Welcome to this session on Public Image and Public Relations.

My name is…………….. I am presenting this session on behalf of the District's Public Relations Committee and Learning and Development Committee

Agenda

- What's the problem?
- 4 P's of Marketing
- Public Image = Strategy
- Public Relations = Process
  - Research
  - Action Planning
  - Communications
  - Evaluation

In today's session I am going to cover these topics:

- What's the problem with Public Image and Public Relations in our District?

- 4 P's of Marketing, which we need to consider in keeping and recruiting new members and attracting sponsors

- Public Image as the Strategy we need to achieve so our clubs can thrive to serve, and survive

- Public Relations as the Process of achieving that strategy of Public Image, and the four basic steps in getting there:
  - Research
  - Action Planning
  - Communications
 - Evaluation

What's the problem?

"If a tree falls in a forest and no one is around to hear it, does it make a sound?"

"If a tree falls in a forest and no one is around to hear it, does it make a sound?"

The point is: if our club has no presence in our community, would anybody notice if it disappeared?

Some clubs may be providing valuable service to their community, but they're rarely telling their stories of service, it they are at all.

If you are trying to retain current members, as well as recruit new ones, or attract sponsors, what will they think if your club cannot present an accurate, current, fun, friendly representation of itself? What's in it for them?
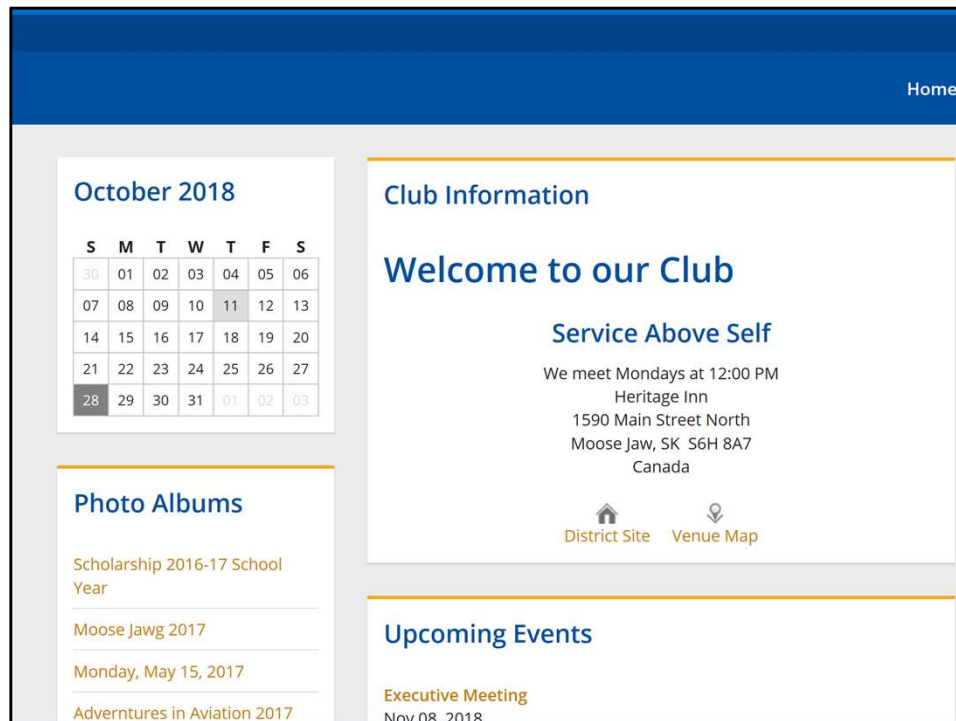
For example, take this website of a Rotary club where, by all appearances, nothing is happening.

With respect for our fellow Rotarians in Moose Jaw, Saskatchewan, there is nothing to tell prospective members, community leaders, sponsors and members what the club is, by what it does.
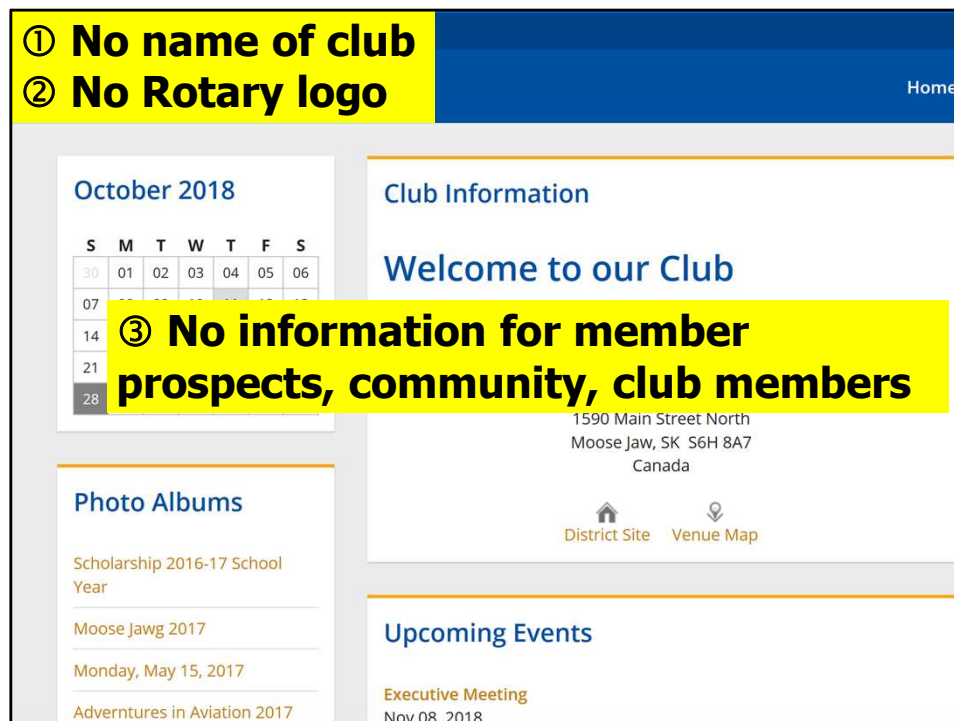
Here are some problems with this website.

While the club is outside BC there are similar examples here in our District.
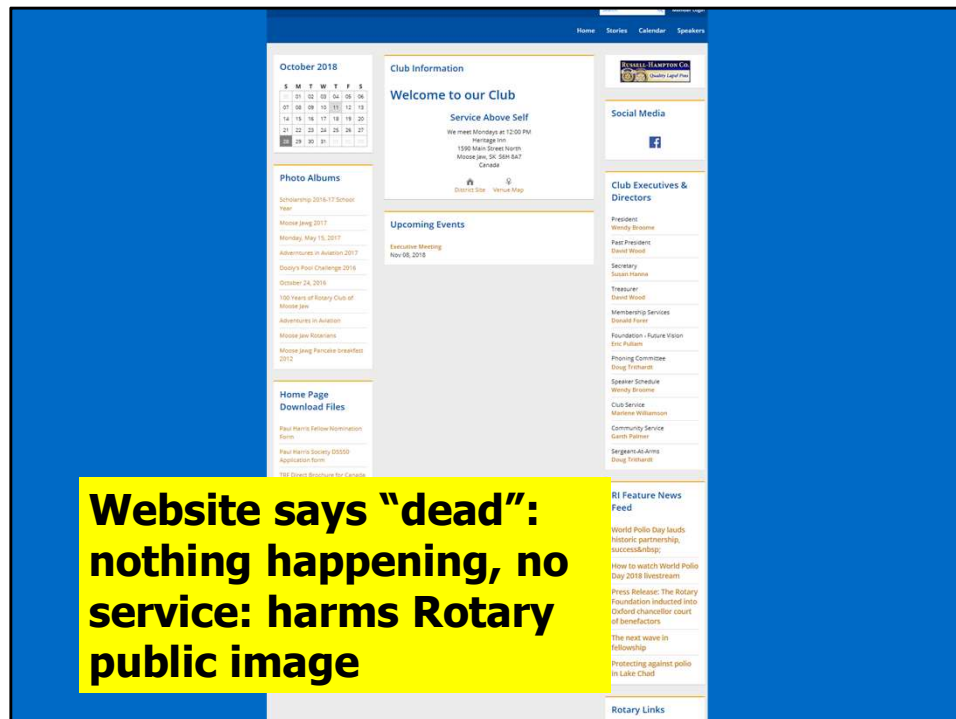
The club seems "dead". There is little point in sponsoring the website.

