective there is an action plan, indicating who is responsible for completing each step in the plan, and when it is to be completed.

Action

IF: Irene Forcier; PR: Peter Roaf + Rotary PR Cttee.; WH: Walt Hayward; team: water park team and club

ACTION	BY WHOM	BY WHEN
Delta Corp. relationship		
<i>[communications to support the Ladner Rotary and Delta Corp. relationship]</i>	IF, PR	
Recognition of sponsors		
Letters to sponsors	IF, WH?	
Letters to donors	IF, WH?	
On site plaques, donor boards: who, what	IF?	
Website, social media: post sponsors, updates, profiles of companies	PR	
Cheque presentations by sponsors	IF/PR	
Media relations		
Creative publicity for recognition of each major sponsor presenting a cheque	IF/PR	
Milestone events as design plans emerge; coordinate announcements with Corp.	IF/PR	
Media relations milestones	IF/PR	
• News releases at milestones	IF/PR	
• Photos of plans, design features	IF/PR	
• <u>Groundbreaking</u>	IF/PR	
• Opening of waterpark	IF/PR	
Stakeholder relations		
Determine business, community organizations, of priority for the project and the club, for making in person presentations	IF/PR	
Determine other business, community organizations for making individual contact and sending information	IF/PR	
Develop a database of those organizations for future contact with updates about the project and the club	PR	
Develop purpose and system for a brief survey of audiences when club makes presentations and evaluate	PR	
Prepare presentations and displays	PR	
• <u>Powerpoint</u>	PR	
• Displays	PR	
• Handouts	PR	
• Evaluation survey	PR	
Give presentations to selected business, community organizations	Team/I	
Thank you to each organization addressed, with more updates if available; request to administer evaluation survey	team	
Letters and background sent to other organizations	IF/PR	
Maintain contact with stakeholders		
• Send update media for hosts to use in their own communications: images, content	PR	
• Designate champion per stakeholder organization where possible	PR	
• Quarterly or semi-annual updates on project and Rotary	PR	
• Other?	PR	

Action: Brand everything we do

Board of Directors
Monday, May 16, 2016, 5:00 p.m.
(prior to the Strategic Planning session)
Delta Town and Country Inn

1. Call to Order
2. Approval of Agenda
3. Approval of April 11, 2016 minutes
4. Motion to receive the pre-circulated report on the 2016 member survey for information and circulation to members:
Moved that the report on the member survey, completed on May 11, 2016, be received for information of the board and club members.
5. Motion to approve allowance for May Days participation conducted by online vote:
Moved by Lynn Cameron, seconded by Walt Hayward, that the Rotary Club of Ladner Board of Directors approve an allowance of up to \$300, from the Public Relations budget, for expenses related to the club's activities during the Ladner May Days events May 28 - 29, 2016. Carried by online vote
6. Fund-raising
 - 6.1. Moved by Guillermo Bustos and seconded by Peter Podovnikoff, that, with greatest respect to the 15th Field Regiment and the opportunity presented, that the Rotary Club of Ladner decline its involvement in a joint gala fund-raising evening in October 2016. Carried by online vote
 - 6.2. That the Rotary Club of Ladner propose to the 15th Field Regiment a longer approach towards holding an event in the Spring or Summer of 2017.
7. International Service - G. Bustos
Motion to approve \$1,500 towards the cost of a shipping, through Rotary World Help, a container of medical equipment to the Philippines, coordinated through Alfredo Goco. (final wording to be provided by G. Bustos)
8. Finance - K. Whitney and P. Sibley
 - 8.1. Moved that the financial statements to April 30, 2016 be approved.
 - 8.2. Moved that the pre-circulated financial performance report card format be approved for quarterly reporting of the club's financial status.
9. Next Meeting: Monday, June 13, 2016, 5 pm

AGENDA

Rotary Club of Ladner Board of Directors meeting

In Attendance: Walt Hayward, Glyn Abraham, Lindsay Eldridge, Tammy Hansen, Peter Podovnikoff,

Regrets: Patricia Sibley, Peter Roaf, Lynn Cameron, Ulf Ottho, Denis Denischuk, Ken Whitney, Geoff Willers.

Monday February 6th, Home of Walt Hayward,
5331 348 Ave, Ladner, 5:00pm call to order 5:14

MINUTES

- 1.) Approval of Agenda - Moved PP Seconded TH
- 2.) Approval of Minutes January 9th, 2017 Moved PP Seconded TH
- 3.) Service: International Service: Guillermo Bustos - regrets
- 4.) Service: Community Service: Geoffrey Willers - regrets
- 5.) Club Administration: Denis Denischuk - regrets
- 6.) Rotary Foundation: Peter Podovnikoff
We have now hit our target of \$6,000 thanks to generous members. Final accounting to come closer to year end. This will be done in time for Presidential Citations in March.
- 7.) New Generations: Tammy Hansen
Kids are registered for both RYLA and the Adventures in Citizenship Ottawa trip. On the Saturday of Easter weekend (April 15th), Rotarian members are able to visit RYLA at Camp Elfinstone in Sechart for a cost of only \$30. Tammy will announce this at the board meeting tomorrow. Students are selling Valentines flowergrams and doing a bake sale to fundraise for their international project. Tammy to invite the Interact students to our Rotary Day hosted at the Port Metro office on March 25th from 10am - 4pm. Tammy will also check about baseball hats for the interactors to wear.
- 8.) Membership: Lynn Cameron - regrets
- 9.) Communications: Peter Roaf - regrets
- 10.) Sergeant at Arms: Glyn Abraham
Report circulated. 5 meetings in January, 114 members, 32 guests, 146 total. Average per meeting was 29
- 11.) Finance: Ken Whitney, Patricia Sibley, Tammy Hansen
Discussion of fundraising opportunities. Likely a pub fundraiser is the best route, a date needs to be chosen so that planning can get underway. The Landing Pub suggested as a venue of choice, and the Town & Country. Both to be explored and taken to a vote.
We are still waiting to hear if our grant re-application will be approved.
- 12.) New Business & Correspondence
Christmas tree display: Lynn Cameron - to be transferred to Geoff Willers as Community Service.

Action: Brand everything we do



July 14, 2016

Mayor Lois E Jackson and Council
Corporation of Delta
4500 Clarence Taylor Crescent
Delta, British Columbia
V4K 3E2

Dear Mayor Jackson,

In 2013, the Rotary Club of Ladner expressed interest in entering into a community cost sharing arrangement with the Corporation in order to replace the existing Kinsmen Water Park at Memorial Park. Staff in the Parks, Recreation & Culture Department prepared concept drawings of this upgraded water park along with a budget to complete the work.

We then met with members from the Kinsmen Club and Reach Child & Youth Development Society to review the concept design. All groups at this meeting were supportive and encouraged the Rotary Club to proceed with the project.

Reports by the Parks, Recreation & Culture staff were submitted to the Parks, Recreation and Culture Commission in September, 2015 and to Council in October, 2015 seeking and receiving support in principle for the concept of the new water park. As a result of this support from Council and Commission, the Rotary Club then presented the concept to the community who, as a whole, have expressed great support for this project and have contributed funds for the construction.

The Rotary Club is pleased to report that we have achieved our goal and have secured \$268,422 – 50% of the total project cost as required by the community cost sharing program.

We are asking for Council's endorsement of a community cost sharing arrangement with the Rotary Club of Ladner and request that the new water park at Memorial Park be considered in the 2017 budget. It is our hopes that the project be completed in time for the opening of the water park in the spring of 2017.

Thank you for this opportunity, it has been enjoyable and we have met some wonderful people in the process. We look forward to your reply at your convenience.

Regards,

Irene Forcier, Chair
Rotary Club of Ladner
Water Park Project

LETTERHEAD

Rotary
Club of Ladner

Peter Roaf
Immediate Past President
Delta, British Columbia
604-839-1465
proaf@shaw.ca
www.clubrunner.ca/ladner



BUS. CARD



News Release

Attachment: photograph (caption below)

FortisBC sponsors Ladner Water park

DELTA, BC (August 30, 2016) FortisBC has joined a growing list of sponsors for the new water splash park proposed for Memorial Park in Ladner, led by partners, the Rotary Club of Ladner and the Corporation of Delta.

FortisBC is also a sponsor of the new Reach Society facility now under construction next to this water play area. FortisBC's Community & Aboriginal Relations Liaison officer, Jo Hunter-Seldev, said the new water splash park was critical mainly for the sake of safety for the children using it.

Hunter-Seldev says: "The current floor surface is old and made of concrete, therefore unsafe for children to use, and given safety is one of our key pillars the request for a donation was fitting."

She adds: "We feel that both the Reach Society and the Ladner Rotary Club are helping to build safe and caring communities within our service area and FortisBC fully supports that – therefore meeting our safety, energy efficiency and community giving pillars. It's a win-win-win for everyone!"

Chair of Ladner Rotary's water park project committee, Irene Forcier, says: "We are replacing an aging water play facility that's almost 30 years old and has served thousands of people. In the process, we are honouring our local farming heritage with the theme of the project. We are so delighted that FortisBC has joined us in supporting this new recreational facility."

The 1.2 million members of 34,000 Rotary clubs around the world are engaged in meeting needs of their own local communities and the shared world community, bringing together leaders who exchange ideas and take action to create positive change on priorities such as: • promoting peace • fighting disease • providing clean water • saving mothers and children • supporting education and • growing local economies.

###

PHOTO CAPTION:

FortisBC's Wilma Zanocco, third from left, joins Ladner Rotary's Irene Forcier, Jo Hunter-Seldev, and the Rotary Club of Ladner's Peter Roaf, at the opening of the new water splash park at Memorial Park, in Ladner.

For further information, please contact:
Jo Hunter-Seldev
Community & Aboriginal Relations Liaison
FortisBC
Jo.Hunter-Seldev@fortisbc.com
Direct: 604-592-7400
Cell: 604-905-4518

Jo
Ladner Rotary Water Park Committee
Rotary Club of Ladner
jo@rotaryclub.ca
604-943-5339

NEWS RELEASE

Action: Brand everything we do



WEBSITE



FACEBOOK



TWITTER

Action: Brand everything we do



Rotary Club of Ladner
Delta, British Columbia, Canada
District 5040

[Join Leaders](#) ▶ [Share Ideas](#) ▶ [Take Action](#)

Rotary Club of Ladner Bulletin, February 6, 2017

Stories

[We have a dream -- Rotary 5040 & 5050 celebrate The Rotary Foundation centenary with US\\$3.3 million](#)

Posted by Peter Roof on Jan 09, 2017



To mark the 100th Anniversary of The Rotary Foundation, Rotary International President John Germ addressed the Rotary District 5040 & 5050 Million Dollar Dinner -- which raised US\$3.3 million -- on January 9, 2017, in Delta, BC.

