



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?



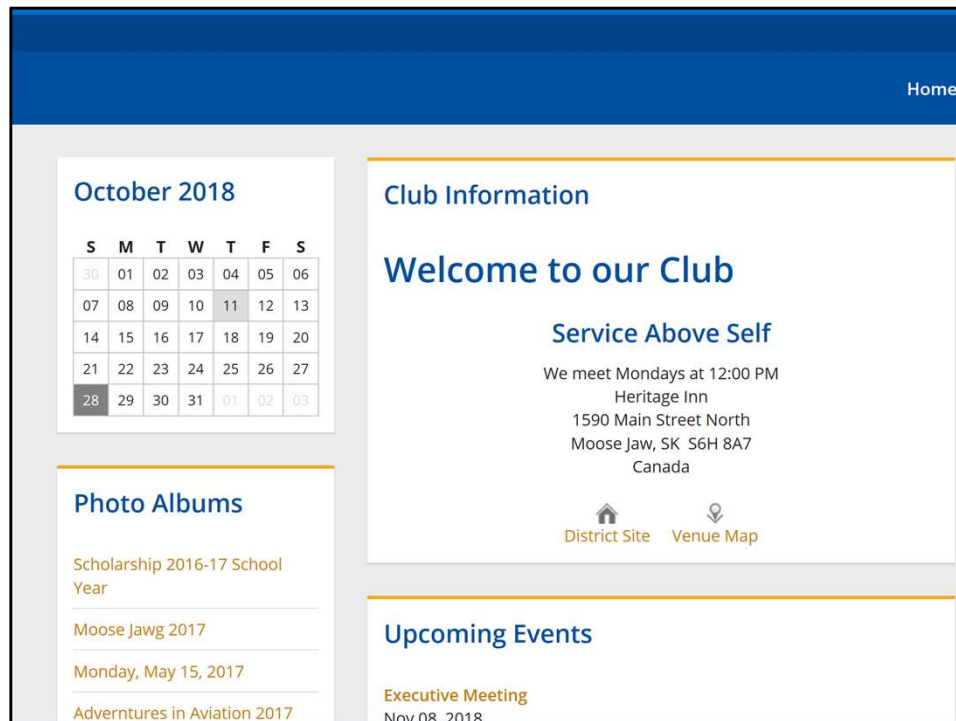
"If a tree falls in a forest and no one is around to hear it, does it make a sound?"

"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, if they are at all.

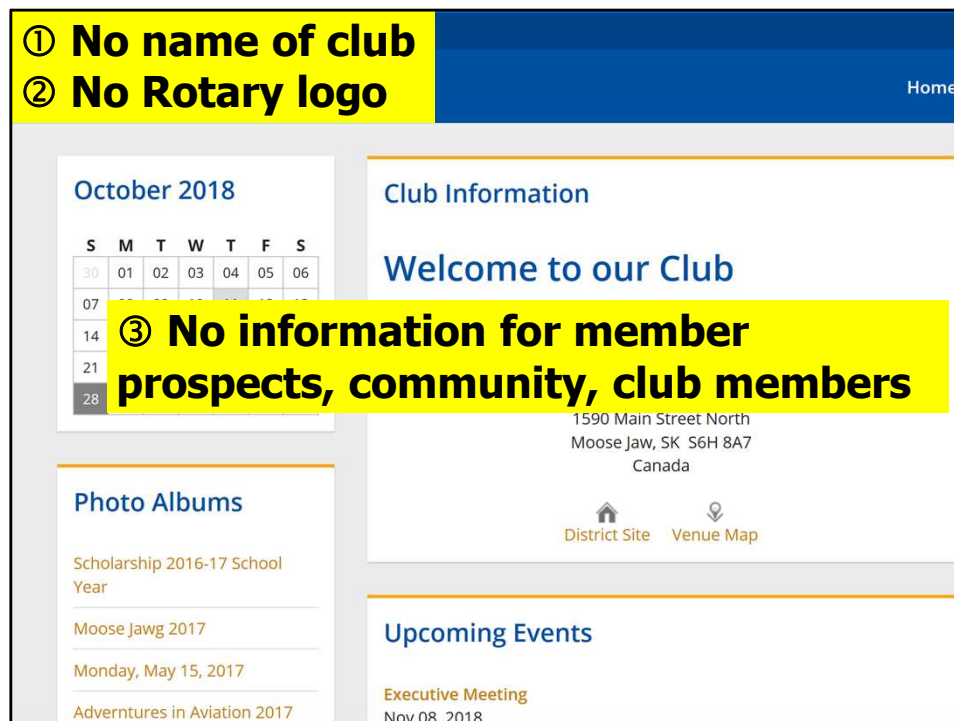
If you are trying to retain current members, as well as recruit new ones, or attract sponsors, what will they think if your club cannot present an accurate, current, fun, friendly representation of itself? What's in it for them?



For example, take this website of a Rotary club where, by all appearances, nothing is happening.