In fact, this dead website does harm to the club's and Rotary's Public Image because the experience for a site visitor is neutral at best, if not negative.
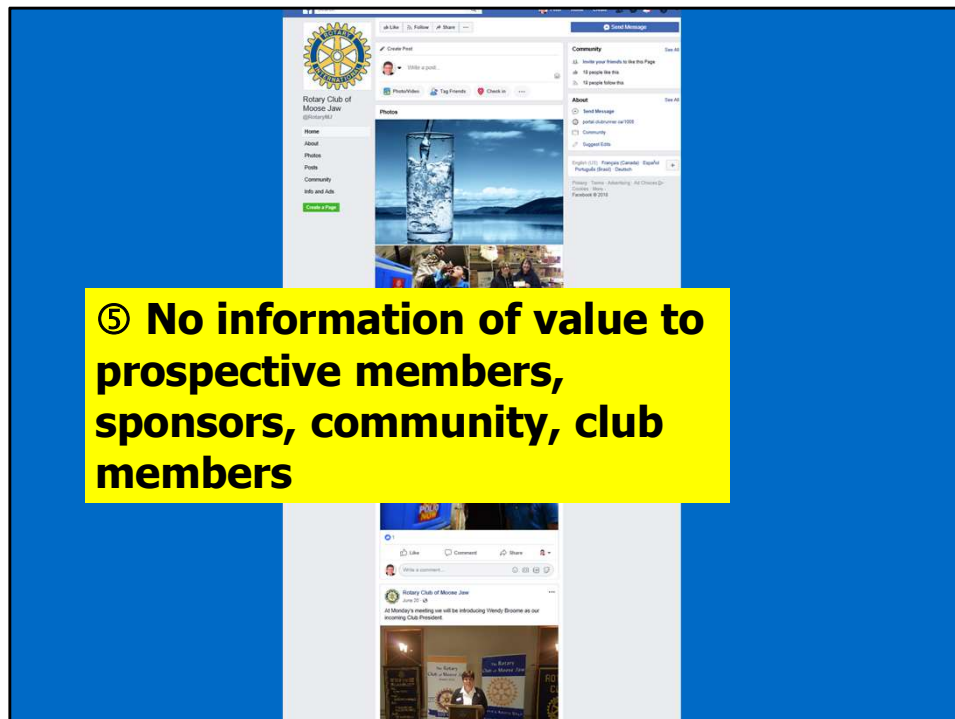
No way to attract members or sponsors.
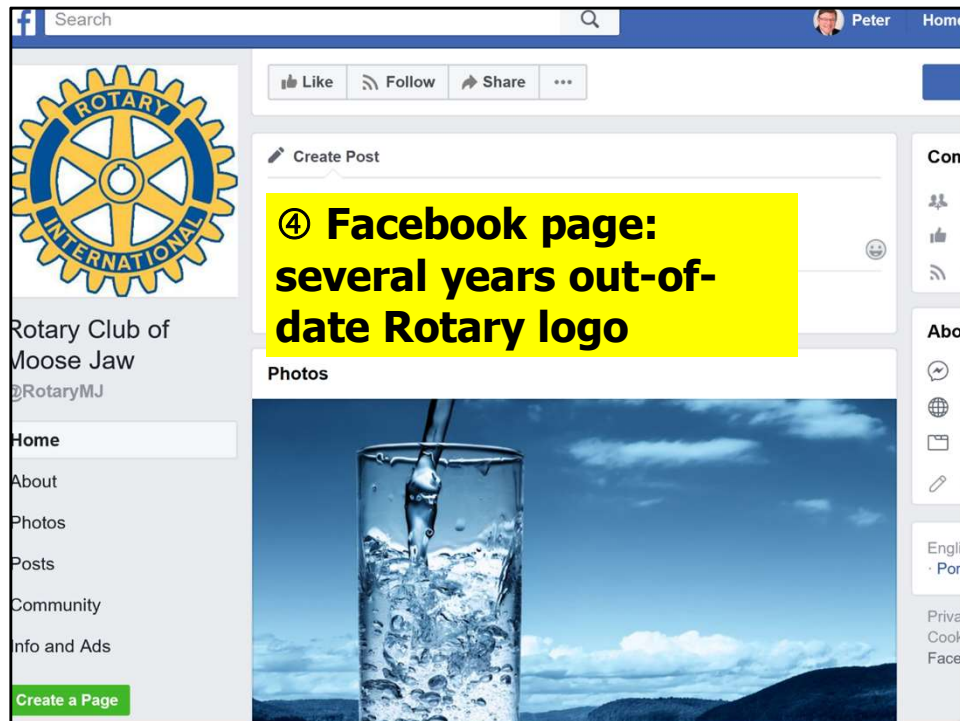
Here is a Facebook page for the same club.

The now years out-of-date Rotary logo is still being used.

On a website or social media page, where there is no cost to change, it does not take much to use the current logo.

⑤ **No information of value to prospective members, sponsors, community, club members**

Again, on this Facebook page, there is little information to indicate that the club is active.

It might as well not be there because visitors to the page will take away the impression of a club, and Rotary, that does not do anything.

Media Relations:
⑥ Newspaper closed recently; online news media presence minimal
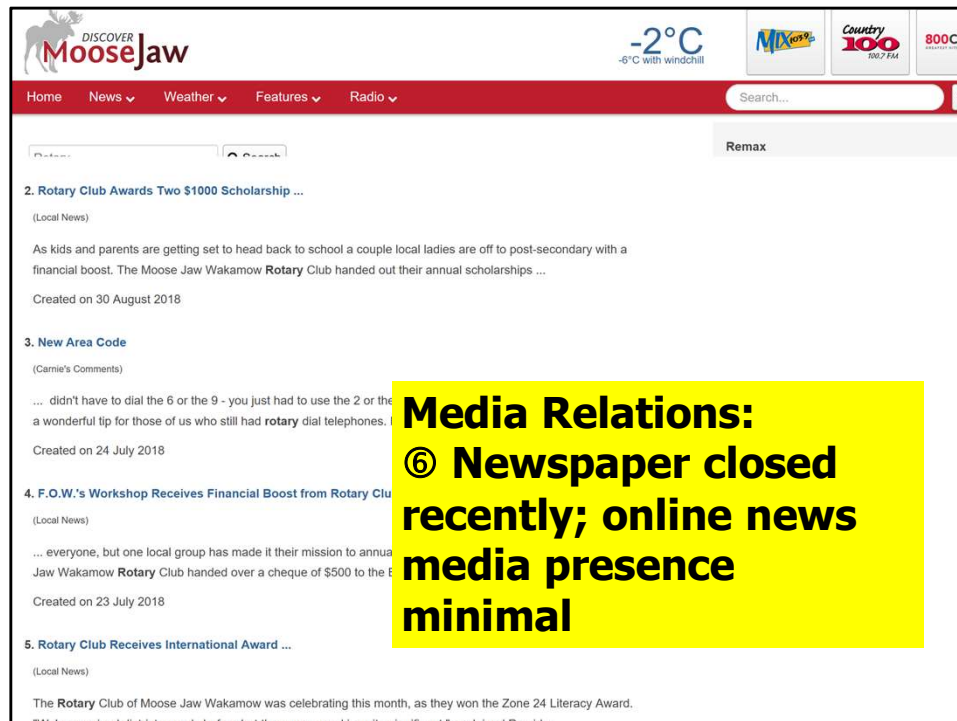
About media relations and coverage, there is no longer a newspaper in Moose Jaw.

But there is nothing in an online news publication which has taken the place of the newspaper.
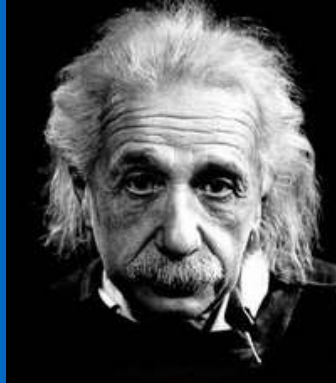
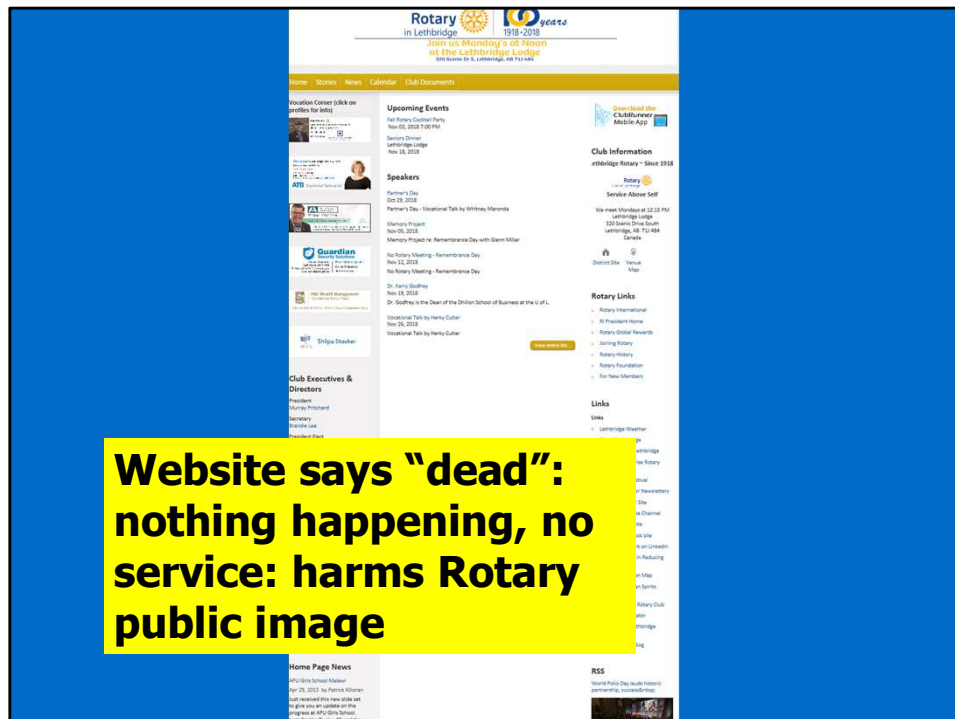Albert Einstein once said: "Nothing happens until something moves."

A club that is not providing service above self to the community and the world is not moving and not making things happen.

Nor is a club moving or changing, to provide service, if it's not telling others.

For the website of the Rotary Club of Lethbridge, in Alberta, there are some glitches, but the biggest one is the absence of content about the club's 100th Anniversary.

What a story! But there's nothing there.

Website says "dead": nothing happening, no service: harms Rotary public image

Again, there is harm done in the "dead" website

Facebook:
③ Last year's Rotary theme
④ Theme way too big
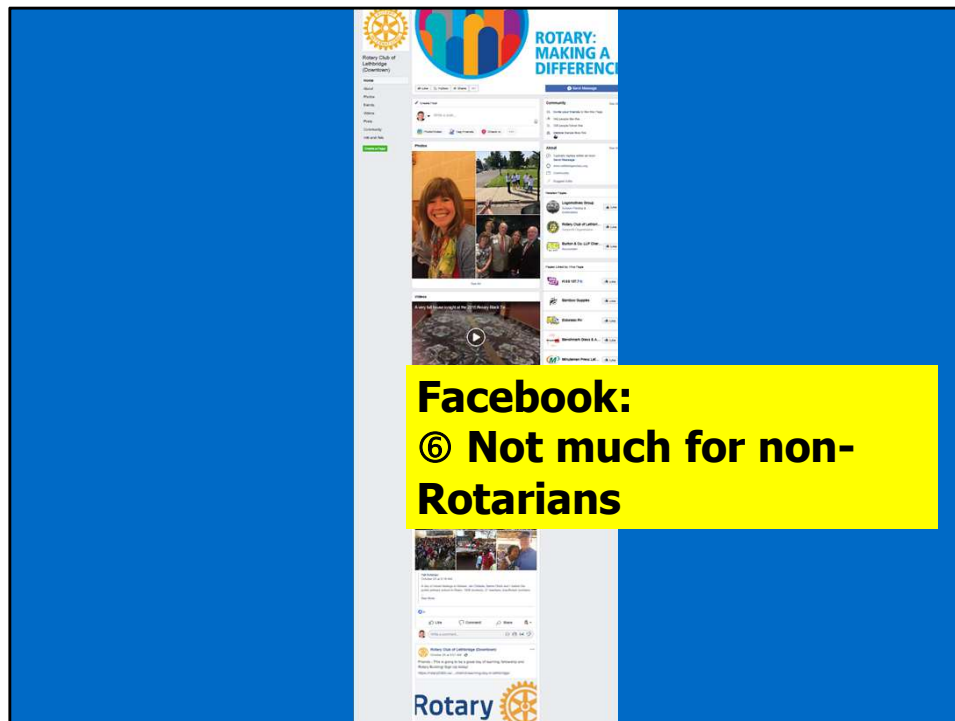**⑤ Could be photo of "people" in action or regional scene or carousel of Rotarians in service**

The club's Facebook is using last year's annual theme logo.