The text of the first half of his speech is presented below. The text is followed by a link to an audio recording of stories President Germ told about the impact of the Foundation.

event leader and photographer: Chris Offer

[Read more...](#)

[Envision Financial supports Rotary Club of Ladner Splash Park](#)

Posted by Peter Roof on Feb 06, 2017.

Envision Financial manages in Ladner, Coiff

Speakers

Feb 07, 2017
[Jason Beck, Curator of BC Sports Hall of Fame](#)
The Miracle Mile

Feb 14, 2017
[Clinton J. Grayson, Business Development Manager](#)
Activating your home equity for a better retirement

Feb 21, 2017
[Cst. Dustin Klassen, Delta Police](#)
Fraud Awareness

Feb 28, 2017
[Mary Boncarelli Wellness Solutions](#)
Our Health is our Greatest Asset

Mar 07, 2017
[Rotary Exchange Student](#)



Rotary Club of Ladner

News
for members of the Rotary Club of Ladner
March 19, 2017

Your name needed for continued End Polio funding by Canada



On behalf of the End Polio Now advocacy campaign in Canada, Rotary International President 2007-08 Wilf Wilkinson is appealing to each Rotarian in Canada, and family, friends, neighbours to take a moment to advocate for continued funding of global polio eradication by the Government of Canada -- which has fulfilled its 2013 commitment of CDN\$250 million -- by [signing an online petition on the House of Commons website](#).

The goal is to achieve 25,000 signatures on this petition by May 30, 2017. Past President Wilf also encourages all of us to call or write our Members of Parliament to request support for this issue, and to encourage him or her to communicate that support to Marie-Claude Bibeau, Minister of Health, and Justin Trudeau.

The Rotary Advocacy Committee, together with the World Health Organization and UNICEF, have had meetings with the Government of Canada for a further pledge of CDN \$150 million to the matching of fundraising efforts in Canada by Rotary Clubs.

District Foundation event on April 8 -- join the fun and celebration



Sign up for fun and fundraising at the [annual District 5040 Foundation Celebration](#) on Saturday, April 8, 2017 6:00 pm, fairly

MEMBERS' MONTHLY NEWS

MONTHLY BULLETIN FOR MEMBERS & FRIENDS

Action: Brand everything we do



Action: **Brand everything we do**



Action: **Brand everything we do**



Action: Brand everything we do



Action: Brand everything we do



Action: Brand everything we do



Action: Brand everything we do



**RI PRESIDENT JOHN GERM
VISIT TO SPLASH PARK SITE**

Action: Brand everything we do



ACTING MAYOR SPEAKS AT SPLASH PARK SITE

Action: Brand everything we do



COMMUNITY SERVICE DISPLAY

Action: Brand everything we do



ROTARY DAY IN FEBRUARY: SPLASH PARK AND ROTARY

Action: **Brand everything we do**



ROTARY DAY IN FEBRUARY: SPLASH PARK AND ROTARY

Action: Brand everything we do



MAY DAYS PARADE: SPLASH PARK

Action: Brand everything we do



MAY DAYS 2-DAY FAIR: SPLASH PARK

Action: Brand everything we do



MAY DAYS 2-DAY FAIR WITH INTERACTORS: SPLASH PARK

Outcome: new members



Outcome: sponsors

<div><div>Rotary</div><div>Club of Ladner</div></div> <div></div>		in partnership with		<div>Delta</div> <div></div>	
<div></div> <div>WestshoreTerminals</div>			<div>Delta</div> <div>Agricultural Society</div>		
<div><div>Rotary</div><div>District 5040</div></div> <div></div>	<div></div> <div>the co-operators</div>	<div></div> <div>envision</div> <div>FINANCIAL</div>	<div></div> <div>DELTA</div> <div>FOUNDATION</div>		
<div></div> <div>delta cable</div>	<div></div> <div>Delta Lands Group</div>	<div></div> <div>FORTIS BC™</div>	<div></div> <div>Village farms</div> <div>Greenhouse Grown</div>		
<div></div>					

Outcome: sponsors



Outcome: sponsors

Peter Roaf

Member Area

Logout

Home

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Stories

Our Projects & Partners ▾

Membership ▾


Project Selection

Events ▾

Contact Us

ENVISION FINANCIAL SUPPORTS ROTARY CLUB OF LADNER SPLASH PARK

Posted by Peter Roaf on Feb 06, 2017




Envision Financial manager in Ladner, Geoff Willers, joins President of Envision Dave Lanphear (at left) in presenting a \$20,000 cheque on behalf of First West Credit Union for the new Rotary Club of Ladner Splash Park, to Ladner Rotarians, club president Walt Hayward, splash park committee chair, Irene Forcier and Delta Credit Union founding president Peter Podovnikoff.

The Rotary Club of Ladner can take another big step forward towards installing a new water park for kids in the centre of Ladner with a sponsorship of \$20,000. A safer, more sustainable water play facility in Ladner's Memorial Park, in the centre of Delta, is scheduled to open in time for this year's summer in partnership with the Corporation of Delta and in recognition of the farming heritage in this area.

NATIONAL AWARDS

CLUB SUPPLIES

Outcome: sponsors



Rotary Club of Ladner
Delta, British Columbia, Canada
District 5040


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[Envision Financial supports Rotary Club of Ladner Splash Park](#)

Posted by Peter Roaf on Feb 06, 2017



Envision Financial manager in Ladner, Geoff Willers, joins President of Envision Dave Lanphear (at left) in presenting a \$20,000 cheque on behalf of First West Credit Union for the new Rotary Club of Ladner Splash Park, to Ladner Rotarians, club president Walt Hayward, splash park committee chair, Irene Forcier and Delta Credit Union founding president Peter Podavnikoff.

Speakers

Feb 07, 2017
[Jason Beck, Curator of BC Sports Hall of Fame](#)
The Miracle Mile

Feb 14, 2017
[Clinton J. Grayson, Business Development Manager](#)
Activating your home equity for a better retirement

Feb 21, 2017
[Cst. Dustin Klassen, Delta Police](#)
Fraud Awareness

Feb 28, 2017
[Mary Bonicarelli, Wellness Solutions](#)
Our Health is our Greatest Asset

Mar 07, 2017
[Rotary Exchange Student](#)

Mar 14, 2017
[Mr. Adam Rindquist, Manager](#)
Save on Foods working with the Community

Mar 21, 2017
[Susan Byrom, Envision Financial](#)
Volinspire Club

Outcome: sponsors

**DRIVER/CARRIER
AGENT WANTED**

The Delta Optimist
is looking for a person
to deliver bundles to carriers
twice a week,
every Wednesday and Friday.
Must have reliable van
(cargo preferred)
or covered truck,
a valid drivers license,
and be willing to work late
night/early mornings.

Contact Dave Hamilton
at 804-946-4451 or
distribution@delta-optimist.com

Outcome: sponsors



News Release

Attachments: photograph (caption below)

Ladner Water park receives sponsorship from The Co-operators

DELTA, BC (March 18 2016) The Co-operators have helped the Rotary Club of Ladner take a big step forward towards installing a new water park for kids in the centre of Ladner with a sponsorship of \$10,000. This sponsorship funding will support the installation of a safer, more sustainable water play facility in Ladner's Memorial Park, in the centre of Delta, honouring the farming heritage in the area, in partnership with the Corporation of Delta.

Ray Moschuk, a local advisor for The Co-operators, said that since 1957 the Rotary Club of Ladner, one of 34,000 clubs worldwide with 1.2 million members in Rotary International, has brought together business and professional leaders to plan and take action in providing "service above self". He said the water park project was a most fitting cause for The Co-operators's support for its high value to the community.

Chair of Ladner Rotary's water park project committee, Irene Forcier, says: "We are replacing an aging water play facility that's almost 30 years old with one that is safer for the kids, with one that has a rubberized play surface, the latest in water play equipment with far less use of water. Farming is such an important part this community so we are honouring that heritage through the theme of the park. Children of all ages, and abilities, will enjoy this new facility along with their parents, grandparents and friends over many years to come."

The funding was provided by Ray Moshuk with the support of The Co-operators Advisor Community Fund, through which the organization supplements donations its advisors make in



The Co-operators give water park project boost

Ladner Rotary Club continues its fundraising to replace aging facility in Memorial Park

Delta Optimist

March 25, 2016 12:00 AM



Bruce Wiebe and Ray Moschuk present a cheque for \$10,000 towards the new water park in Ladner to campaign chair Irene Forcier and Ladner Rotary Club president Peter Roaf. Photograph By submitted

The Co-operators have helped the Rotary Club of Ladner take a big step towards installing a new water park for kids in the centre of Ladner with a sponsorship of \$10,000.

This funding will support the installation of a safer, more sustainable water play facility in Memorial Park in partnership with the Corporation of Delta.

Outcome: Rotary fund-raising



News Release

Attachments: photograph (caption below)

Calendar sales support new splash park visited by international Rotary president

DELTA, BC (January 14, 2017) After many hundreds of volunteer hours, especially from September to December, support from 56 sponsors and tremendous support from the South Delta community, the Rotary Club of Ladner has generated \$20,000 through its 11th annual calendar sales project. Proceeds will support the new Rotary Club of Ladner splash park for children in Ladner's Memorial Park, in partnership with the Corporation of Delta, opening this summer.

The international president of the 1.2-million-member Rotary International joined Acting Mayor Ian Paton and Corporation senior staff with members of Rotary Ladner at the project site this past week.

Also benefitting from calendar sales were Delta Life Skills and Ladner Elementary Parents' Advisory Committee which sold calendars, on a 50/50 revenue split basis.

Rotary Club of Ladner President Walt Hayward said the club entered a partnership with the Corporation of Delta in recent months and has received corporate sponsorships and donations from individuals over the past year to pay for the \$600,000 project. The project will replace the almost 30 year old water play area in Memorial Park, estimatedly



Calendar proceeds help Rotary fund upgrades to Ladner splash park

Delta Optimist

January 25, 2017 12:00 AM



Rotary International president John Germ (in hat) joined municipal councillors Bruce McDonald and Ian Paton, Ladner Rotary Club president Walt Hayward, Rotary District 5040 governor Lyn Stroschin and Rotarians at the site where a \$600,000 splash park will open in Memorial Park this summer. Photograph By Chris Offer

The Rotary Club of Ladner generated \$20,000 through its 11th annual calendar sales project, proceeds that will support the new Rotary Club of Ladner splash park in Ladner's Memorial Park.

The \$600,000 project, a partnership with the Corporation of Delta, is scheduled to open this summer.