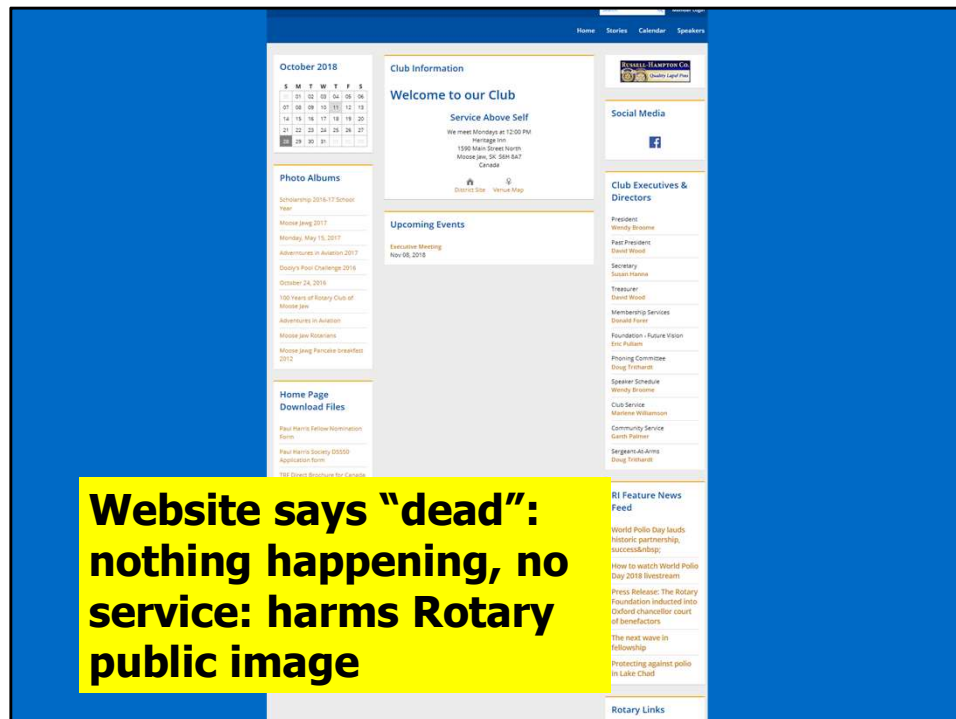
With respect for our fellow Rotarians in Moose Jaw, Saskatchewan, there is nothing to tell prospective members, community leaders, sponsors and members what the club is, by what it does.





Here are some problems with this website.

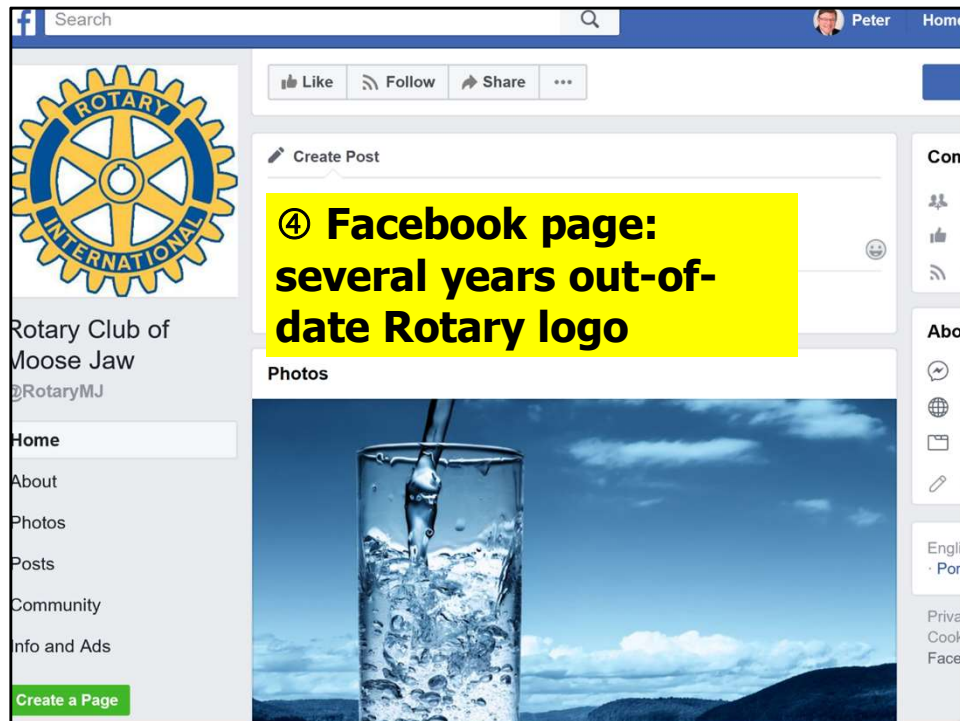
While the club is outside BC there are similar examples here in our District.



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.

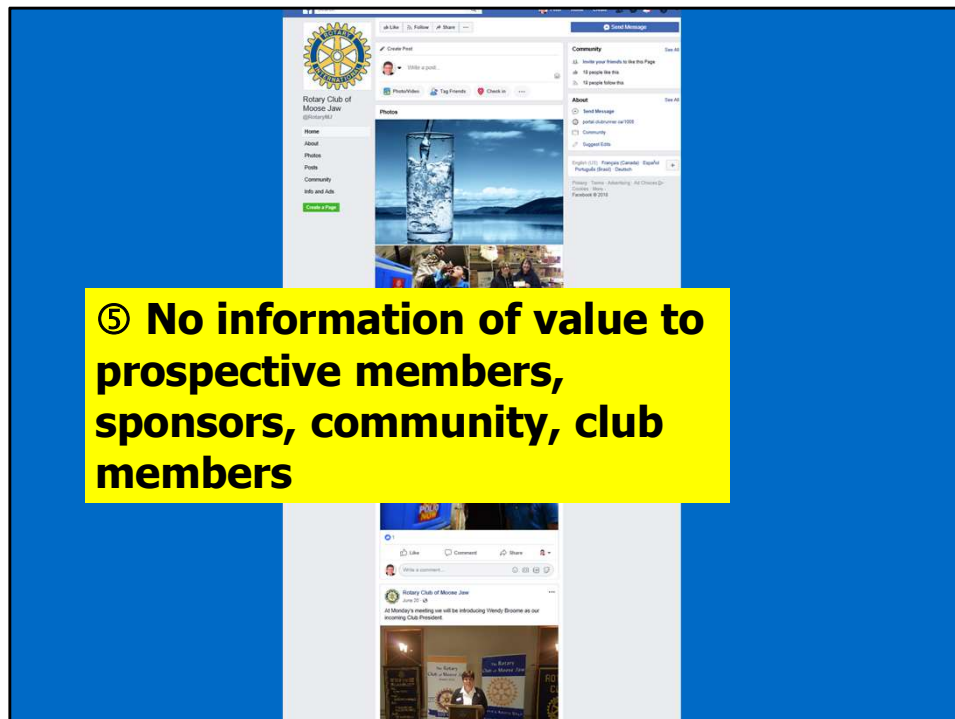
No way to attract members or sponsors.



Here is a Facebook page for the same club.