The logo is rather clown-like because it's far too big for the space.

Not showing an image reflecting the club's activity or location at least is an opportunity missed.

Facebook:
⑥ Not much for non-Rotarians

And there is not much about the club.

Media Relations:
⑦ little or no news or feature newspaper coverage of Rotary activities even with 100th Anniversary

In the local newspaper there is no coverage of the club.

If something did appear in the newspaper, some people may search for the club's website or social media page.

But, instead of finding engaging content about a vibrant club, they would find dead space, and miss a good opportunity.

The visitor's mind would be closed to Rotary.

While some of our clubs are like the trees falling in the forest without a sound, like these clubs we have mentioned……here is some insight about some of our clubs.

Over the past couple of months clubs in our District have been offered an opportunity to participate in a confidential self-assessment survey of their own communications.

The self-assessment was based on standards recommended through Rotary for effective club communications.

Of the 23 clubs which have participated so far, here are some of the standards which a significant number of respondents said were not being met in their clubs.

Note the lack of written communications to members. Also the lack of weekly posts on the website.

Obviously smaller clubs have less going on, and less to say. But, what can you say about what is going on? Updates on past projects? Look to the District and our

shared news and report that. Same with Rotary International.

Here are some other standards a number of clubs said they were not meeting.

Again, if people go looking for information about your club, you want to be meeting their expectations about the promise of the Rotary experience they have heard about.

If little or nothing is there, that's a statement you don't want as you try to attract new members, attract sponsors and help develop your community and the world.

An important note is that clubs ranked as the top priority for their websites: the club's members.

Below that they ranked; 2) prospective members; 3) community leaders, sponsors

Websites and Facebook, plus other social media, should have value for your members, but when planning, writing and posting to these media, the top audiences should be your external ones, with content of interest to them.

For that reason, make sure your club communicates in writing with members at least

once a month, with details of little or no interest to an external audience.

What's the problem?

- 90% of clubs have a Clubrunner account
- only 56% active in Clubrunner
- 63% clubs have active Facebook page
- 10% clubs have active Twitter page
- 58% current Rotary logo on website
- 42% active in media relations

Most of our clubs have ClubRunner accounts.

In the past nine months only 56 percent of clubs actively used their account on ClubRunner for email.

Many clubs, especially smaller ones, likely use their own distribution systems outside of ClubRunner.

But maybe some are not communicating in writing to their members with attractive messages, linked in with Rotary outside their club.

Squamish club is one of the models in District 5040 for effective website, Facebook and media relations

You will find one of the good role models in our District, at the Rotary Club of Squamish.

When clubs DO post or circulate information, there is often the problem of just sending out messages about Rotary activity.

It has little focus on the purpose or value of the activity.

We end up just "sending out stuff" ……S…O…S.

We often focus on the activities of Rotary and its members.

We downplay or largely ignore the purpose, value or benefit of the Rotary activity.

But that's what other people are interested in.

We need to have a purpose in mind when we communicate.

More on that later.

Rotary's

Public Image

Reputation

Brand
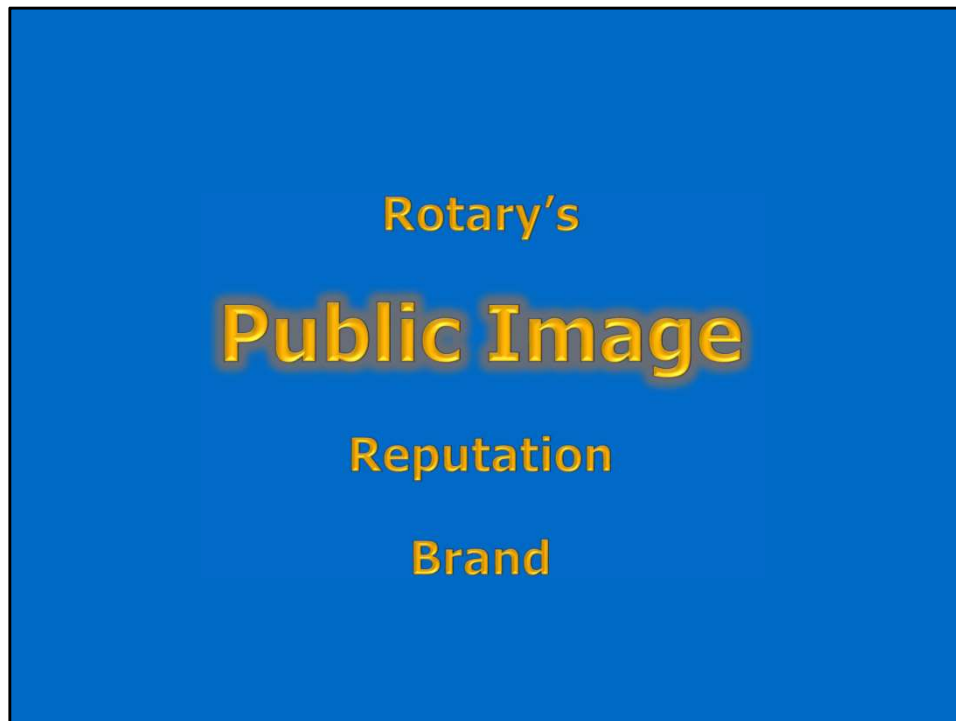
When it comes to our clubs' communications, Public Image is our strategy.

We build Public Image when we tell people why we are doing what we are doing and what we are achieving.

And when we keep doing so in a professional consistent way.

It's our Reputation or Brand.

It enables us to keep and attract members, bring in the sponsors and commit our community leaders.
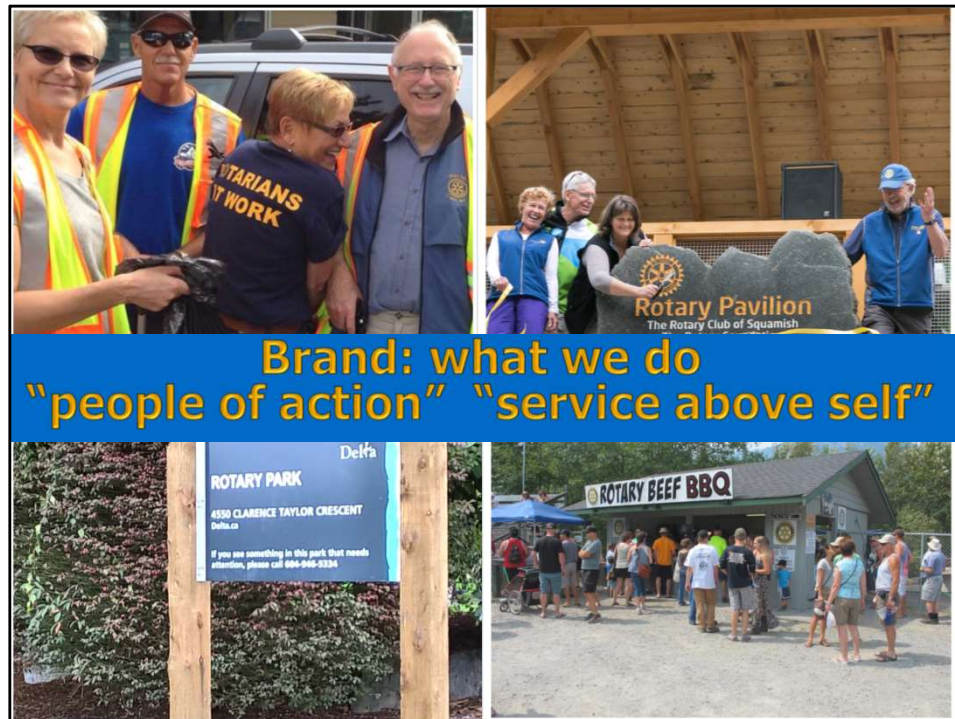
Our brand is what we do and our reputation for getting the job done.