Evaluation

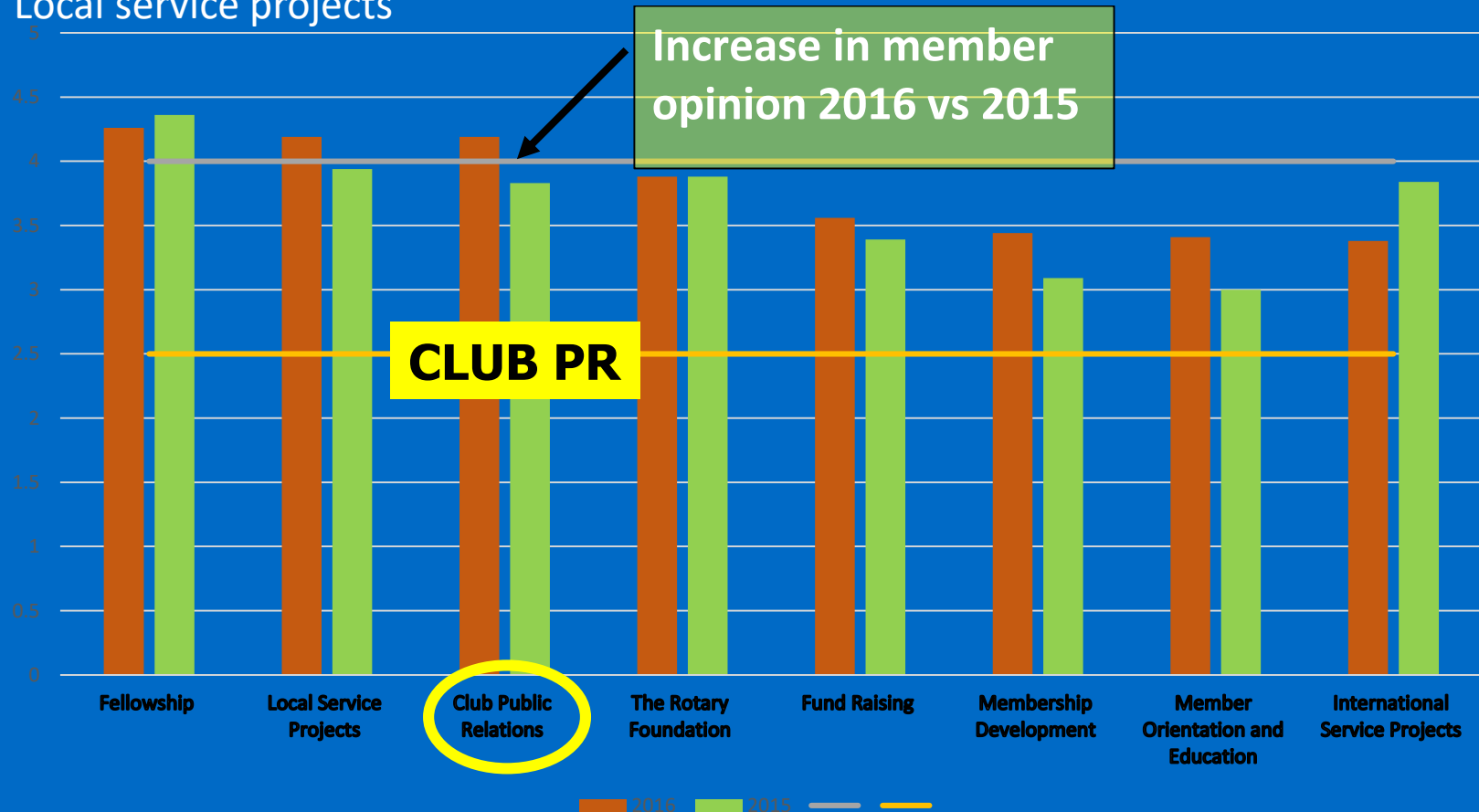
Evaluation

Did we achieve the results set originally, in the time and budget planned?

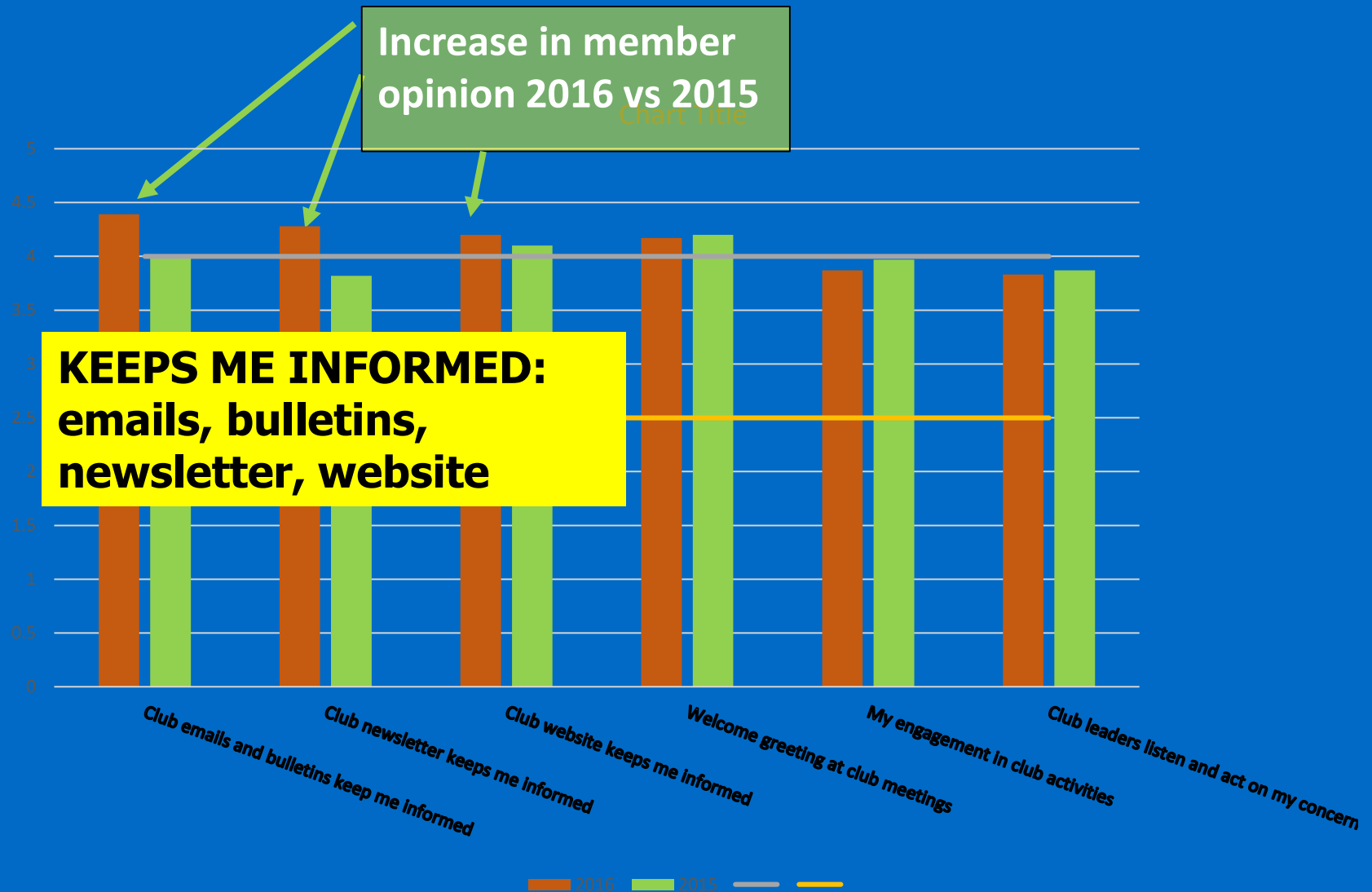
Evaluation

2015 and 2016

✓ Club Public Relations; ✓ Member orientation and education: ✓ Fundraising; ✓ Local service projects