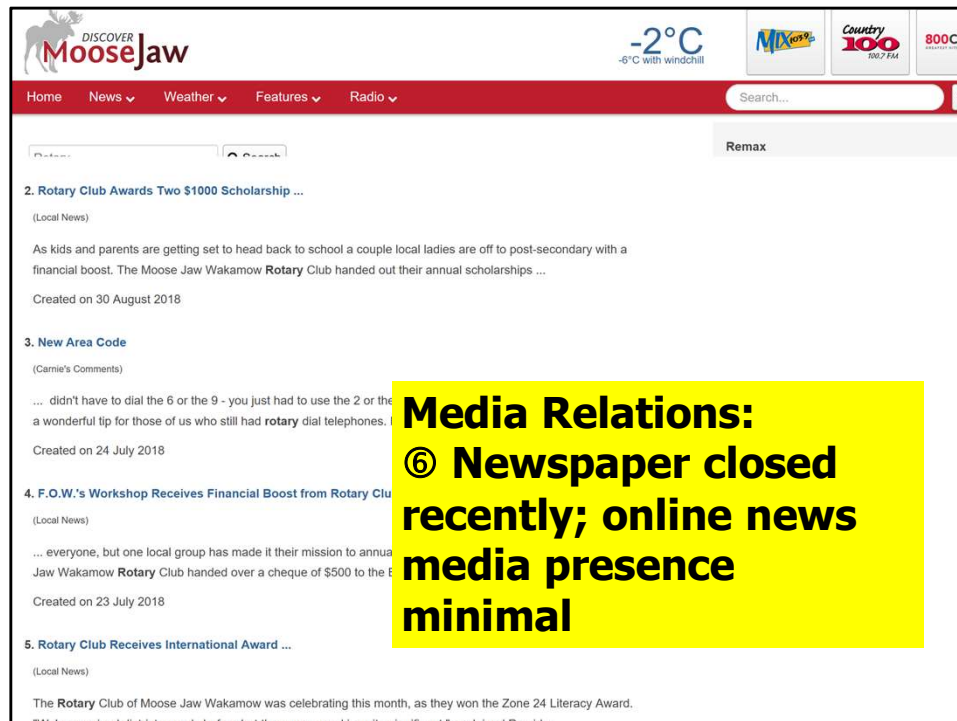
The now years out-of-date Rotary logo is still being used.

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



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

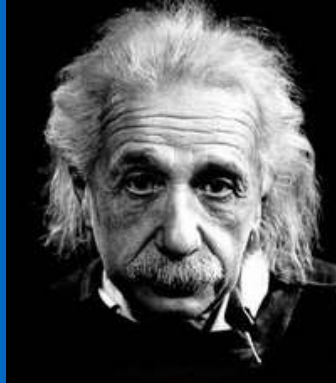
It might as well not be there because visitors to the page will take away the impression of a club, and Rotary, that does not do anything.



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.

# What's the problem?



"Nothing happens until something moves."

-- Albert Einstein

Albert Einstein once said: "Nothing happens until something moves."

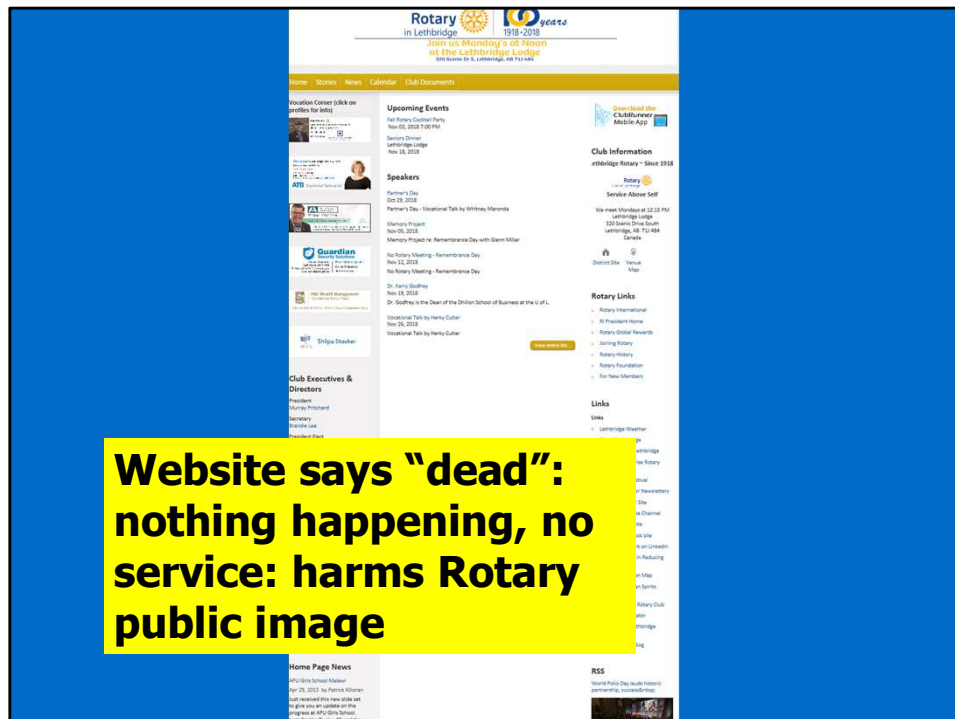
A club that is not providing service above self to the community and the world is not moving and not making things happen.

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 100<sup>th</sup> Anniversary.

What a story! But there's nothing there.