Brand: how we do it, 4-way test

Our brand is also, how we do it.
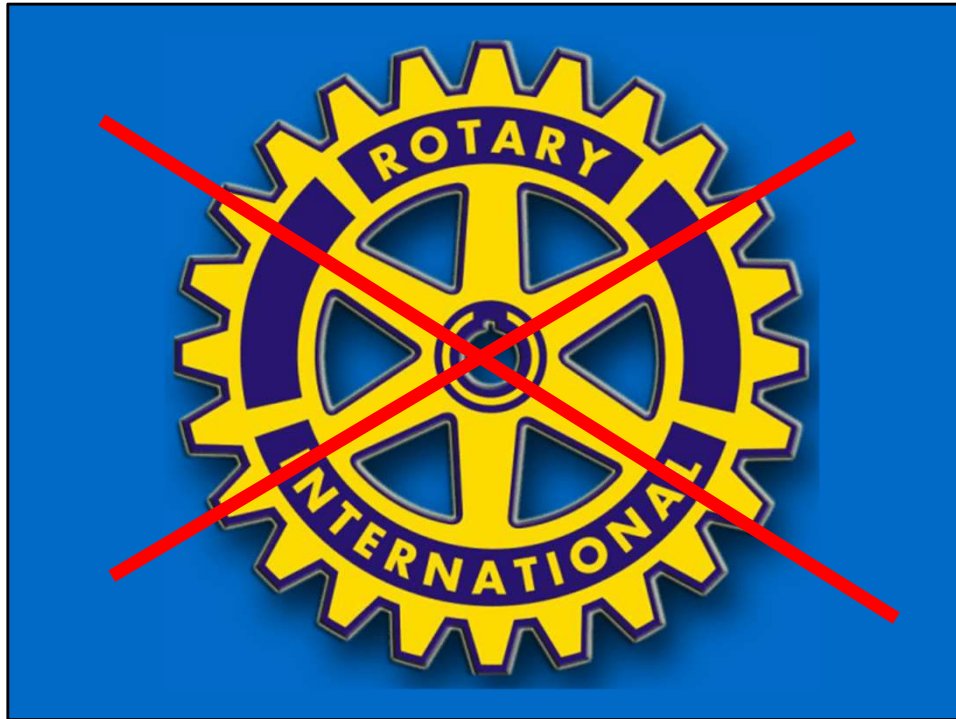
It's how we look, not using the old, outdated logo, restricted to only one version
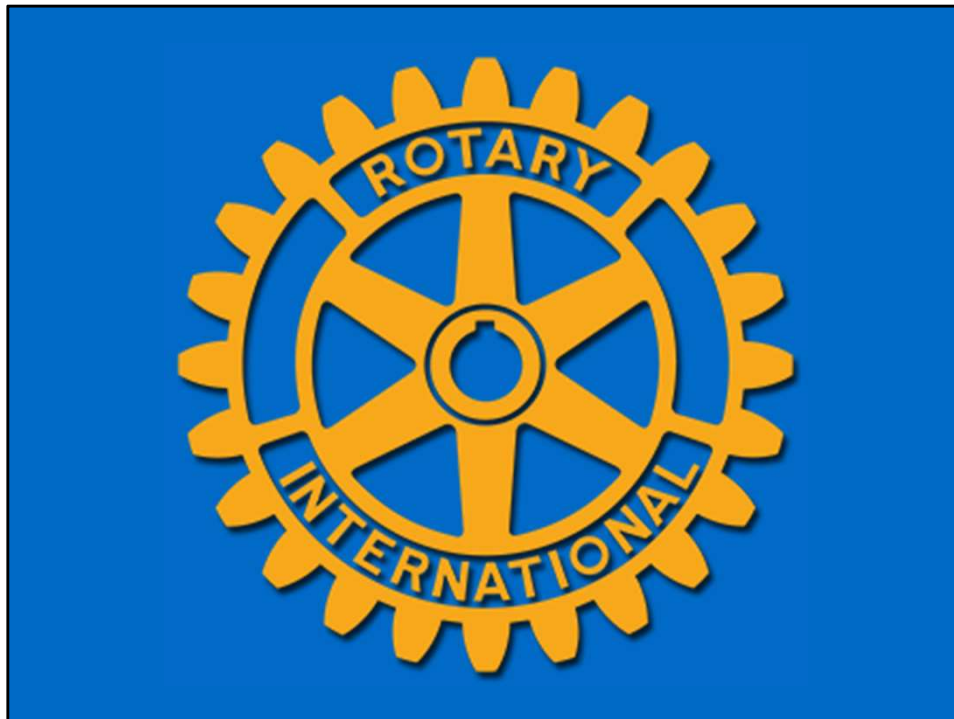
Using the new version of the logo in gold, blue white and black in various situations
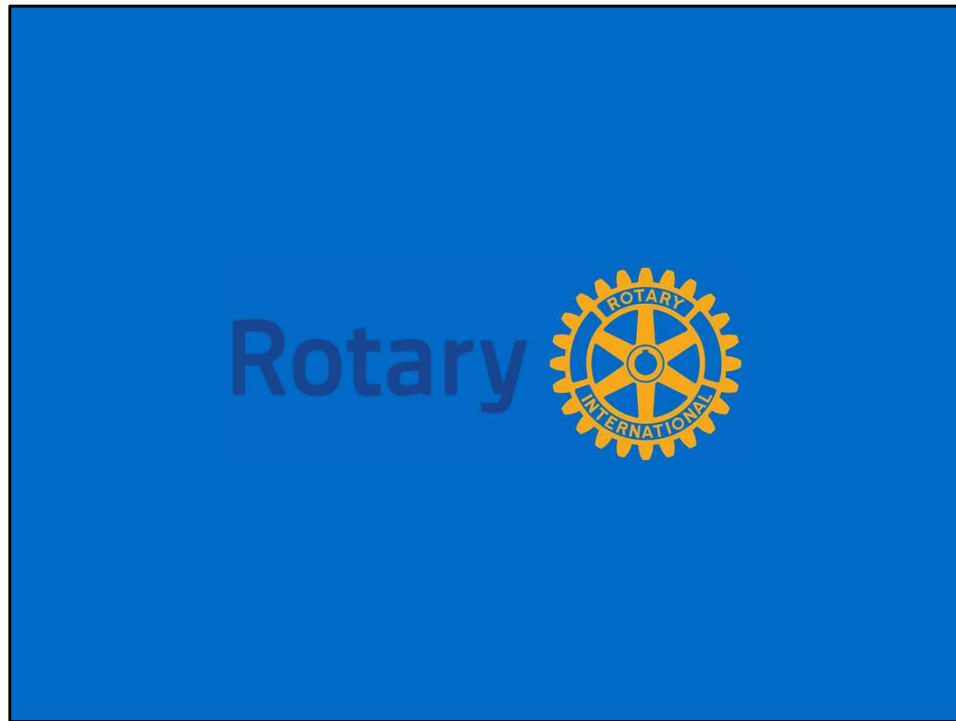
But using as much as possible the "master brand" which includes the word, "Rotary".

The word, Rotary, until recently has only been used within the wheel logo.

It has been missed and not recognized by others in our communities.

It did not need to be back in the day when exclusive Rotary clubs served their members, perhaps more than their communities.

Now that's changed. We join and stay together because we want to serve or give back to our communities, where Rotary needs to be recognized for its value.

Our logo reflects our brand and needs to be applied in various situations, in a consistent, professional way

Marketing around our Rotary brand – our Public Image – is what our clubs should be planning and acting on.

Marketing is part of the process of building our brand or Public Image.

Marketing is considered by many as the same as sales, advertising, pubic relations. But it's not.

Those are all important aspects of "Promotion".

But Promotion is just one of the four "P's" of marketing.

In Rotary, what is the product?

What is the Rotary experience of service above self in your club, for your community and our world?

What is the fellowship and friendship which develops when business and professional leaders work together to make things better for others?

A top reason why people join Rotary is being able to give back to the community.
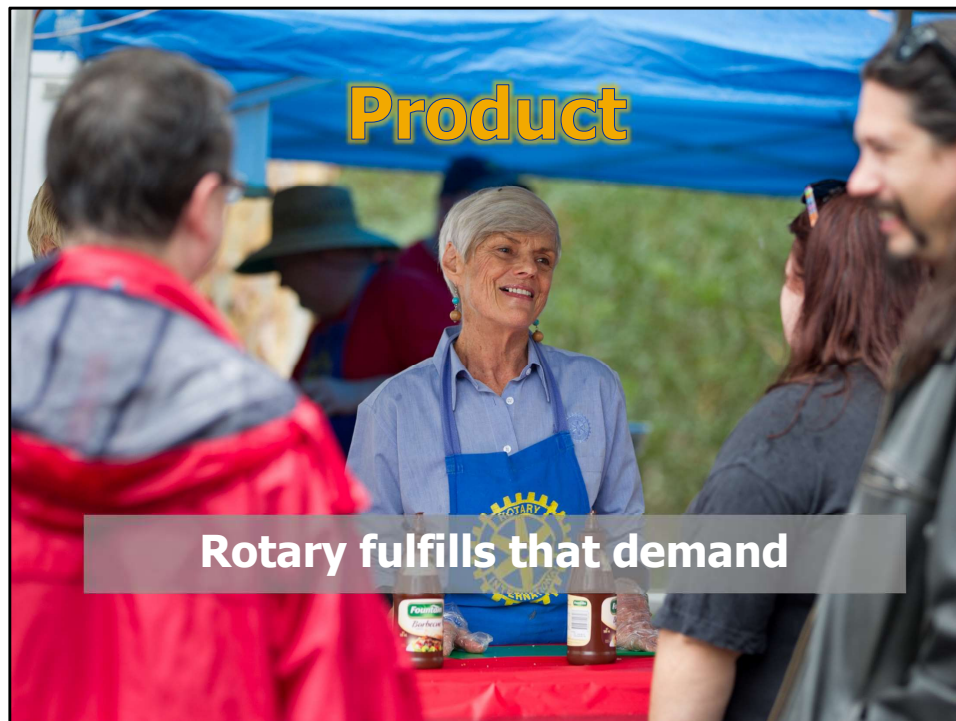
Rotary provides that opportunity in an effective, productive way.

That's our "Product".

Product

"Rotary Experience": fellowship in group achievement ➤ service above self ➤ friendship

So is the fellowship and friendship which is a top reason people stay as members of Rotary.

Take some time to think about and discuss the "unique selling proposition" of Rotary and of your club.

What is different from all the other service clubs, locally and globally?

Then plan what and how you are going to tell others in many different ways.

Let the world know you are an active, vibrant group of people delivering high value service to make our shared community a better place.

And keep telling them.
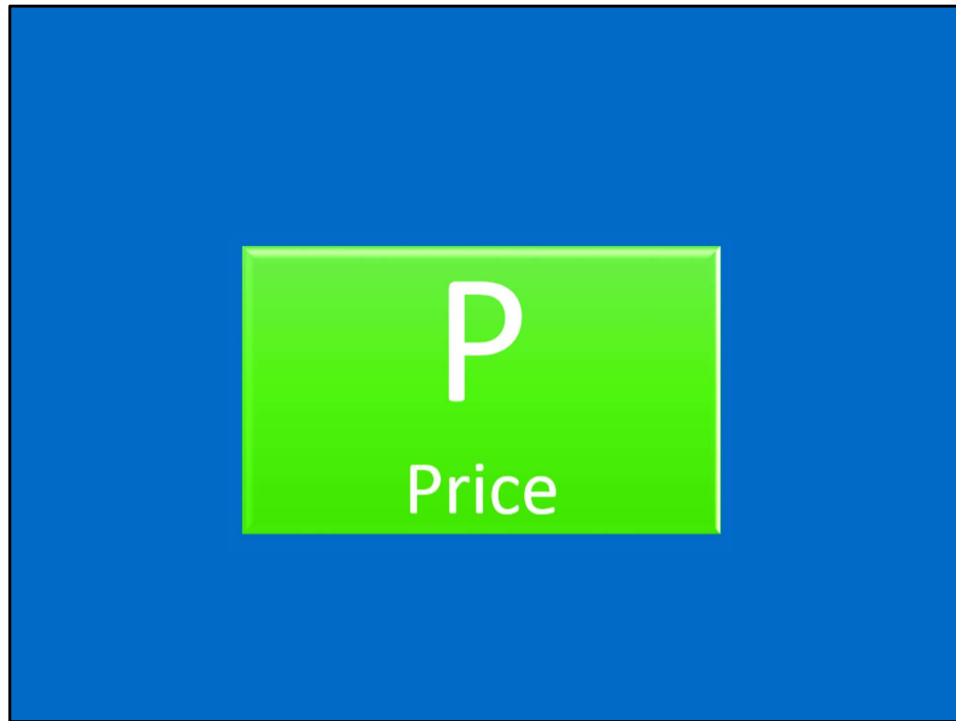
Price is a factor in marketing.