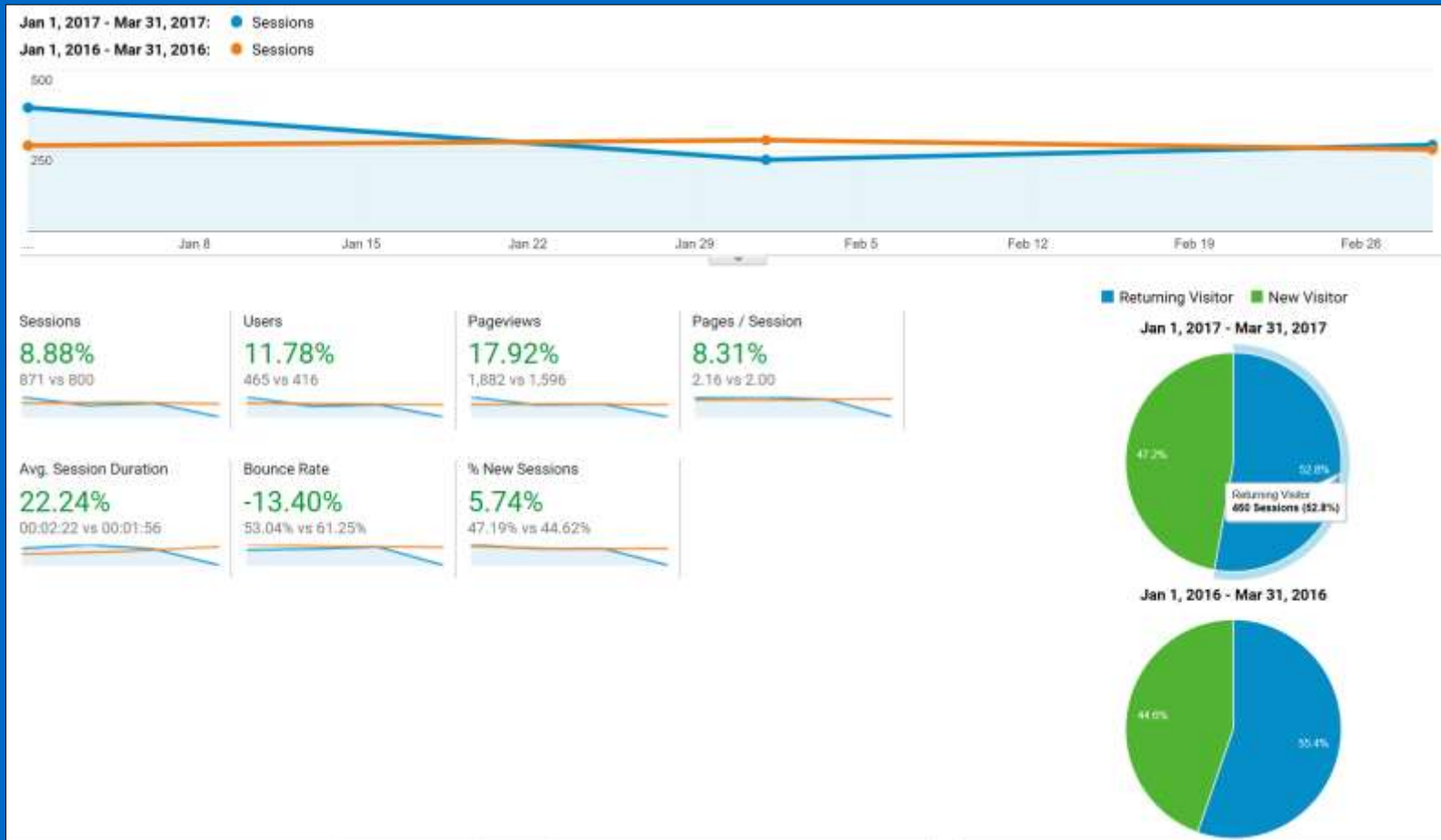


Evaluation



Evaluation

Website Google Analytics



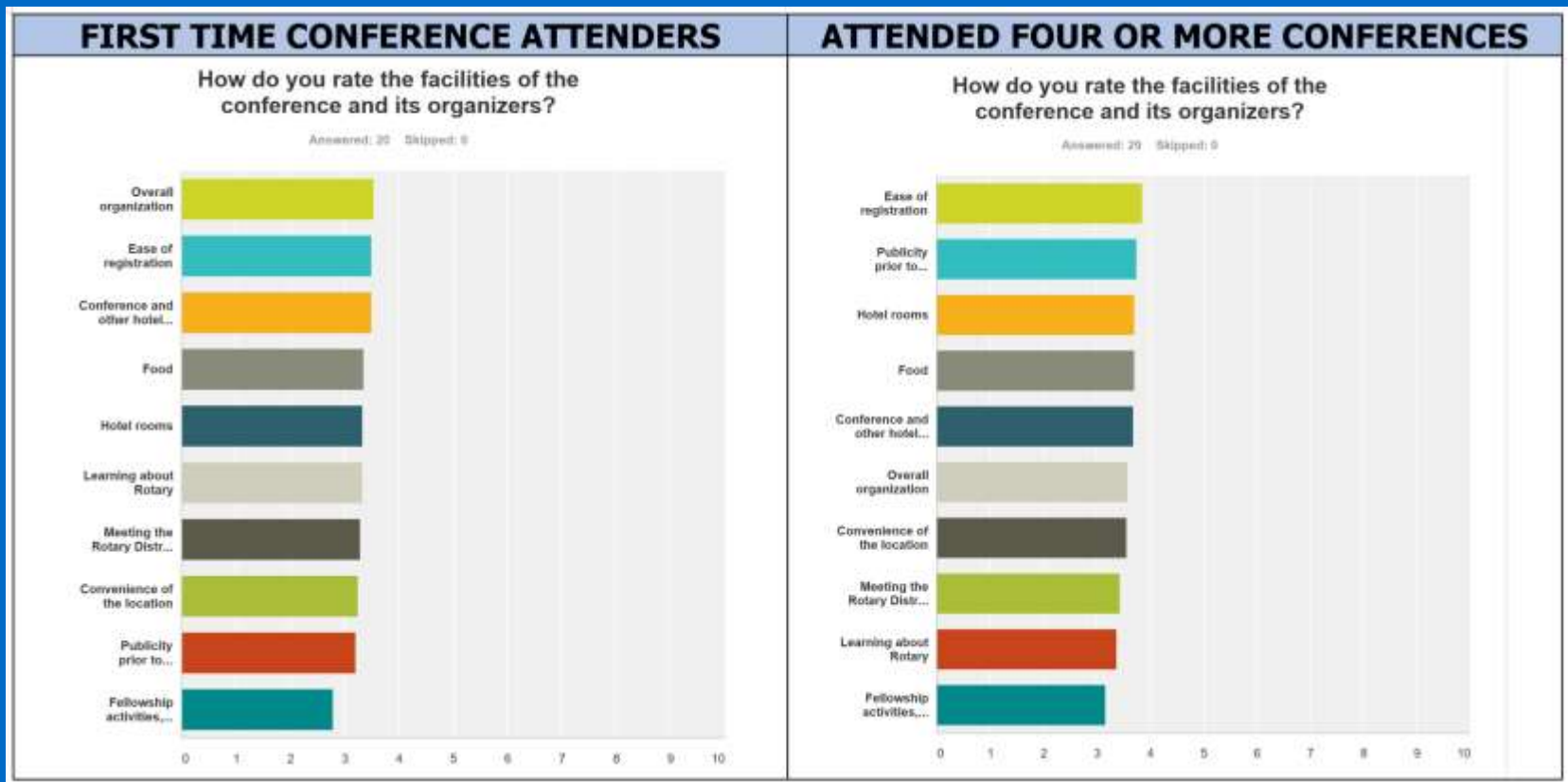
Evaluation

Twitter analytics

<div>MAR 2017 SUMMARY</div> <table><tr><td>Tweets</td><td>Tweet impressions</td></tr><tr><td>2</td><td>1,315</td></tr><tr><td>Profile visits</td><td>Mentions</td></tr><tr><td>78</td><td>4</td></tr><tr><td>New followers</td><td></td></tr><tr><td>1</td><td></td></tr></table>	Tweets	Tweet impressions	2	1,315	Profile visits	Mentions	78	4	New followers		1		<div>FEB 2017 SUMMARY</div> <table><tr><td>Tweets</td><td>Tweet impressions</td></tr><tr><td>2</td><td>1,052</td></tr><tr><td>Profile visits</td><td>Mentions</td></tr><tr><td>28</td><td>2</td></tr><tr><td>New followers</td><td></td></tr><tr><td>2</td><td></td></tr></table>	Tweets	Tweet impressions	2	1,052	Profile visits	Mentions	28	2	New followers		2	
Tweets	Tweet impressions																								
2	1,315																								
Profile visits	Mentions																								
78	4																								
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Tweets	Tweet impressions																								
2	1,052																								
Profile visits	Mentions																								
28	2																								
New followers																									
2																									
<div>JAN 2017 SUMMARY</div> <table><tr><td>Tweets</td><td>Tweet impressions</td></tr><tr><td>4</td><td>1,574</td></tr><tr><td>Profile visits</td><td>New followers</td></tr><tr><td>96</td><td>8</td></tr></table>	Tweets	Tweet impressions	4	1,574	Profile visits	New followers	96	8	<div>DEC 2016 SUMMARY</div> <table><tr><td>Tweets</td><td>Tweet impressions</td></tr><tr><td>5</td><td>786</td></tr><tr><td>Profile visits</td><td>Mentions</td></tr><tr><td>50</td><td>1</td></tr><tr><td>New followers</td><td></td></tr><tr><td>6</td><td></td></tr></table>	Tweets	Tweet impressions	5	786	Profile visits	Mentions	50	1	New followers		6					
Tweets	Tweet impressions																								
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Profile visits	Mentions																								
50	1																								
New followers																									
6																									

Evaluation

District 5040 Conference 2016 participant evaluation



BREAKOUT SESSION #2

BREAKOUT SESSION #2

- **Discuss your club's successes, failures:**
 - **communicating to members about all activities, updates, results**
 - **building awareness, understanding, commitment, action in community**
 - **telling stories about impact of Rotary, not just reporting Rotary activities**
 - **evaluating PR effectiveness**
- **Share one or two key key points with full group**

Communications

►► Tools ◄◄

Why use social media?



Marketing is no longer about stuff that you make, but about the stories you tell.

-- Seth Godin, author, entrepreneur, marketer, and public speaker

Stop trying to 'Sell' Rotary

- Stop thinking like a conventional marketer to sell Rotary.
- Start focusing on developing human interest.
- Answer the question of why people should care about what Rotary and your club has to say.

Tell the Rotary story

Start with the outcome of any Rotary project and its impact with a human interest angle then explain Rotary's role in achieving the result

Tell the Rotary story

News Release **BEFORE:**

Rotary sending medical equipment to the Philippines

DELTA, BC (September 14, 2016) Some members of the Rotary Club of Ladner joined those of other clubs in the Lower Mainland to load a shipping container of used medical equipment to the Philippines last Saturday.

Tell the Rotary story

News Release **AFTER** (Tell more of a story, with human interest):

Remote Philippines island to receive medical equipment thanks to Rotary

DELTA, BC (September 14, 2016) On Mindoro Island, one of the 2,000 inhabited islands among the 7,000 islands which comprise The Philippines, the mother of Alfredo Goco, a Ladner Rotarian, injured herself badly, but had to travel many painful, agonizing hours to reach medical help. Since then Goco has been working with various health authorities to bring medical assistance closer to the people of that island.

Tell the Rotary story

News Release with more of a story, human interest:

Water park and youth leadership awards boosted by calendar sales

DELTA, BC (January 14, 2016) After more than 600 hours of volunteer effort from September to December, support from 56 sponsors and tremendous support from the South Delta community, the Rotary Club of Ladner has generated \$21,000 net to projects for children and youth through its 10th annual calendar sales project.

Tell the Rotary story

Website, social media post of guest speaker story, with human interest:

Wildlife of all kinds rescued

Metro Vancouver is developing rapidly and animals living in the urban environment face many challenges such as busy roads, loss of habitat, pollution, pet predation, poisoning, unsecured garbage and direct human cruelty. The Wildlife Rescue Association of BC rehabilitates wildlife affected by human activity and provides education to the public on co-existing with urban wildlife.

Personalizing Rotary's Story

- Good stories bring words to life
- Storytelling brings people together and keeps them engaged.
- Powerful for building relationships.
- Stories are 22x more memorable than facts alone.
- -- Dr. Jennifer Aaker, behavioral psychologist, Stanford University Graduate School of Business

Personalizing Rotary's Story

- Storytelling is not about your club: it's about your brand
- It's about the value to members when engaging with Rotary
- ...and the value to communities
- Powerful brand stories are personal and people can relate to them

Personalizing Rotary's Story

- Your brand's stories reflect your values, among your members and with non-members
- Be persuasive and appeal to emotion
- Each club is unique; let its personality shine through

Tools: website



Tools: social media



Tools: social media

Social media: changing the way we communicate and are perceived

Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand.



-- Amy Jo Martin, author, speaker, entrepreneur, and founder/CEO of Digital Royalty|

Rotary Club Facebook

Rotary International's "5 Things Every Rotary Club Facebook Page Should Have."

1. Determine your audience, create a strategy
2. Use images that make your club look great
3. Make your "About" and other Facebook tabs work for you
4. Post content relevant to your audience
5. Get club buy in

Facebook most engaging posts

-- BuzzSumo analysis 2016 comments

- Questions, images, videos more engaging than all other post types
- Videos most likely to be shared
- Sunday is best day for engagement
- Short posts less than 50 characters more engaging than long ones
- People engage more to a post if outside Facebook to a longer article.

Facebook content plan

-- Mari Smith, Facebook marketing leader

- Highly shareable video, photo content
- First 24 hrs organic reach of post
- Then pay to boost the post
- 24 hrs later boost with more money
- Include Call to Action buttons and links
- Publish 5x/week -- try outside hours
- Focus: educate, if possible entertain

Online/social media checklist

1. Club has simple online/social media dashboard?
2. Club website has correct Rotary branding?
3. Website has new post in last 2 weeks?
4. All website links work; tested in last 3 months?
5. Google Analytics set up and tracked?
6. Google My Business set up?
7. Google Alerts set up?
8. Google+ set up?