Again, there is harm done in the “dead” website

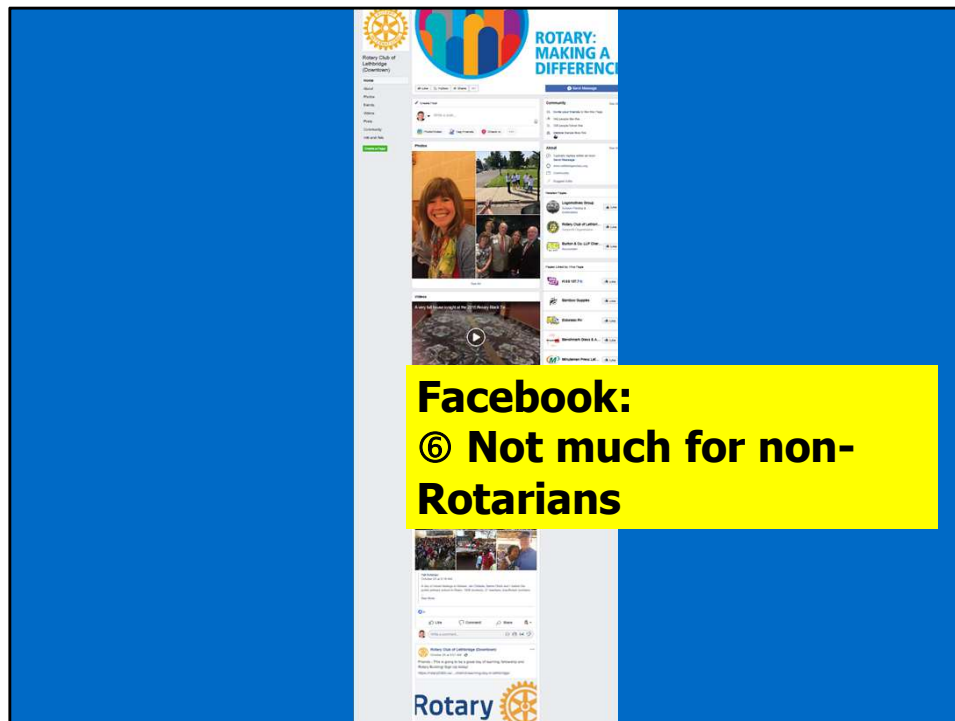




The club's Facebook is using last year's annual theme logo.

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.



And there is not much about the club.



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.

## What's the problem?

Many of 23 District 5040 clubs indicated these communications are **NOT** happening:

- monthly e-news to 'members only'
- biweekly new post on website
- monthly bulletin to members, subscribers
- invitation to club meetings
- testimonials from groups or individuals

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.

## What's the problem?

Many of 23 District 5040 clubs indicated these communications are **NOT** happening:

- Facebook page 'Page Info' is complete
- at least one post per week
- promotes upcoming club meeting, speakers
- includes videos of activities
- highlights members in vocations
- Google Analytics set up and tracked

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.





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.

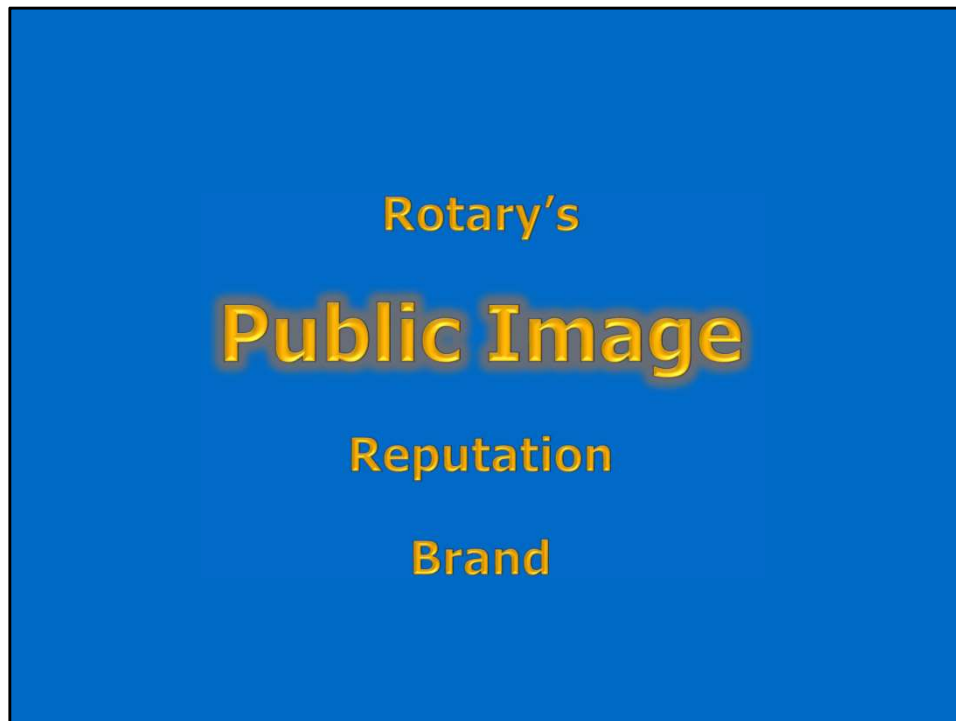
We often focus on the activities of Rotary and its members.

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.



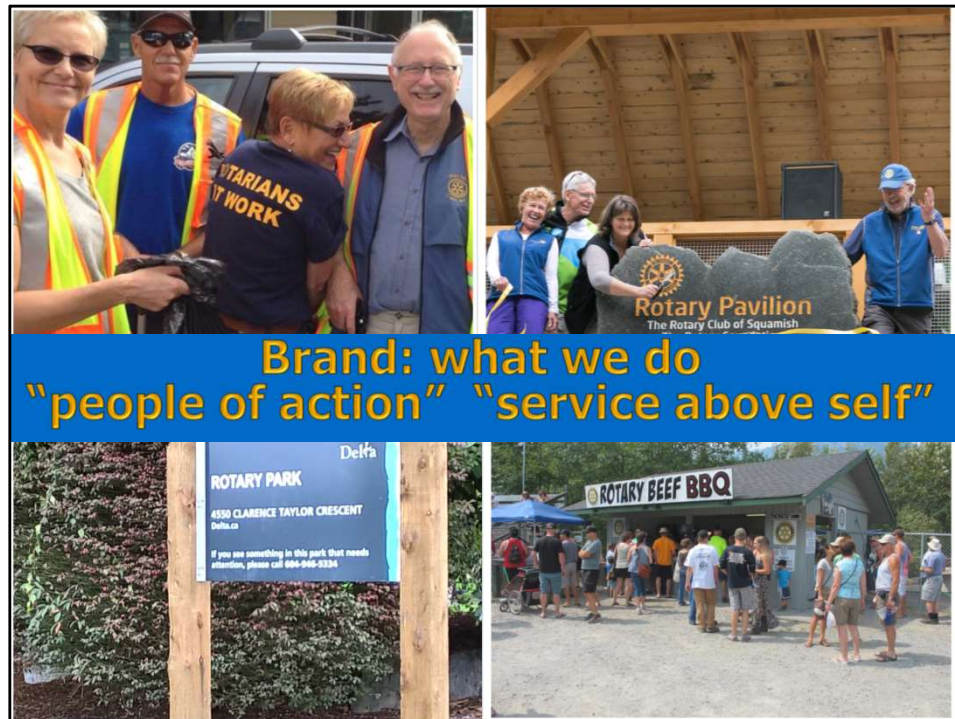
When it comes to our clubs' communications, Public Image is our strategy.