Add to the annual dues, the cost of weekly meetings, of special events and donations to The Rotary Foundation and that adds up to a barrier for some prospective members.

Especially younger ones who are trying to make a living earlier in their careers, perhaps with young families.

Then there are those who are retired on fixed incomes.

Price

Objective cost = each member pays dues + meeting fees + event fees + donations

Price for dues, a weekly meeting or an event, can be charged to cover the expense on each occasion.

Those are the objective costs. But maybe Price is actually costing the club if members are not joining or staying.

For example, it might be advisable to charge younger new members less in the first year or two.

Price

Perceived value = how does prospective member see the value in membership
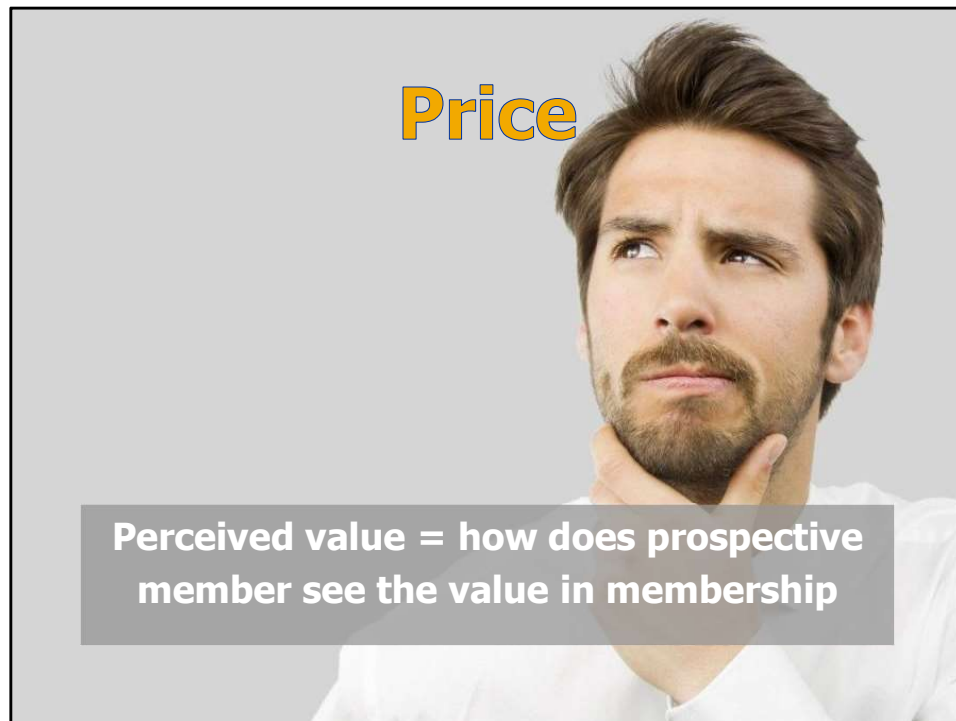
What do current and prospective members perceive as the value of membership?

If the club members are engaged in fulfilling, valued service, attending occasional social events, and having good fun in friendship, they will tend to value their membership and the fees to be good value.

If not, the price may be seen as too high. So occasionally take the time to consider the overall price of being a Rotarian in your club.
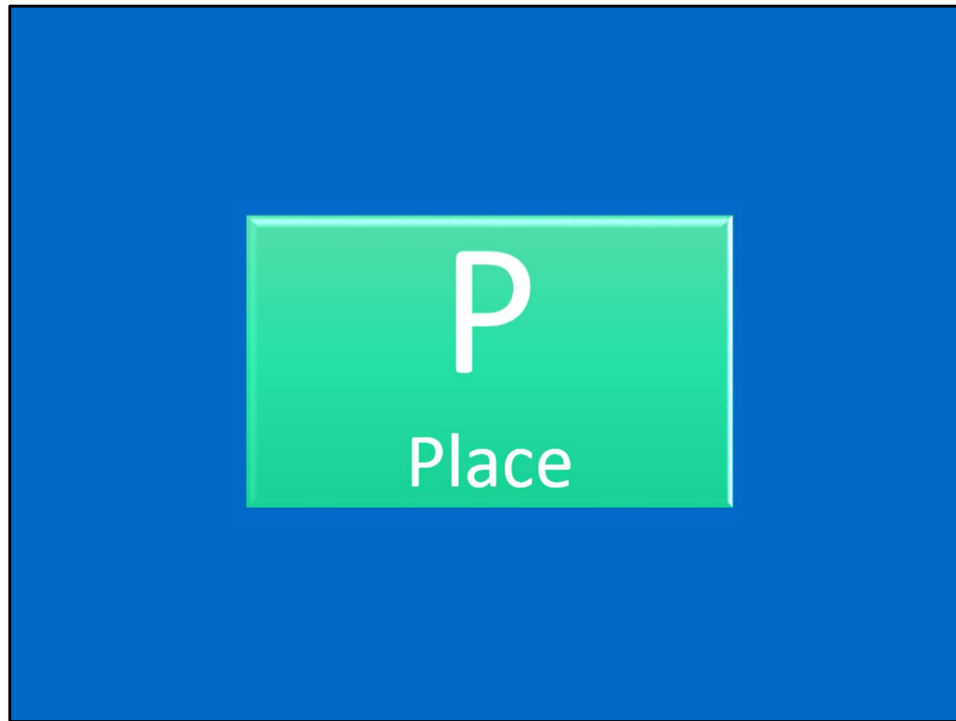
Place is a third factor in marketing.

Where you hold club meetings:

- is it easily accessible?

- is the atmosphere pleasant?

- is the service good?

- is the food good?

- does it have equipment and services you need?

The Place for your club and Rotary is also in the community at the site of club projects.

Is the site identified well as a Rotary project?

Is it maintained well, reflecting the Rotary brand?
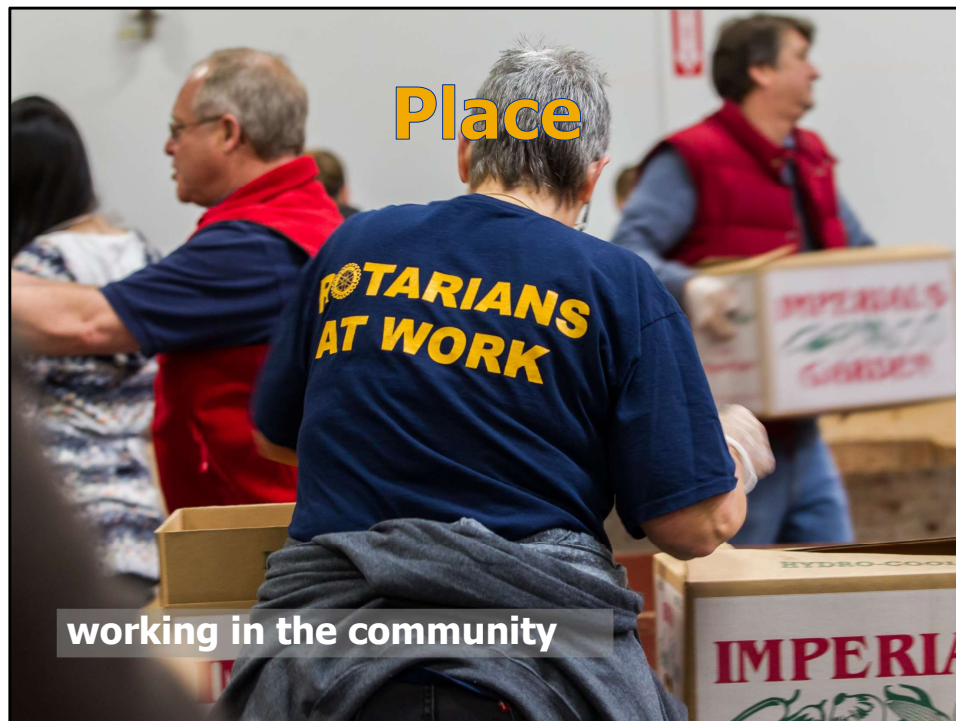
Place is wherever Rotarians are serving the community.

Encourage all volunteers to wear Rotary clothing that's bold and put out signs about Rotary.

Take photos or video to capture the place and activity of Rotarians and publish them to keep illustrating Rotary at work.
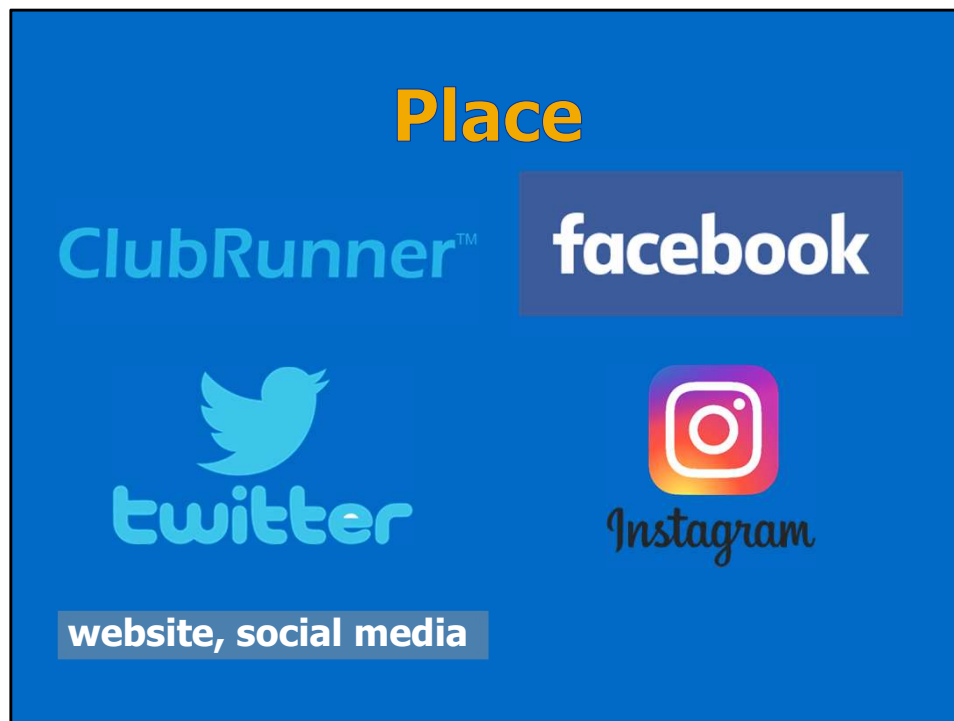
Even online, in virtual places for the club – website, Facebook, Twitter, Instagram – the club has a place.