Online/social media checklist

- 9. Facebook page has correct Rotary branding?
- 10. Facebook page has “contact us” button
- 11. Facebook page Page Info filled out?

Anatomy Facebook Page

The image shows a screenshot of the Rotary Club of Chilliwack Facebook page. Red arrows highlight several key components of the page layout:

- Profile Picture:** A heart-shaped collage of various Rotary logos.
- Page Header:** The name "Rotary Club of Chilliwack" and the search bar.
- Navigation Bar:** Links for Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help.
- Cover Photo:** A scenic image of a snowy landscape with a bench and a stream, with the text "Season's Greetings from the Rotary Club of Chilliwack" and "Kingfisher Trail, Browne Creek Wetlands".
- Left Sidebar:** A menu with links for Home, About, Posts, Photos, Videos, Events, Likes, and Reviews.
- Post Area:** A section for writing a post, with a "Write something..." prompt and a "Share" button.
- Right Sidebar:** A section for community organization information, including a 4.7 star rating and a "Page Tips" section.

Red arrows point to the Profile Picture, the Cover Photo, the Left Sidebar, the Post Area, and the Right Sidebar.

Anatomy Facebook Page

About[Edit Page Info](#)

FIND US

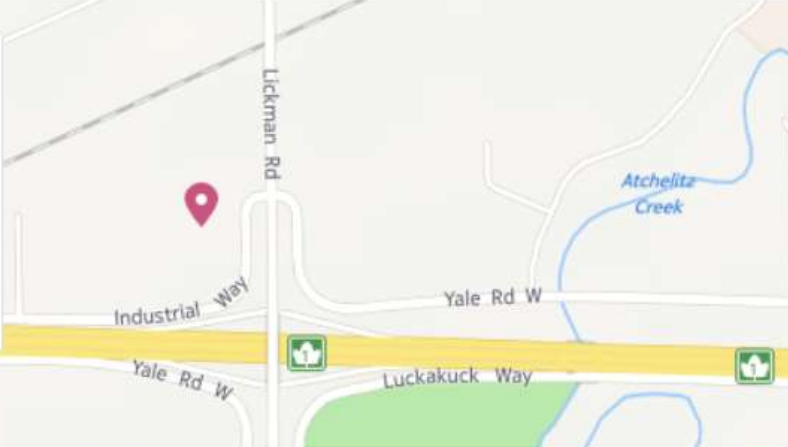
43971 Industrial Way
Chilliwack, British Columbia

Get Directions

@RotaryClubofChilliwack

Message Now

+ Enter phone number



GENERAL

CategoryCommunity OrganizationEdit

NameRotary Club of ChilliwackEdit

Username@RotaryClubofChilliwackEdit

HOURS

Closed Now CLOSIED

BUSINESS INFO

STORY

The Four-Way Test of the things we think, say or do:
Is it the TRUTH?
Is it FAIR to all concerned?
Will it build GOODWILL and BETTER FRIENDSHIPS?
Will it be BENEFICIAL to all concerned?

Anatomy Facebook Page

BUSINESS INFO

🚩 Founded on February 26, 1934

📍 Parking

Parking Lot parking

🎯 Mission

The Rotary International President's Theme for 2016-17 is "Rotary Serving Humanity".

ADDITIONAL CONTACT INFO

✉ rotaryclubofchilliwack@gmail.com

🌐 <https://www.chilliwack.ca>

🔗 [Edit Other Accounts](#)

MORE INFO

📄 About

Service Above Self

📄 General Information

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service.

SECOND. High ethical standards in business and professions; the

recognition of the worthiness of all useful occupations; and the dignifying by each Rotarian of their occupation as an opportunity to serve society.

THIRD. The application of the ideal of service by every Rotarian to their personal, business and community life.

FOURTH. The advancement of international understanding, goodwill, and peace through a world of fellowship of business and professional persons united in the ideal of service.

📅 February 26, 1934

🏆 Awards

The Order of Chilliwack

"This award is presented to the Rotary Club of Chilliwack in recognition of the Club's long history of making significant contributions toward the betterment of our community," said Mayor Clint Hames.

The Order of Chilliwack is an award granted by Chilliwack City Council to deserving citizens or groups in the community. The purpose of the award is to recognize outstanding achievements or long term contributions to the community.

"The Rotary Club of Chilliwack's extraordinary contributions to our community make it extremely deserving of the Order of Chilliwack award, being the City of Chilliwack's highest honour."

📄 [Edit Impressum](#)

📄 [Edit Products](#)

Online/social media checklist

12. Facebook page has post in last week?
13. Facebook page at least two posts per week?
14. Facebook page address & phone contact #?
15. Facebook page boosted post past month?
16. Facebook page has event in last 6 months?
17. Twitter page has correct Rotary branding?
18. Twitter page matches FB page?
19. Twitter is connected to FB page for postings?
20. Twitter page at least two posts per week?

Video

- Adding a video to your website can increase the chance of a front page Google result by 53 times
- Video in emails has been shown to double click-through rates
- Audiences are 10x more likely to engage with video content than blogs or social media

Action: website



Action: website

ClubRunner™ Connect. Collaborate. Communicate.

Rotary Club of Ladner (Delta)

Welcome, Peter [Logout] | Admin | Home Page |

Admin | My ClubRunner | Communication | Bulletin | New Bulletin (Beta) | Contacts (Beta) | Membership | Organization | RI Integration | Attendance | **Website** | Reports | Events | Volunteers | Help

Admin | Club Info & Settings (Beta) | ClubRunner Mobile

Download the Mobile App

Access your member directory on the go!

Help

Support Center

On Demand Videos

Downloads

Webinars

Submit a Ticket

ClubRunner Add-ons

Enhanced Committees Module

MyEventRunner

Online Payment & eCommerce Module - US

Online Payment & eCommerce Module - CAN

Barcode Scanner Module

Administration

New to ClubRunner or need a refresher? Register for free ClubRunner webinars [here](#).
Read up on our latest updates! Release Notes are available on our [Service Updates](#) page.

My ClubRunner	Membership Manager
Edit My Profile	Club Dashboard
Change My Password	Active Member List
Upload My Photo	Other Users List
My Commitments	Inactive Members List
My New Member Activities NEW!	Friends of the Club
My Friends	Bulletin Subscribers
View Club Directory	New Member Program
View Club Photo Directory	Dues & Billing
eDirectory Reports 2.0	RI Integration
View Printable Mailing Labels NEW!	Request Member Updates
Email Message Centre NEW!	Edit Executives and Directors
View Club Documents	Committee Management
My Attendance	Birthday & Anniversary Report
My Committees	Gender Distribution (Summary)
My Billing Account Balance	Download Member Data NEW!
	Member Designations

Action: website

ClubRunner™ Connect. Collaborate. Communicate.

Rotary Club of Ladner (Delta)

Welcome, Peter [Logout] | Admin | Home Page | [Icons]

Admin | My ClubRunner | Administration | Bulletin | New Bulletin (Beta) | Contacts (Beta) | Membership | Organization | RI Integration | Attendance | **Website** | Reports | Events | Volunteers | Help

Website Design | **Website Content** | Image Library | Edit Meta Tags | Edit Favicon Logo

Download the Mobile App

Access your member directory on the go!

Help

Support Center

On Demand Videos

Downloads

Webinars

Submit a Ticket

ClubRunner Add-ons

Enhanced Committees Module

MyEventRunner

Online Payment & eCommerce Module - US

Online Payment & eCommerce Module - CAN

Barcode Scanner Module

Administration

New to ClubRunner or need a refresher? Register for free ClubRunner webinars [here](#).
Read up on our latest updates! Release Notes are available on our [Service Updates](#) page.

My ClubRunner

- [Edit My Profile](#)
- [Change My Password](#)
- [Upload My Photo](#)
- [My Commitments](#)
- [My New Member Activities](#) **NEW!**
- [My Friends](#)
- [View Club Directory](#)
- [View Club Photo Directory](#)
- [eDirectory Reports 2.0](#)
- [View Printable Mailing Labels](#) **NEW!**
- [Email Message Centre](#) **NEW!**
- [View Club Documents](#)
- [My Attendance](#)
- [My Committees](#)
- [My Billing Account Balance](#)

Membership Manager

- [Club Dashboard](#)
- [Active Member List](#)
- [Other Users List](#)
- [Inactive Members List](#)
- [Friends of the Club](#)
- [Bulletin Subscribers](#)
- [New Member Program](#)
- [Dues & Billing](#)
- [RI Integration](#)
- [Request Member Updates](#)
- [Edit Executives and Directors](#)
- [Committee Management](#)
- [Birthday & Anniversary Report](#)
- [Gender Distribution \(Summary\)](#)
- [Download Member Data](#) **NEW!**
- [Member Designations](#)

Action: website

ClubRunner™ Connect. Collaborate. Communicate. Welcome, **Peter Reaf** | [Logout](#)

Rotary Club of Ladner (Delta) [English](#) [Small](#) [Home](#)

[Admin](#) [My ClubRunner](#) [Communication](#) [Contacts \(Beta\)](#) [Bulletin](#) [New Bulletin \(Beta\)](#) [Membership](#) [Organization](#) [RI Integration](#) [Attendance](#) **[Website](#)** [Reports](#) [Events](#) [Volunteers](#)

[Help](#)

Website Designer **Website Content**

Website 3.0

Home Page Content **Libraries** **Pages**

Home Page Content

- Getting Started
- Home Page Stories
- Home Page News
- Home Page Download Files
- Home Page Photo Albums
- Home Page Custom Widgets
- Meeting Responsibilities

Getting Started

Home Page Content

Welcome to the content area for your home page. You can add, edit, and remove content that appears on your standard home page widgets. This includes stories, news, links, photo albums, and download files. To add custom widgets, go to Libraries in the ribbon on the left.

Home Page Stories
Manage your home page stories.

Home Page News
Manage your home page news.

Home Page Download Files
Manage your download files.


Home Page Photo Albums
Manage your photo albums.

Home Page Custom Widgets
Manage your home page custom widgets.

Meeting Responsibilities (Duty Roster)
Manage list of positions and assign members.

Action: website

ClubRunner™ Connect. Collaborate. Communicate.Welcome, **Peter Roaf** | [Logout](#)




Rotary Club of Ladner (Delta)English | Small | Home

Admin | My ClubRunner | Communication | Contacts (Beta) | Bulletin | New Bulletin (Beta) | Membership | Organization | RI Integration | Attendance | **Website** | Reports | Events | Volunteers

Help

Website Designer | **Website Content**

Website 3.0 Go back


Home Page Content | Libraries | Pages

Home Page Content

- Getting Started
- Home Page Stories**
- Home Page News
- Home Page Download Files
- Home Page Photo Albums
- Home Page Custom Widgets
- Meeting Responsibilities

Attention Note that you currently have a maximum of 16 stories set to appear on the Home Page. Go to [Website Designer](#) and click on the Home Page Stories widget properties (gear icon) to change this maximum.