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.



**Brand: what we do**  
**"people of action" "service above self"**

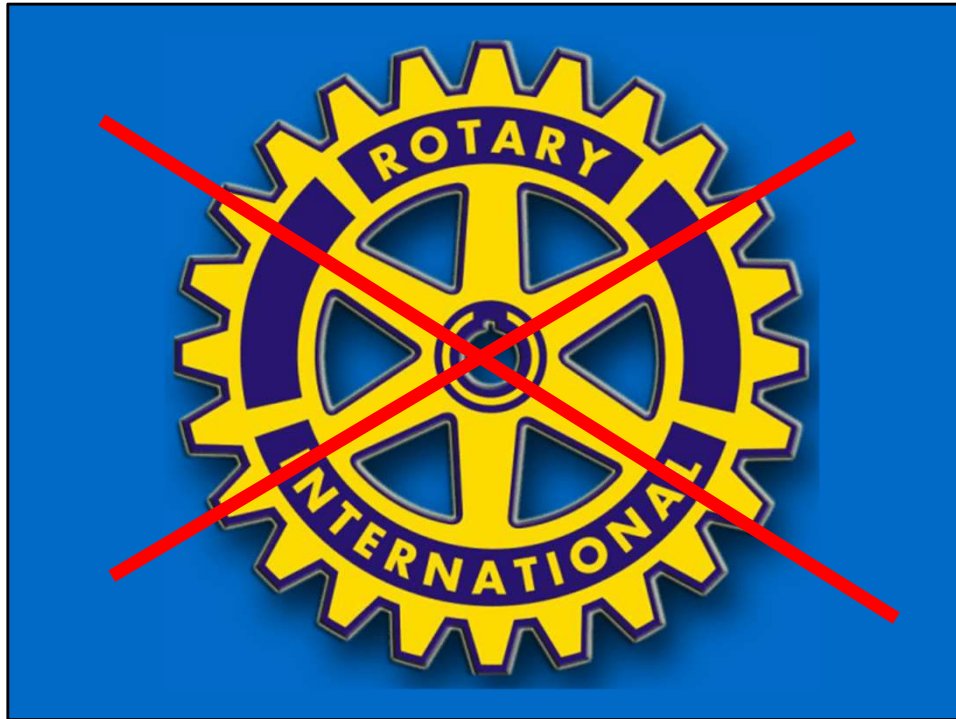
Our brand is what we do and our reputation for getting the job done.



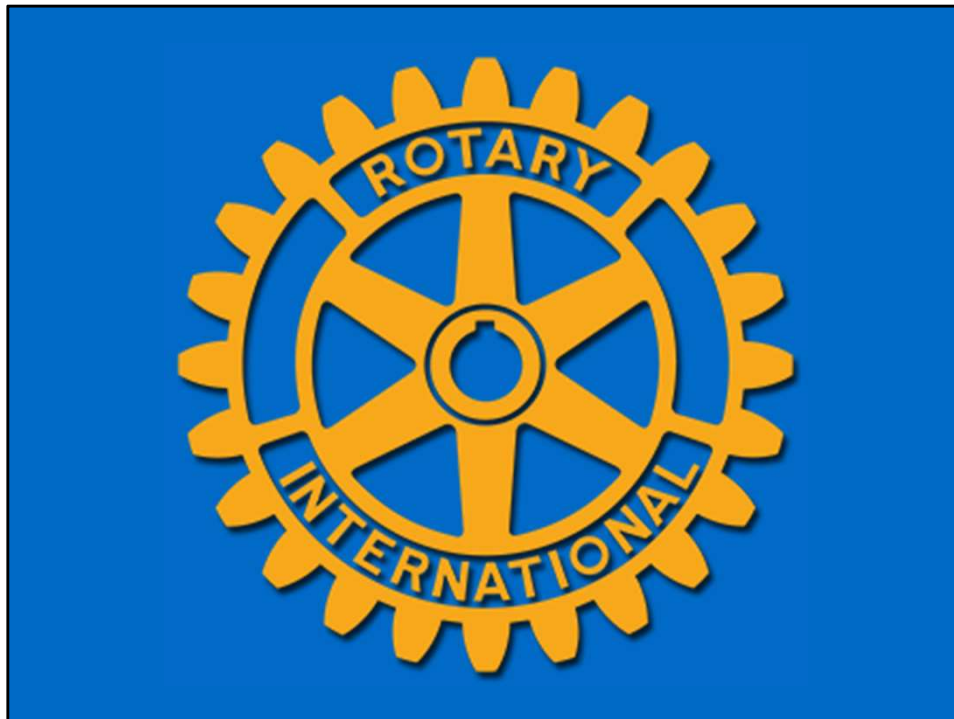
## Brand: how we do it, 4-way test

Our brand is also, how we do it.