Are they attractive, dynamic, welcoming, informative, inspirational?

Do they reflect a vibrant club?

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Price and Place

Is price for members too high or low, just right?

Meeting place meets expectations?

Visibility in actual and virtual community?

</div>

As recommended with Product: take some time, perhaps every year at least, to reflect on your club's Price and Place.

Consider the points made earlier about your web presence.
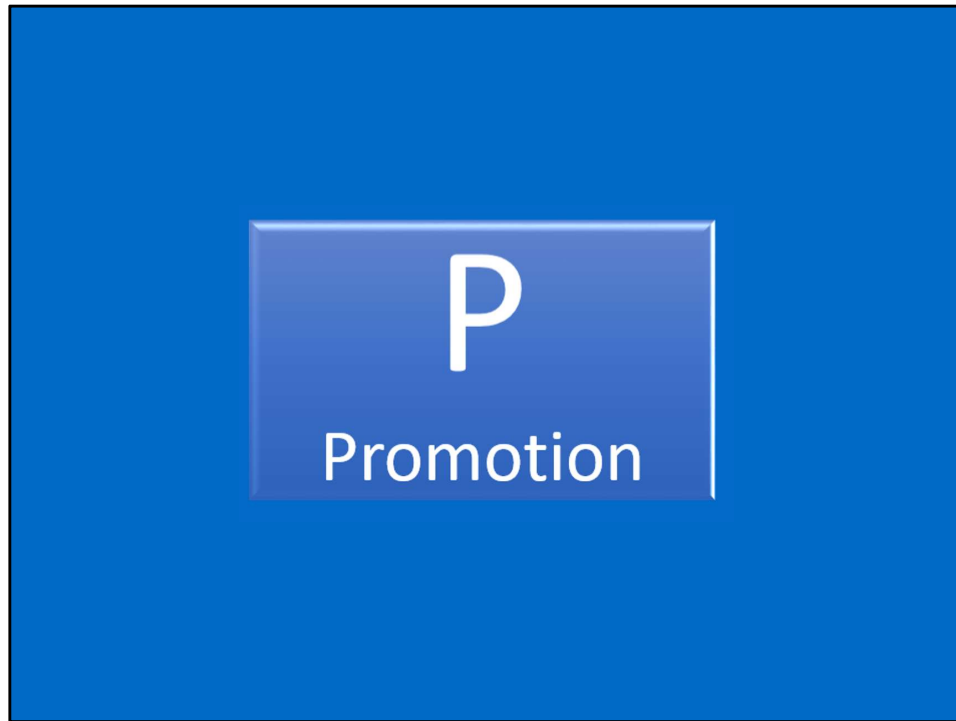
Promotion is the communication aspect of marketing.

Promotion

So Marketing
is much more than just
Promotion

Often people will talk about marketing when they really mean advertising, sales, public relations and other communications.

That's Promotion: the 4th of four P's of Marketing.

Promotion

Promotion is marketing communications:
advertising
media relations
sales promotions
special offers
public relations

It builds Public Image

Promotion can span a wide range of communications.

It's designed to influence people and persuade them to consume a Product, in this case, the Rotary experience.

In the process – if planned and done effectively -- it builds Public Image.

Breakout Session

In groups of four or five, discuss the successes, failures of your club in using specific communications and what you might improve:

Member communications

Website

Facebook, other social media

Media relations

Advertising

Take 5 minutes or so, in groups of four or five, talk about your club's successes and failures when it comes to these communications.

We will share highlights from the groups before we move ahead.

That leads us into the process of building Rotary's Public Image.

That's through Public Relations.

Public Relations is one important aspect of organizational communication.

A simple, but effective model for communication is RACE:

R; Research;

A: Action planning;

C: Communication;

E: Evaluation.

With all good intention, people who have developed a project, program or activity – without much consideration for the final outcome or impact or the why – will tend to jump straight to Communication.

They will start just Sending Out Stuff.

The purpose of organizational communication is to influence or persuade people to think and behave in support of the organization.

So thought about the target audiences -- what they are thinking or doing and what you want them to do -- needs to be given before launching communications.

I am going to present some models for communication.

The models are designed so that a large project which club members might undertake, perhaps over two, three or more years, can plan as a group before launching the project.

Then they can track progress against the communication plan.

I am recommending this kind of strategic planning for communication on the larger scale. But I also recommend it, scaled down to the smallest size, for any short term project communications.

The principles of this planning process fall within the RACE model -- even if you go through a mental check list for just a story in member e-news and other communications, for posting on the website or sending as a news release.

Start with why or the purpose of any activity, what the circumstances are and

THEN how Rotary is doing something to contribute to the cause.

Research

- **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?

For the Research stage of the RACE model, here are some basic starting points you might want to consider.

Research

Discussions or focus groups with some members and outside stakeholders

One way to start is a group discussion among members.

Another is a focus group among representatives of the community with whom the club wants to establish a working relationship to be able to complete a project and achieve club strategy.

Interested	Interested		Interested	Interested
5	4	**Research** 3	2	1
Very Much	Somewhat	Undecided	Not Really	Not at All
5	4	3	2	1
Very Much Like Me	Somewhat Like Me	Neutral	Not Much Like Me	Not at All Like Me
5	4	3	2	1
Very Happy	Somewhat Happy	Neutral	Not Very Happy	Not at All Happy
5	4	3	2	1

Questionnaires: online or hard copy

Another way is the written questionnaire, online or in hard copy.

Based on trends identified in the discussion or focus groups, the written survey will help you determine how much those trends in opinion are shared by larger groups.

It will also give you a baseline of measurement to evaluate achievement of your communication strategy.
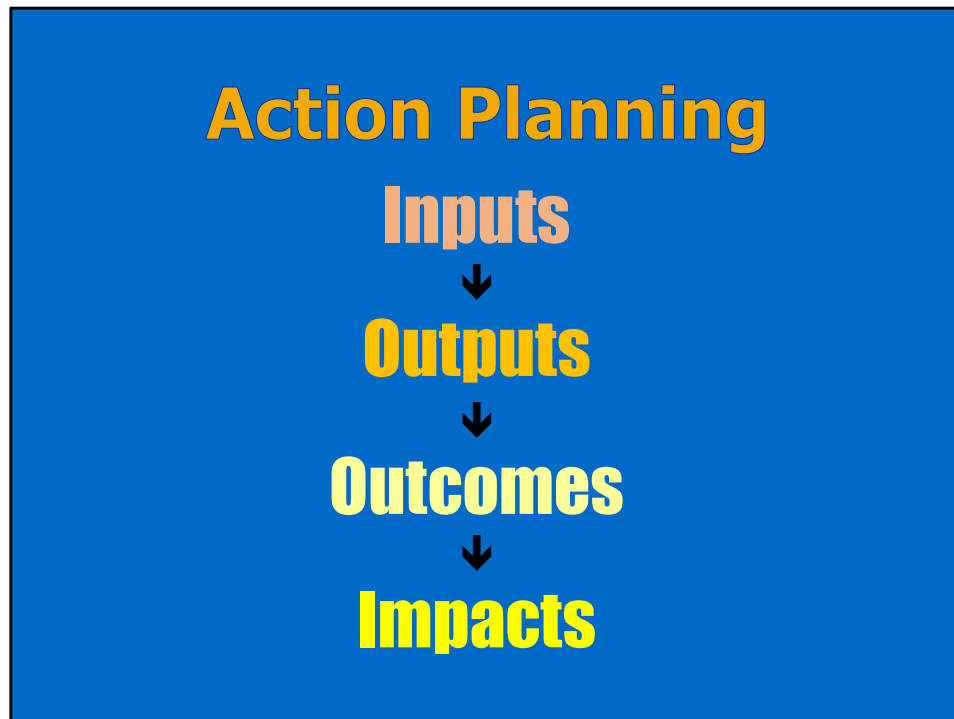
Next in the RACE model is Action Planning.

As you move through the planning stages, consider that you are working towards all aspects of communication which determine the success of a project:

Inputs: what are all the tools and action steps needed to prepare for communication?

Outputs: what communications will be used for which target audiences, when, where and at what cost?

Outcomes: what measurable change in thinking or behaviour among the target audiences will happen as a result of applying the communication outputs?

Impacts: finally, because of that change in behaviour, what is the final impact sought with the project or program in the cause of service above self? What has changed for the good, thanks to the club and its supporters?

Research

Description of Members	Desired Action
• business & professional • seeking service to community, world • seeking fellowship & friendship • Rotarian veterans and new members • Rotary experience fulfilling	• understand value of club plans • commit to club activities • become loyal ambassador • share Rotary experience • act to attract new members
Description of Prospects	**Desired Action**
• looking for way to give back to community • women/men • business/professional • working/retired • single/married/parents • 30/40s/50s/60s+ • busy lifestyle	• become aware of the value of rotary in the community • understand the opportunity rotary offers to give back to the community • commit to visit the club, learn more • act to become a member

For each target audience of the project, how would you describe them?

What do you want them to do?

Action Planning

ACTION

COMMITMENT

UNDERSTANDING

AWARENESS

People often set a communication goal of "Awareness" – but that's only the start

Another reality is that "awareness" of a target audience is not enough.

It's common to express communication goals simply in terms of increasing awareness.

Awareness – in this complex, multi-media environment – is tough enough.

But it is only the start in achieving communication outcomes and impacts: when a target audience is "aware", communications need to help those people understand the purpose and value of the project:

1. when they understand, they need to learn more so they can choose to become committed to the cause;

2. once committed, they need to learn how they can choose to take action for the cause.

Again, these are phases in the communication process to keep in mind, however

large or small the project. Just don't stop at awareness.

Action Planning

Club Strategic Goals:
- Retain 90% members
- Grow membership to ##

Communication Goals:
- Club value to members 80%+
- High sense of ownership, engagement in club activities
- High level of awareness, understanding among prospects

Goals in a strategic communication plan should support the goals in the club's strategic plan.

Here are some simple examples of those connections.

Action Planning

Measures

Indicators to measure progress
and whether goal is achieved

♦ member opinion survey results
♦ # member prospects visiting/joining
♦ media relations coverage
♦ # member messages, bulletins, e-news
♦ # community presentations
♦ # people contacted at events

Once you have developed your supporting communication goals to help achieve the club's strategic plan, here are some steps you can take formally with a team for a large project, or you can take on your own, scaled down.