Stories for Home Page

Click on the Story Library Link below to access all of your stories, or click on one of the other links to access the stories for a specific section of your website or bulletin.

Go to: [Story Library](#) | **Stories Widget** | [Stories List Page](#) | [Custom Page Stories](#) | [Bulletin Stories](#)

Drag and drop story titles to change their sequence.

[Preview](#) | **Create New Story** | [Add Stories from the Story Library](#)


Title	Author	Date	Status	Actions
<input type="checkbox"/> Youth Service the focus of Rotary in May	Peter Roaf	May 02, 2017		Edit Links Files Remove
<input type="checkbox"/> Maternal Child Health focus of Rotary in...	Peter Roaf	Apr 03, 2017		Edit Links Files Remove
<input type="checkbox"/> Water and Sanitation the focus of Rotar...	Peter Roaf	Mar 02, 2017		Edit Links Files Remove
<input type="checkbox"/> Mothers saluted at Queen Bee Tea May...	Peter Roaf	Apr 26, 2017		Edit Links Files Remove
<input type="checkbox"/> Rotary Foundation support recognized	Peter Roaf	Apr 25, 2017		Edit Links Files Remove
<input type="checkbox"/> Children's book writing, publishing a pa...	Peter Roaf	Apr 25, 2017		Edit Links Files Remove
<input type="checkbox"/> Spring clean up for Ladner's Arthur Drive		Apr 23, 2017		Edit Links Files Remove
<input type="checkbox"/> Sikh harvest festival of Vaisakhi celebra...	Peter Roaf	Apr 23, 2017		Edit Links Files Remove

Action: website

Add a New Story


[Copy from an Existing Story](#)

Story Settings

Title **Format** 


Permalink

Author ☐ Display author


Date  ☐ Display date

☐ Display Social Media Share Bar

PHOTOGRAPH TO APPEAR ON HOME PAGE

 [Change](#)


Story Draft



SHORT LEAD SENTENCE OR PARAGRAPH SEEN ON HOME PAGE

Total characters: 0/20000

Story Content



REST OF STORY WITH MORE, LARGER PHOTOS, IMAGES, VIDEO

Action: website, guest speaker

Edit Connecting people to nature, community and themselves through bees

Preview

Story Settings

Title: Connecting people to nature, community and themselves through t [Format](#)

Thumbnail Image:



Permalink: connecting-people-to-nature-community-and-themselves-through

Author: Peter Roaf

☒ Display author

Date: Mar 14, 2017

☒ Display date

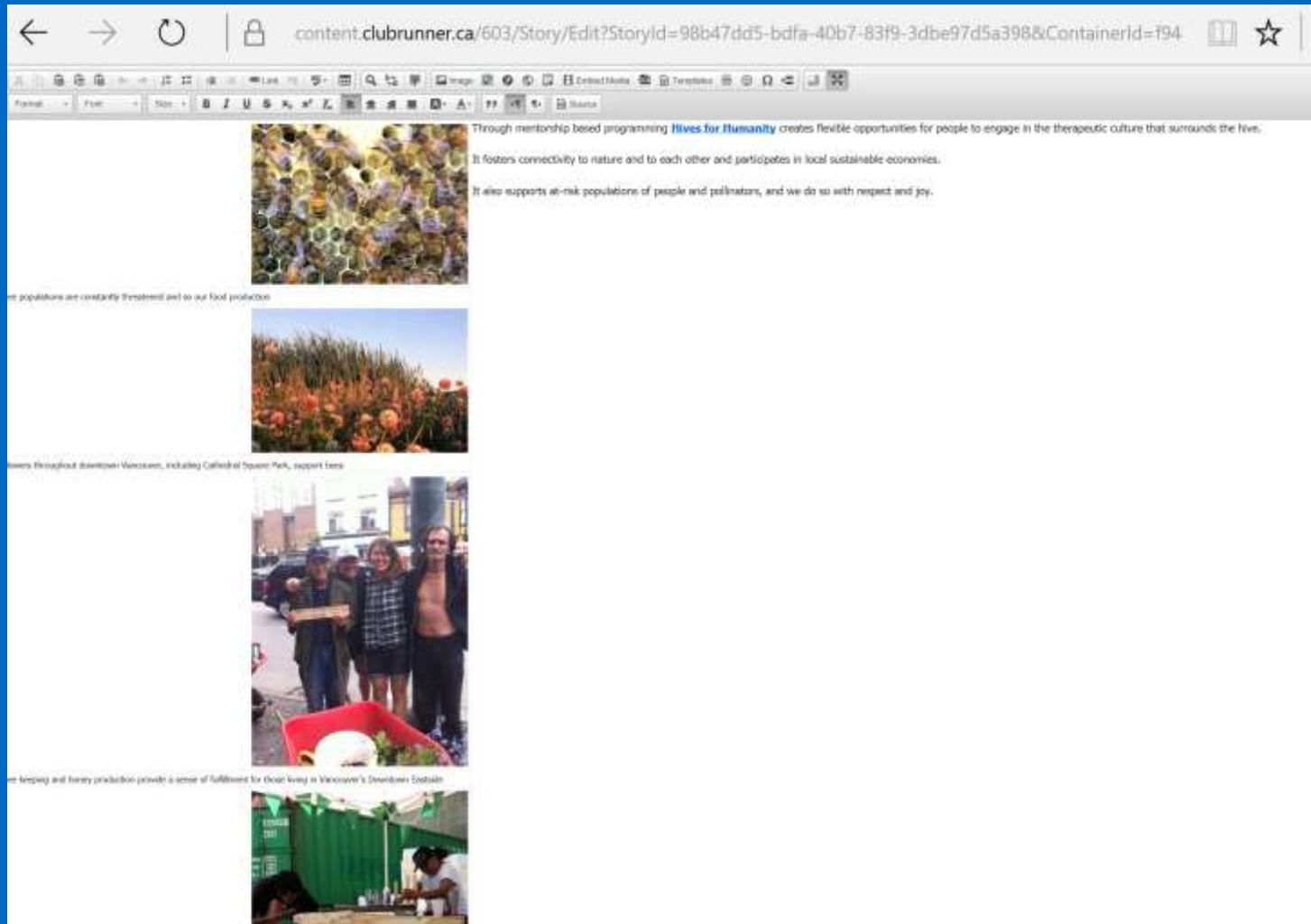
☐ Display Social Media Share Bar

Story Brief

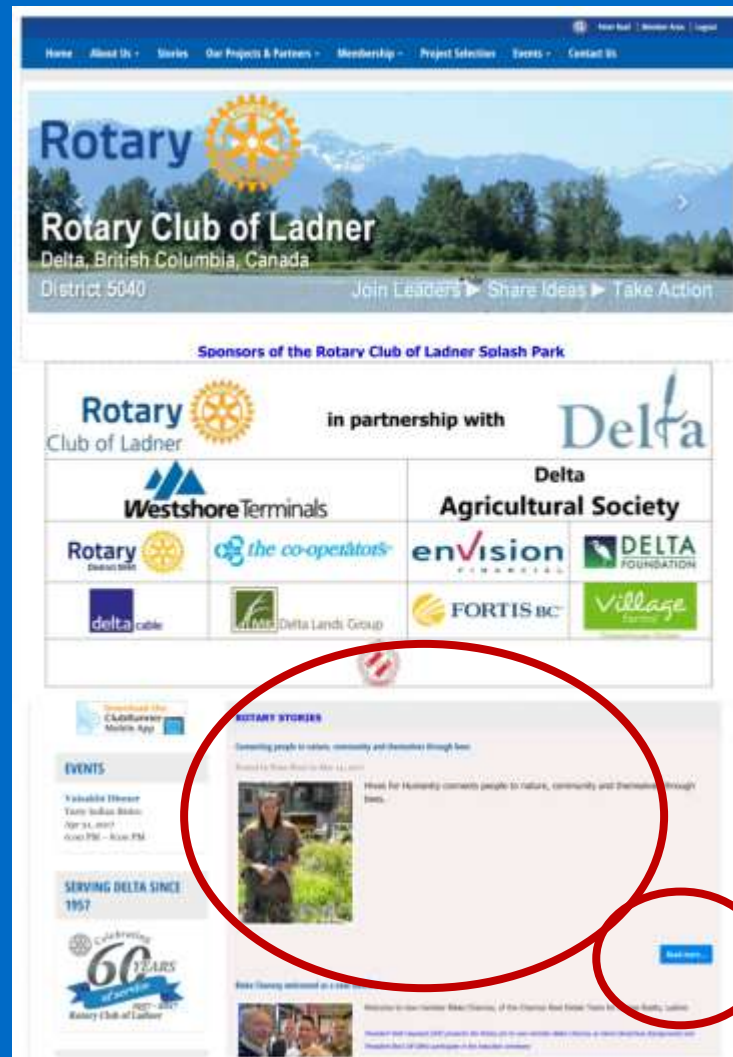
Rich text editor toolbar with icons for undo, redo, bold, italic, underline, strikethrough, link, unlink, list, indent, outdent, search, and other editing functions. Below the toolbar is a text area containing the text: "Hives for Humanity connects people to nature, community and themselves through bees."