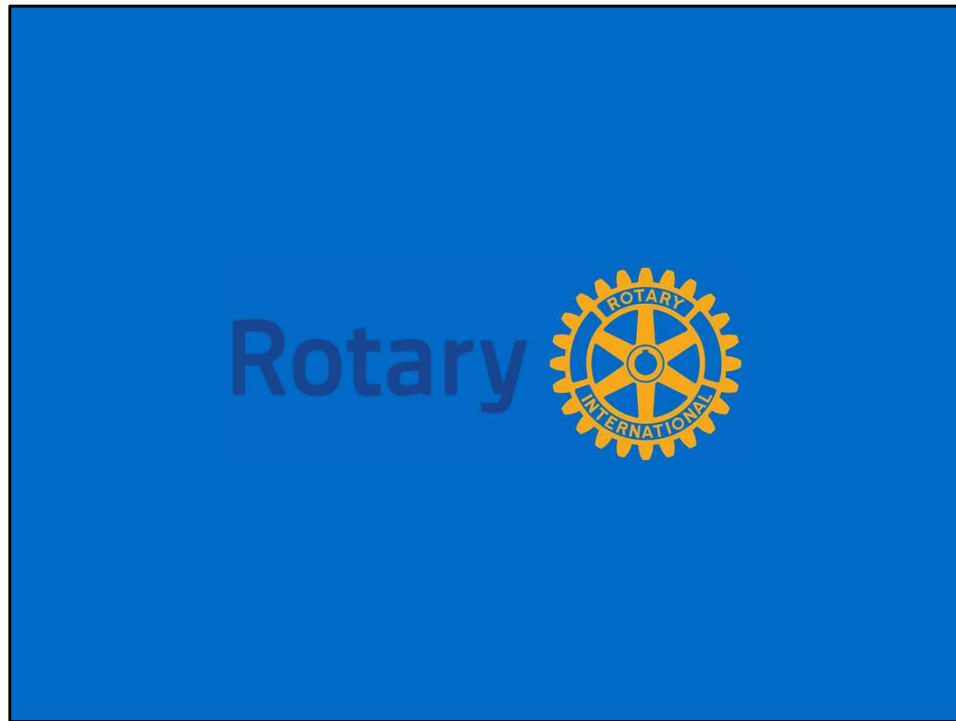


It's how we look, not using the old, outdated logo, restricted to only one version



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, public relations. But it's not.

Those are all important aspects of "Promotion".

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



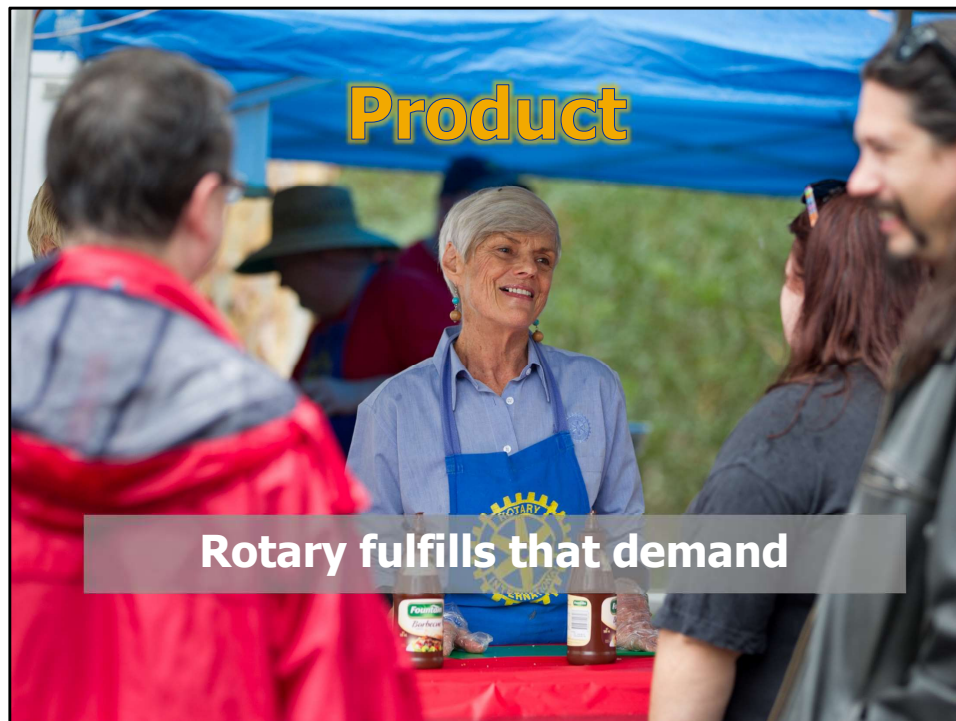
In Rotary, what is the product?

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".



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

## **Product**

**What is the  
“Unique Selling Proposition”  
of Rotary  
and  
your club?**

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

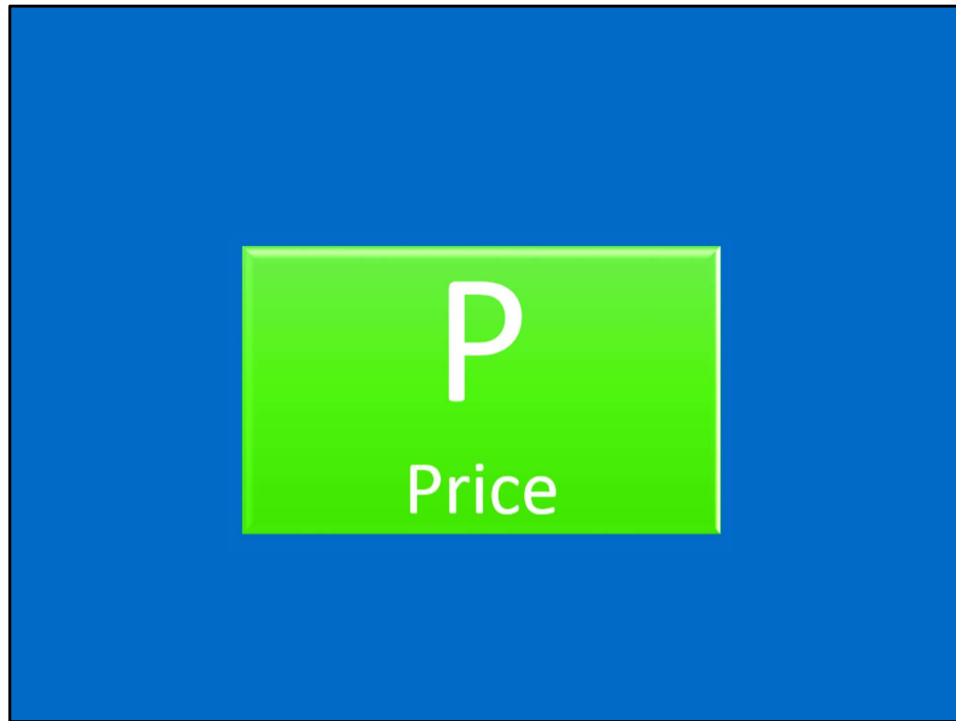
What is different from all the other service clubs, locally and globally?