First, Measures.

What indicators are you going to use to tell you and others that you are on track, and, in the end, have succeeded?

Action Planning

Targets

What is to be achieved, by what measure, by when, at what cost?

Outcome Targets:

♦ member retention of 95%
♦ member opinion of value survey 80%+
♦ 8 member prospects visit club
♦ 3 new members
♦ new members staying 3+ years

Next, using those measures, what are the targets to be reached for success?

Here are some sample "Outcome" targets.

Action Planning

Output Targets:

♦ member messages weekly
♦ website and social media posts weekly
♦ bulletins and e-news each monthly
♦ media relations coverage 6+ times/year
♦ newspaper adverts/columns monthly
♦ community presentations 3+ times/year
♦ distribute 200 pamphlets, handouts/year
♦ 200 people contacted at events
♦ cost of $1,000

Here are other samples, in this case, "Ouput" targets needed to achieve the Outcomes.

Action Planning

Strategies:

Brainstorm with group how to achieve targets, rank top options

- Letters to the editor
- Advertising campaign
- Newspaper columns
- Speak to groups
- Update sponsors
- Distribute flyers
- Town fair, parade
- Rotary Day, February
- Recognize sponsors
- Electronic billboards
- Media coverage
- Events of other groups

The next step in Action Planning is brainstorming Strategies.

With a group for a larger project, or on your own, for a small one: what are all the ways one might use to achieve the targets for each goal?

Any ideas are valid. Some off-the-wall ideas might lead to some other innovative ideas.

Then select the most feasible, in terms of most effective, achievable in the time available, cost-effective and within the capacity of the club.

Action Planning

Objectives (Outcomes)

What to achieve in this business cycle in measurable terms, when, what cost?

1. Maintain 80+% member opinion about value of the club and communications.
2. Increase member retention to 95%.
3. Increase member prospects contacting club to 15 and those visiting to 8.
4. Understanding and commitment of 5 stakeholder groups about the value of Rotary

Now, convert the selected strategies and targets into measurable objectives.

Here are some samples of "Outcome" objectives.

Action Planning

Objectives (Outputs)

4. Post member and Rotary news on website and social media once per week.
5. Send e-news to members and bulletins to members and friends once per month.
6. Achieve media coverage at least 6/year.
7. Launch quarterly or more newspaper advertisements and columns.
8. Present to 3+ community groups.
9. Maintain budget of $1,000.

And here are more samples which are "Output" objectives.

So you end up with a plan -- for each communication goal -- which might look something like this.

It is recommended that you keep on file this full planning record for two reasons:

1. anybody in the club can review how the communication action plan was developed, especially a new committee member;

2. this expanded planning record is a place to start for the next planning cycle without having to go back to "square one".

Action Planning

Each objective has an action plan: who is to do what by when

Recognition of sponsors		
Letters to sponsors	IF, WH?	03/16
Letters to donors	IF, WH?	03/16
On site plaques, donor boards: who, what	IF?	10/16
Website, social media: post sponsors, updates, profiles of companies	PR	04/16
Cheque presentations by sponsors	IF/PR	ongoing
Media relations		
Creative publicity for recognition of each major sponsor presenting a cheque	IF/PR	ongoing
Milestone events as design plans emerge; coordinate announcements with Corp.	IF/PR	
Media relations milestones	IF/PR	
• News releases at milestones	IF/PR	ongoing
• Photos of plans, design features	IF/PR	ongoing
• Groundbreaking	IF/PR	06/17
• Opening of waterpark	IF/PR	05/18
Stakeholder relations		
Determine business, community organizations, of priority for the project and the club, for making in person presentations	IF/PR	06/16
Determine other business, community organizations for making individual contact and sending information	IF/PR	06/16
Develop a database of those organizations for future contact with updates about the project and the club	PR	06/16
Develop purpose and system for a brief survey of audiences when club	PR	06/16

For each objective there needs to be an action plan of who is going to do what by when, and sometimes at what cost.

Referring back to an earlier comment, this is where a lot of people start in developing communications for a project or program.

You need the benefit of prior analysis so that you advance with confidence in investing resources of the club and the community in what you know – not what you guess – will be a success.

Now comes the "Communications" phase in the RACE model.

The best place to start implementing communication strategy is in person at club meetings.

In keeping with the planned timing of the action plan for a project's communication strategy, start rolling out verbal messages to members and, as required, with powerpoint presentations or table handouts and discussion.

'In person' is the most effective communication method.

To reinforce the strategic communication messages, the club should have a monthly, 'member only' e-news publication, through the "Communication" area of ClubRunner.

Summarize the message for any given project that month.

If more explanation is required, link to a longer document posted on ClubRunner or some other system.

The monthly 'member only' e-news will also reach all the members who did not receive the verbal message at a club meeting.

It can include for all members highlights of the most recent board meeting of the club.
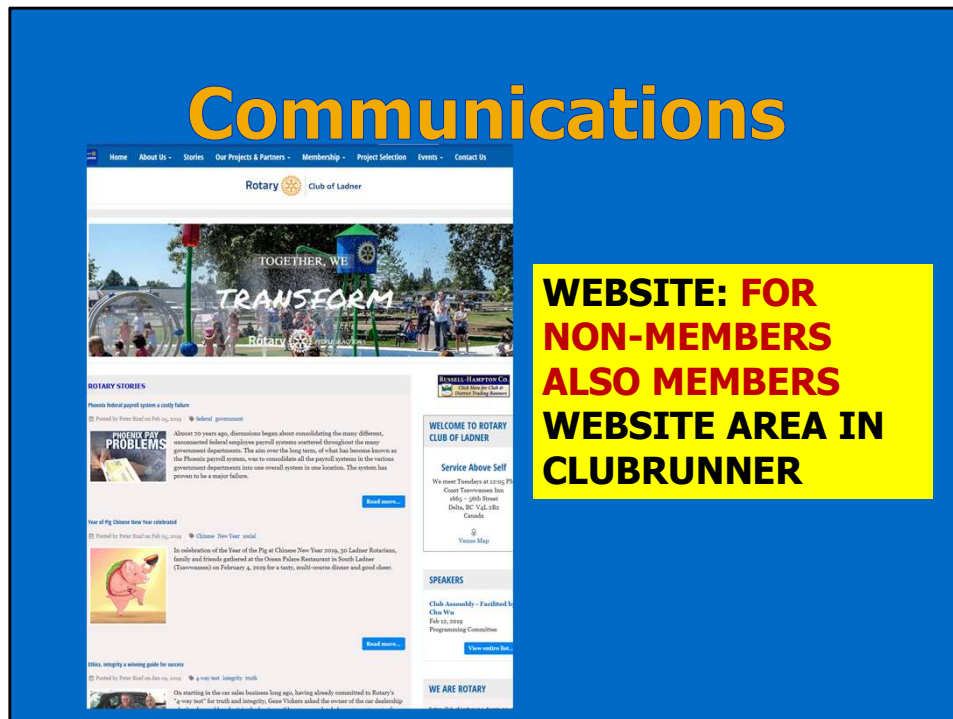
For an external, non-Rotarian audience, strategic communication messages about any project should be posted to the club website as stories, with images.

People in the community following your website and finding it in searches will receive the message this way.

In addition to monthly e-news, the club should also plan to publish a monthly bulletin.

The bulletin is a roundup of news posted on the website in the past four weeks, about the club and Rotary – through the "Bulletin" area of ClubRunner.

In this case, not only club members, but those, such as Rotarians in other clubs and community leaders, who have signed up to receive the monthly bulletin and people with whom the club wants to keep in touch, can receive the Bulletin, of not only news, but announcements of upcoming speakers and events.

When you post news on the club's website, post a brief version of the same news on the club's Facebook page with an image, and a link which will take the viewer to the full story on the website.

Facebook keeps driving the viewer to the club's virtual home base, the website.

The Facebook page should have a visual identity or look similar to the website in keeping with an overall, consistent, professional look for the club.

Twitter sometimes has a different following than Facebook.

So, while you are posting to Facebook, post the same news on Twitter – if your club has an account -- in even briefer format with an image and a link to the club website for the full story.

Make sure the professional look of your Twitter page tracks with that of your website and Facebook.

Then there is the news release, with photos and captions, for bigger announcements about the start, progress or completion of a project.

Start with the purpose and benefit to people and the community then describe Rotary's role in making that happen: the "human interest" factor.

If well written a community newspaper will often print the entire news release or good parts of it reported in a way you want to present the message, not the way the newspaper will have to interpret it.

Large dailies and radio and TV are bigger challenges, but, if there is a strong, local angle, relevant to the local community, it may be published.

Keeping in touch with editors and reporters is an important part of media relations which result in news coverage, not just the well written news release.

Calling a media representative in advance to discuss the news announcement, then following up with the club's message if there's interest, can be an effective

approach.

Communications

Other media for acting on strategy:

- Advertising
- Posters
- Community Event Calendars
- Presentations to community groups
- Radio and TV
- Public Service Announcements

Of course, there are many options for communicating your message.

You will choose the most appropriate and feasible ones for your action plans to achieve communication objectives.

You are now all aware of Rotary's "People of Action" campaign.

It's simple, but quite effective. Any club can use it.

It starts with the "Together we" which is how we get things done in Rotary through fellowship and friendship.

Then there is one of four action statements which cover most of what we do in service above self:

- Transform

- Connect

- Inspire

- End Polio

Finally there is the "People of Action" statement tied to the Rotary logo.