Total characters: 186/20000

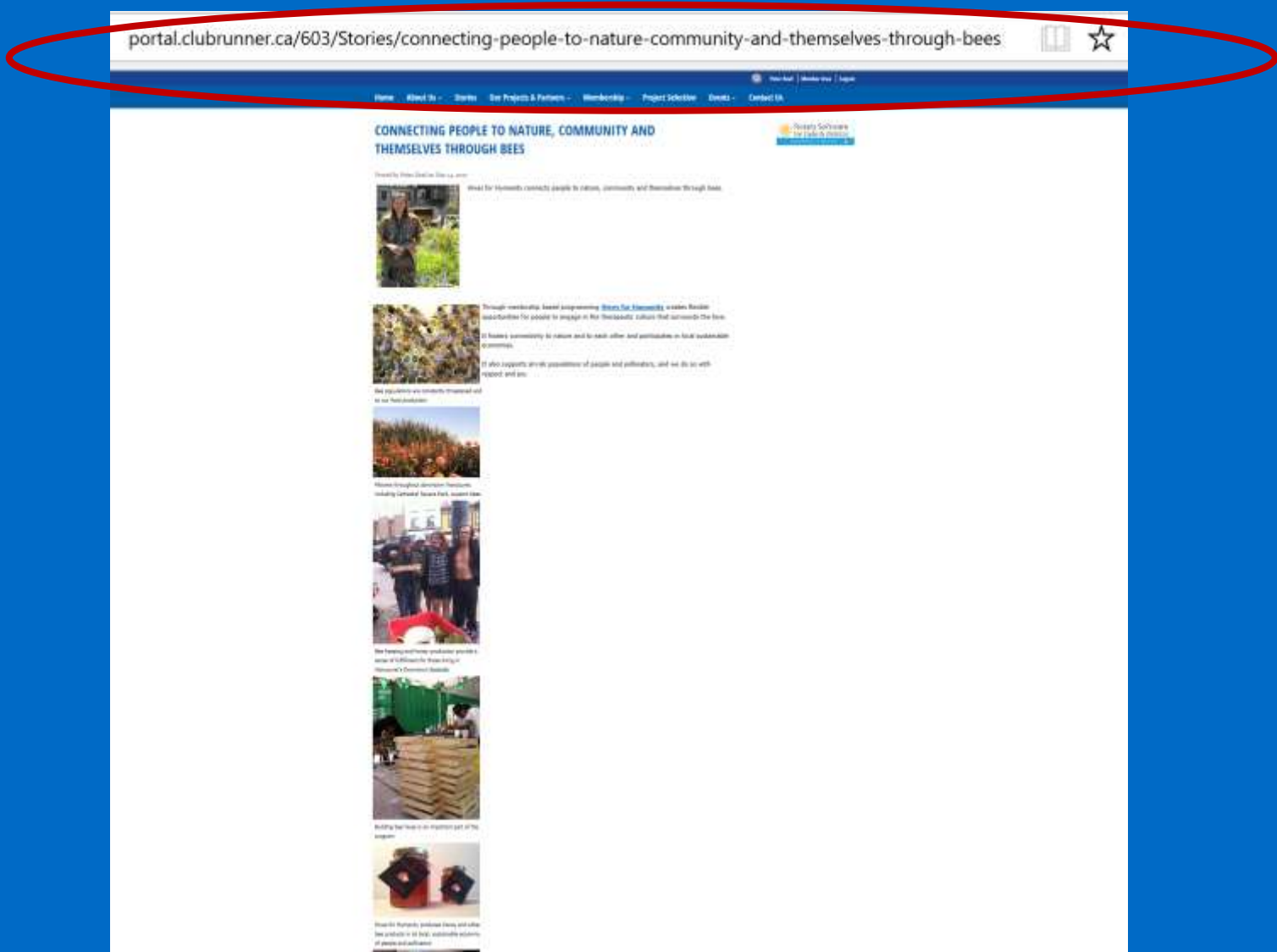
Action: website, guest speaker



Action: website, guest speaker



portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-bees



Action: Facebook, guest speaker

The image is a screenshot of the Facebook page for the Rotary Club of Ladner. The page header includes the Facebook logo, the name "Rotary Club of Ladner", a search bar, and user information for "Peter" with "Home 20+" notifications. The navigation bar shows "Page", "Messages 1", "Notifications 5", "Insights", "Publishing Tools", "Settings", and "Help". The left sidebar contains the Rotary Club of Ladner logo, the page name, and a list of tabs: Home, Posts (selected), Reviews, Photos, Videos, and About. The main content area features a large cover photo of a lake with snow-capped mountains in the background. Below the cover photo are buttons for "Liked", "Following", "Share", and "Contact Us". A red circle highlights the "Write something..." text input area, which includes a small Rotary logo icon and a dropdown arrow. Below the input area are four icons representing different post types: photo, video, link, and event. On the right side, there is a search bar for posts on the page and a "Visitor Posts" section.

Rotary Club of Ladner

Create Page @Username

Home

Posts

Reviews

Photos

Videos

About

Like

Following

Share

Contact Us

Write something...

Search for posts on this Page

Visitor Posts

Chat (5)

Action: Facebook, guest speaker

The screenshot shows the Facebook interface for the 'Rotary Club of Ladner' page. The page header includes the Facebook logo, the page name, a search bar, and navigation links like 'Home', 'Messages', 'Notifications', 'Insights', and 'Publishing Tools'. The left sidebar shows the page's profile picture (the Rotary International logo), the name 'Rotary Club of Ladner', and a list of navigation options: 'Home', 'Posts', 'Reviews', 'Photos', 'Videos', 'About', 'Likes', 'Notes', and 'Events'. The main content area is a post creation window. It features a text input field with the following text: 'Hives for Humanity encourages community connections, to nature and one another, through beekeeping. It supports farming, gardening and at-risk populations -- of people and pollinators -- in local sustainable economies based on production of honey and other products from bees. https://portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-beeshttps://portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-bees'. Below the text is a URL preview for 'portal.clubrunner.ca' with the description 'The provided URL: /603/Stories/connecting-people-to-nature-community-and-them...'. There is also a section for 'Available images' with a 'Hide' link and a placeholder for an image. At the bottom of the post creation window are buttons for 'Boost Post', 'Publish', and a dropdown menu. The right sidebar shows a 'Contact Us' button and a 'Visitor Posts' section with two posts: one by 'Tammy Brogan Hansen' dated May 12, 2016, and another by 'Debbie Vance' dated April 14, 2016.

Rotary Club of Ladner

Create Page @Username

Home

Posts

Reviews

Photos

Videos

About

Likes

Notes

Events

Hives for Humanity encourages community connections, to nature and one another, through beekeeping. It supports farming, gardening and at-risk populations -- of people and pollinators -- in local sustainable economies based on production of honey and other products from bees.
https://portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-beeshttps://portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-bees

portal.clubrunner.ca

The provided URL: /603/Stories/connecting-people-to-nature-community-and-them...
PORTAL.CLUBRUNNER.CA

Available images Hide

Boost Post Publish

Contact Us

Search for posts on this Page

Visitor Posts

Tammy Brogan Hansen
May 12, 2016 at 6:38am
Don't forget to attend the Delta Rotary Youth Awards 6:30 start (doo... See More
1 Like
Like Comment Message

Debbie Vance
April 14, 2016 at 6:06am
We hope that your members will join The Rotary Club of Richmond at t... See More
1 Like
Like Comment Message

Action: Facebook, guest speaker

The screenshot shows the Facebook interface for the Rotary Club of Ladner. The top navigation bar includes the Facebook logo, the page name 'Rotary Club of Ladner', a search bar, and user profile information for 'Peter' with 'Home 20+' notifications. Below this is a secondary navigation bar with 'Page', 'Messages 1', 'Notifications 4', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area features the club's profile picture (a yellow Rotary International gear logo) and the name 'Rotary Club of Ladner' with the text 'Create Page @Username'. A left-hand menu lists 'Home', 'Posts' (selected), 'Reviews', 'Photos', 'Videos', and 'About'. The central post is titled 'Rotary Club of Ladner' and was published by 'Peter Roaf [?]' on 'March 15 at 10:37pm'. The post text reads: 'Hives for Humanity encourages community connections, to nature and one another, through beekeeping. It supports farming, gardening and at-risk populations -- of people and pollinators -- in local sustainable economies based on production of honey and other products from bees. <https://portal.clubrunner.ca/.../connecting-people-to-nature-...>'. Below the text is a photo of a woman holding a book in front of a garden. The post is titled 'Connecting people to nature, community and themselves through bees' and includes the text 'Hives for Humanity connects people to nature, community and themselves through bees.' and the URL 'PORTAL.CLUBRUNNER.CA'. At the bottom of the post, it says '106 people reached' and has a 'Boost Post' button. The bottom of the page shows interaction buttons: 'Like', 'Comment', and 'Share'.

Rotary Club of Ladner

Create Page @Username

Home

Posts

Reviews

Photos

Videos

About

Likes

Like Comment Share

Rotary Club of Ladner

Published by Peter Roaf [?] · March 15 at 10:37pm ·

Hives for Humanity encourages community connections, to nature and one another, through beekeeping. It supports farming, gardening and at-risk populations -- of people and pollinators -- in local sustainable economies based on production of honey and other products from bees.
<https://portal.clubrunner.ca/.../connecting-people-to-nature-...>

Connecting people to nature, community and themselves through bees

Hives for Humanity connects people to nature, community and themselves through bees.