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.

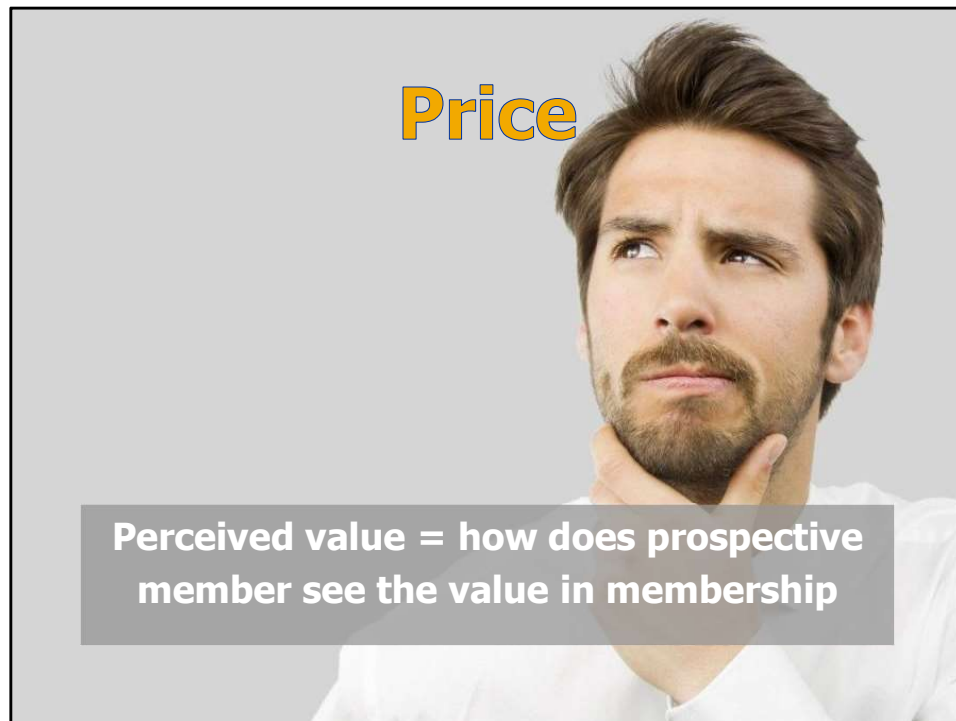
Then there are those who are retired on fixed incomes.



Price 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.

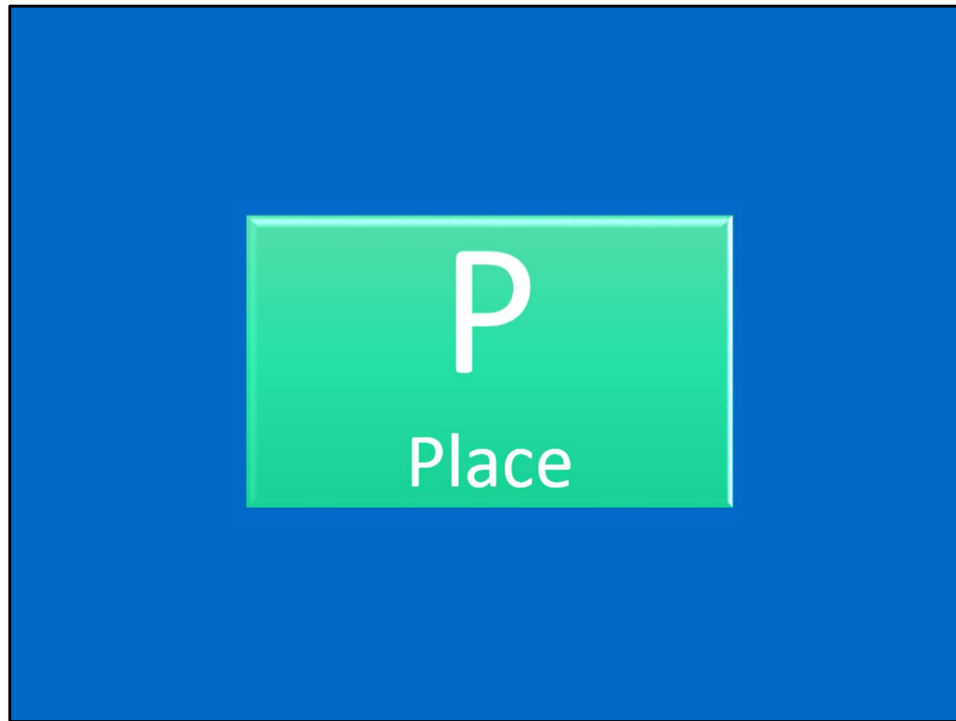
For example, it might be advisable to charge younger new members less in the first year or two.



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?