Each of the four overlays can be downloaded from the brand center on the Rotary International website.
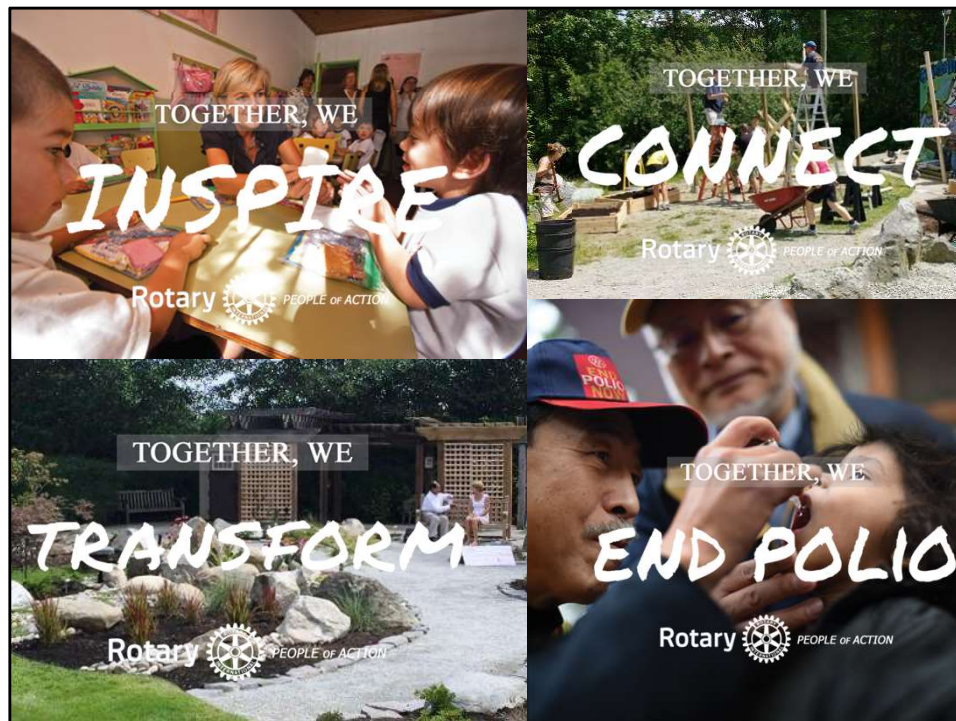
Any club can take an image of its members in action, such as community service, then overlay the appropriate "People of Action" action word.

Create a large display banner, or a display stand, or a banner for your website, Facebook and Twitter or other social media pages.

Use it in website posts or as advertising on your own website or in the local newspaper.

People of Action says so much in so little space.

The more we use the campaign in a consistent way, the stronger our Public Image or brand, not only for our club, but the District and Rotary worldwide.

Communications

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

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

Before leaving the Communications area in the RACE model, think about communicating messages by telling stories, not simply by presenting the facts.

Communications

- Stop trying to sell Rotary
- Start focusing on human interest
- Why should people care about what Rotary and your club has to say?

As mentioned earlier, start with the need of people, of your community or the world.

In some cases, tell the story of need through a single person.

Don't start your message about Rotary's activity to address the need. Don't try to sell Rotary.

Sell the cause and the need and the value of action.

THEN tell Rotary's role in doing something about it.

Communications

- Storytelling not about your club, it's about:
  - value to members in Rotary
  - value to communities
  - personal experiences so people can relate to them

Stories about Rotary are stories about value to people and communities and being of service to them.

Communications

Start with the outcome of a project and human impact

then explain Rotary's role in achieving the result

Start with the end in mind – the Outcome and Impact.

<div style="background-color:#1463C8; color:white; padding:1em; text-align:center;">

Breakout Session

In groups of four or five, discuss elements of strategic communication planning and what has worked, not worked, could work in your club:

Measures

Targets

Communication options

Objectives: measurable, when, cost

</div>

Let's take about five or seven minutes in groups of four or five about what your club is doing……or could be doing….. when it comes to these elements of communication strategy.

Then we will quickly share key points from the groups.

Evaluation

Evaluation
Did we achieve results in the time and budget planned?

Finally, in the RACE model, we reach the Evaluation stage.

Did we achieve what we set out to do through our communication strategy?

What has been the outcome in terms of members: current members retained and new members recruited?
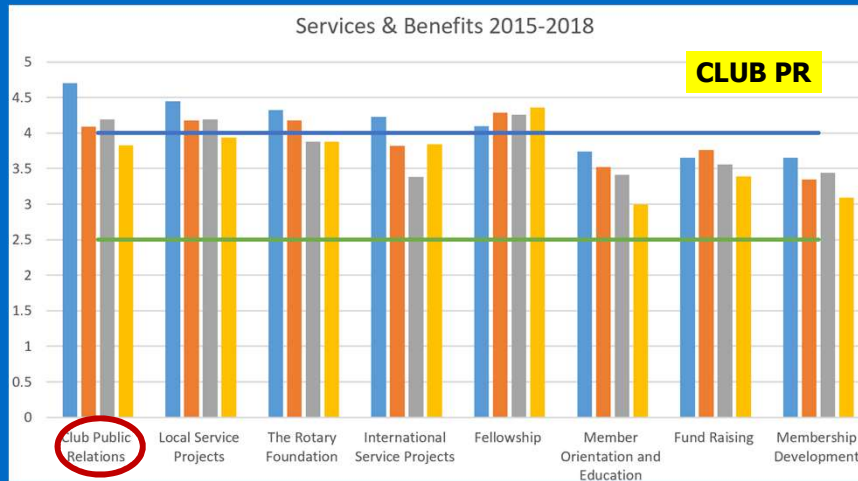
By what measure did the communication strategy support the club strategy to keep and attract members?

What was the outcome of communication strategy in making prospective sponsors aware, understand, commit and act in support of a club project?

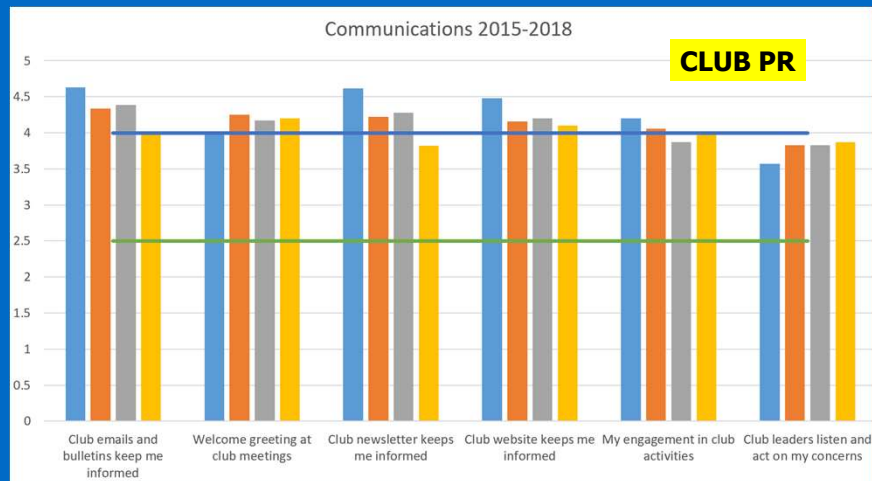And, in keeping them informed for future projects?

What do your club members think about the value of the communication strategy?

Conduct an annual member opinion survey prior to your club's annual strategic planning session.
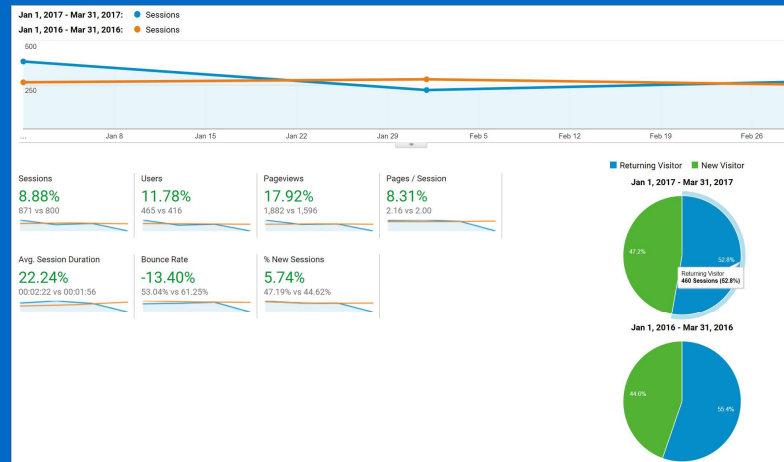
In the survey let the club members comment on the value to them of different aspects of communication.

If opinion shifts from one year to the next, why? Positive or negative.

Engage the club board and then members in the survey results. Make changes if required.

Google Analytics is one way to track statistics about use of your website overall and by areas of the site and types of stories.

Evalution

## Twitter analytics

MAR 2017 SUMMARY		FEB 2017 SUMMARY	
Tweets	Tweet impressions	Tweets	Tweet impressions
2	1,315	2	1,052
Profile visits	Mentions	Profile visits	Mentions
78	4	28	2
New followers		New followers	
1		2	

JAN 2017 SUMMARY		DEC 2016 SUMMARY	
Tweets	Tweet impressions	Tweets	Tweet impressions
4	1,574	5	786
Profile visits	New followers	Profile visits	Mentions
96	8	50	1
		New followers	
		6	

Twitter also provides analytics.
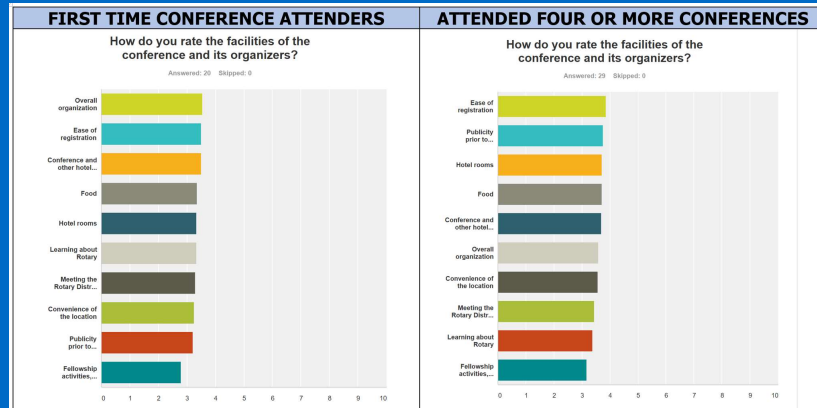
After an event, conduct a survey members, and, if you kept a registration list, outside participants, about importance and satisfaction with various aspects of the event.

The main purpose is not recognition, but learning how the next event can better serve the customer.

And so the RACE model rolls forward in a cycle – once a quarter, six months, a year or longer – depending on the life span of the project or program of focus.

Evaluation ends one cycle and provides research as information to start planning the next cycle.

Rotary District 5040 website
Public Image & Public Relations Committee
https://tinyurl.com/PI5040
need help?
pr@rotary5040.org

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

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

For Public Image and Public Relations resources, I refer you to the page on the District website.

The url link is listed here.

Also, for advice and services to help you with your communication strategy, you can also send a message to the email address listed here: pr@rotary5040.org.

Let's all work together and do the best we can in Public Image and Public Relations so members can get the most out of their Rotary experience, new members and sponsors are attracted and our communities become stronger through service above self.

We all have a role to play locally in doing our best to build our brand and reputation, for our communities and for Rotary in this District 5040, across the country and around the world.

Thank you.