PORTAL.CLUBRUNNER.CA

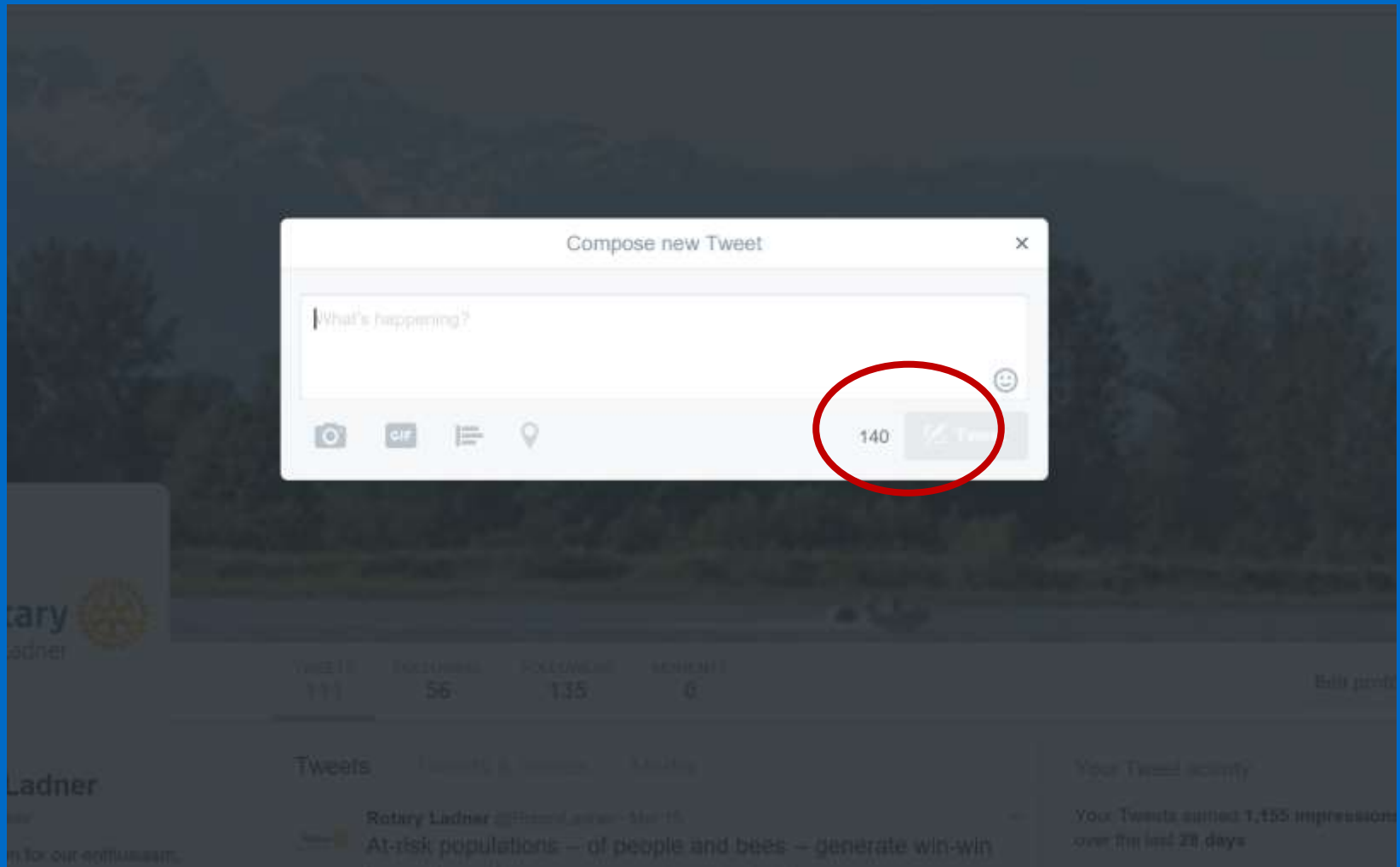
106 people reached

Boost Post

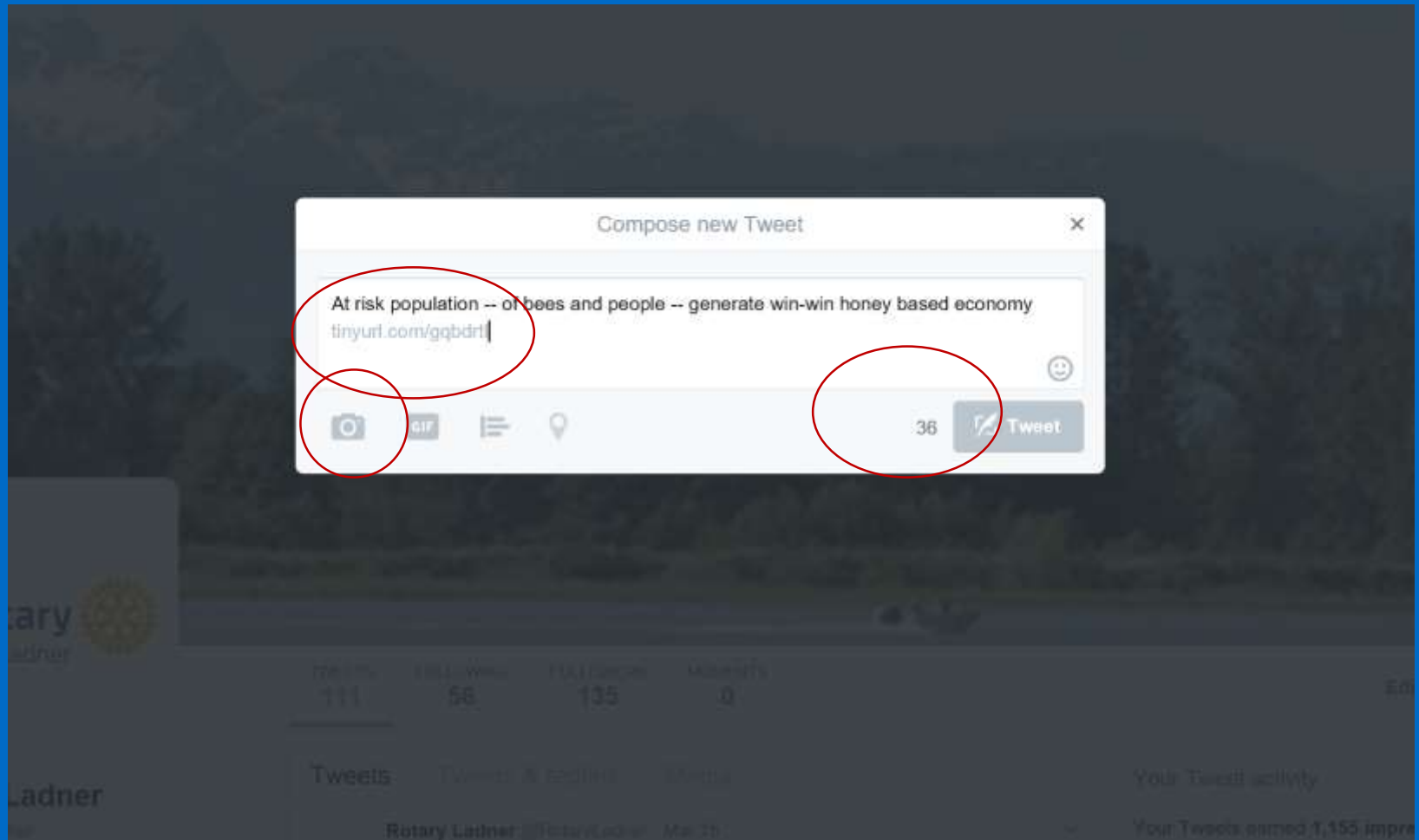
Action: Twitter, guest speaker



Action: Twitter, guest speaker



Action: Twitter, guest speaker



Action: Twitter, guest speaker

<https://portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-bees>

Tweets

Tweets & replies

Media

Rotary Ladner @RotaryLadner · Mar 15



At-risk populations -- of people and bees -- generate win-win honey based economy tinyurl.com/gqbdrtl

Action: Twitter, guest speaker

The screenshot shows the TinyURL website in a web browser. The address bar at the top displays 'tinyurl.com', which is circled in red. The website has a dark blue header with the 'TinyURL' logo and a tagline: 'Making over a billion long URLs usable! Serving billions of redirects per month.' On the left, a dark sidebar contains a list of links: Home, Example, Make Toolbar Button, Redirection, Hide URLs, Preview Feature (with a 'read' icon), Link to Us!, Terms of use, and Contact Us!. The main content area has a light blue background and features a 'Welcome to TinyURL!™' heading. Below this, a paragraph explains the service: 'Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**.' A form is provided for creating a tiny URL, consisting of a text input field and a 'Make TinyURL!' button, both of which are circled in red. Below the main input field is an optional section for a 'Custom alias' with a text input field and a note: 'May contain letters, numbers, and dashes.' The browser's toolbar includes back, forward, and refresh buttons, as well as icons for bookmarks, star, menu, and print.

tinyurl.com

TinyURL

Making over a billion long URLs usable! Serving billions of redirects per month.

- [Home](#)
- [Example](#)
- [Make Toolbar Button](#)
- [Redirection](#)
- [Hide URLs](#)
- [Preview Feature^{read}](#)
- [Link to Us!](#)
- [Terms of use](#)
- [Contact Us!](#)

Welcome to TinyURL!™

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**.

Enter a long URL to make tiny:

Custom alias (optional):
http://tinyurl.com/

May contain letters, numbers, and dashes.

Action: Twitter, guest speaker

[Redirection](#)

[Hide URLs](#)

[Preview Feature](#) ^{cool!}

[Link to Us!](#)

[Terms of use](#)

[Contact Us!](#)

TinyURL was created!

The following URL:

<https://portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-bees>
<https://portal.clubrunner.ca/603/Stories/connecting-people-to-nature-community-and-themselves-through-bees>

has a length of 212 characters and resulted in the following TinyURL which has a length of 26 characters:

<http://tinyurl.com/klb99ct>

[\[Open in new window\]](#) [\[Copy to clipboard\]](#)

Or, give your recipients confidence with a preview TinyURL:

<http://preview.tinyurl.com/klb99ct>

[\[Open in new window\]](#)

Action: Twitter, guest speaker

The image is a screenshot of the Rotary Club of Ladner's Twitter profile. The header features navigation links for Home, Moments, Notifications, and Messages, along with a search bar and a Tweet button. The profile picture is a scenic landscape with a lake, trees, and mountains. The bio identifies the account as the Rotary Club of Ladner, located in Delta, British Columbia, and mentions their focus on enthusiasm, infectious spirit, and commitment to service. The account was joined in June 2015. The tweet history shows a tweet from March 15 about at-risk populations and honey-based economies, accompanied by images of honey jars and a woman. The right sidebar displays tweet activity and a list of accounts to follow, including Sean Hogan, TswBBLionsClub, and DFF Charitable.

Home Moments Notifications Messages Search Twitter

Rotary Club of Ladner

TWEETS 111 FOLLOWING 56 FOLLOWERS 135 MOMENTS 0 Edit profile

Rotary Ladner
@RotaryLadner

We are known for our enthusiasm, infectious spirit, friendship and commitment to serve others. We work together on a variety of local and international projects

Delta, British Columbia
rotaryladner.org
Joined June 2015

46 Photos and videos

Tweets Tweets & replies Media

Rotary Ladner @RotaryLadner · Mar 15
At-risk populations – of people and bees – generate win-win honey based economy tinyurl.com/gqbdrtl

Images of honey jars and a woman holding a jar.

Your Tweet activity
Your Tweets earned 1,155 impressions over the last 28 days
View your top Tweets


Who to follow · Refresh · View all

- Sean Hogan** @whogin5050
Followed by Gary Holick
Follow
- TswBBLionsClub** @TswB...
Followed by Delamont and others
Follow
- DFF Charitable** @DFFCha...
Follow


Find friends

Action: Twitter, guest speaker


Port Vancouver



Rotary Club of Ladner



Rotary International President John Germ and US Congressman for EndPolioNow



Corporation of Delta

Delta School District

BREAKOUT SESSION #3

BREAKOUT SESSION #3

- **Discuss with your group the successes, failures in using specific communications and what you might improve:**
 - **Member communications**
 - **Media relations**
 - **Advertising**
 - **Website**
 - **Facebook, other social media**
- **Share one or two key key points with full group**

Rotary District 5040 website

Public Relations & Public Image Committee

<http://tinyurl.com/PR5040>

Links

- Rotary Public Image Face Book Page
- Rotary Effective Public Relations
- Rotary Club PR Committee Manual
- Rotary's Voice & Visual Identity Guidelines
- Rotary Brand Center (sign in required)
- Rotary International: Resources
- Rotary Zone 24: Resources [certain topic links]

Media Files

- Crisis response in social media and PR

Training Videos

- What is Rotary?
- Rotary's New Look
- Connect Better with Your Local Community Through Facebook
- The Power of Images: Telling Rotary's Story through Social
- District 5040 Display Booth (north & south)
- Telling Our Story
- 7 Step Plan for Rotary Club PR

Additional Resources

Clubrunner:

Rotary District 5050 ClubRunner Support Page

<https://portal.clubrunner.ca/50004/SitePage/website-support>

Membership Resources:

<https://www.rotary.org/myrotary/en/learning-reference/learn-topic/membership>

<http://portal.clubrunner.ca/50004> (membership > membership resources)

<http://www.district5050.org/> (membership > membership resources)

Facebook:

5 Things Every Rotary Club Facebook Page Should Have

<http://www.poulsborotary.org/Stories/5-things-every-rotary-club-facebook-page-should-have>

Social Media:

Global social media research summary 2017, by Dave Chaffey

<http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

Rotary

District 5040