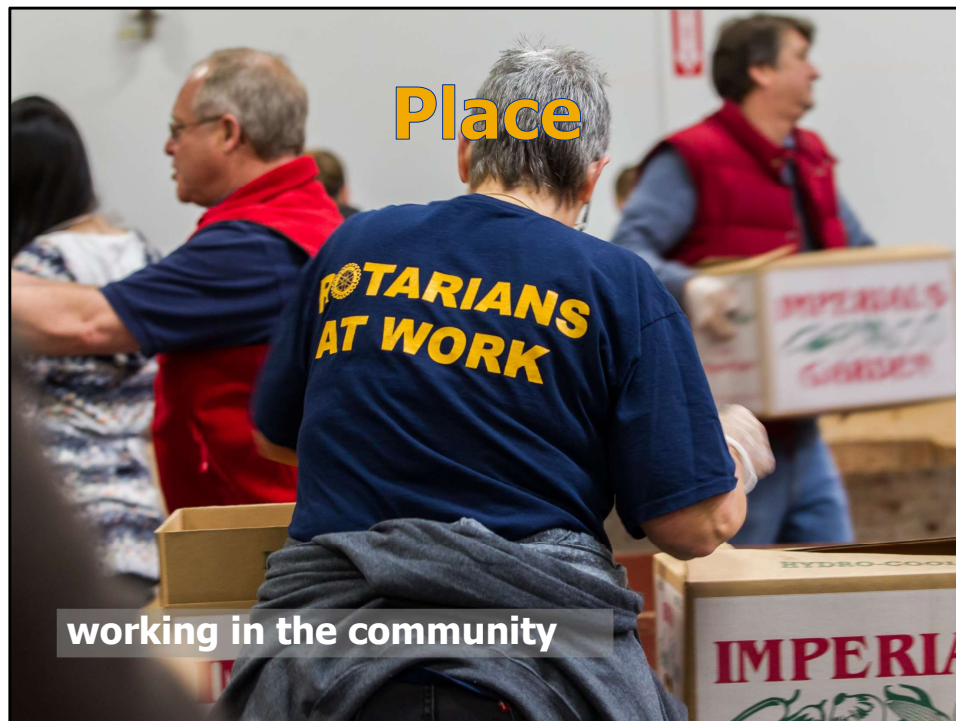


The Place for your club and Rotary is also in the community at the site of club projects.

Is the site identified well as a Rotary project?

Is it maintained well, reflecting the Rotary brand?

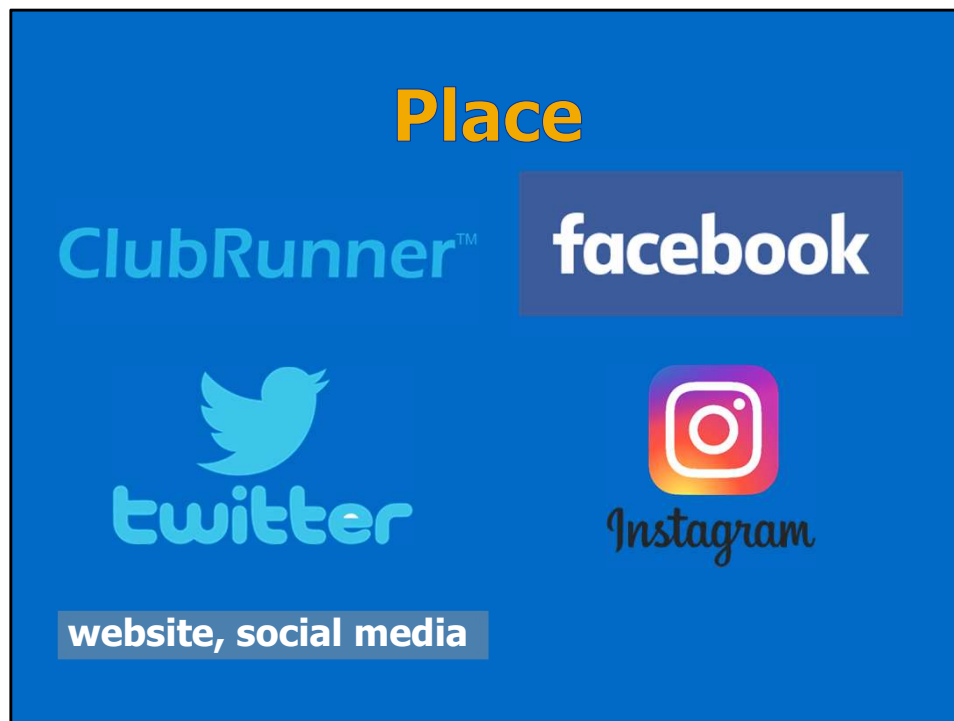




Place is wherever Rotarians are serving the community.

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?



## **Price and Place**

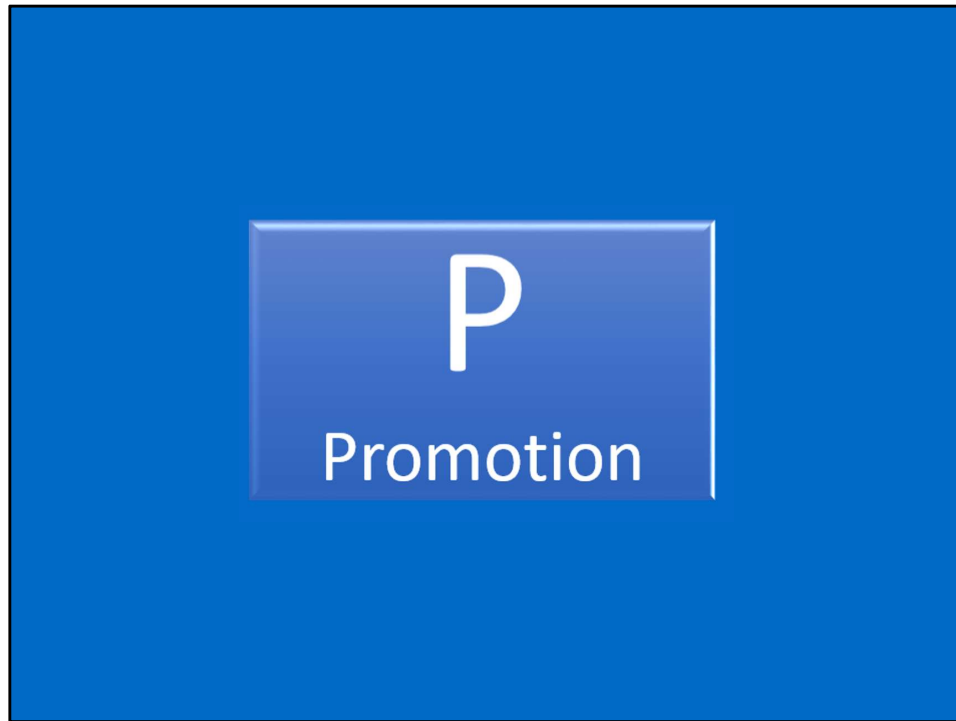
**Is price for members too high  
or low, just right?**

**Meeting place meets  
expectations?**

**Visibility in actual and virtual  
community?**

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 4<sup>th</sup> 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.



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

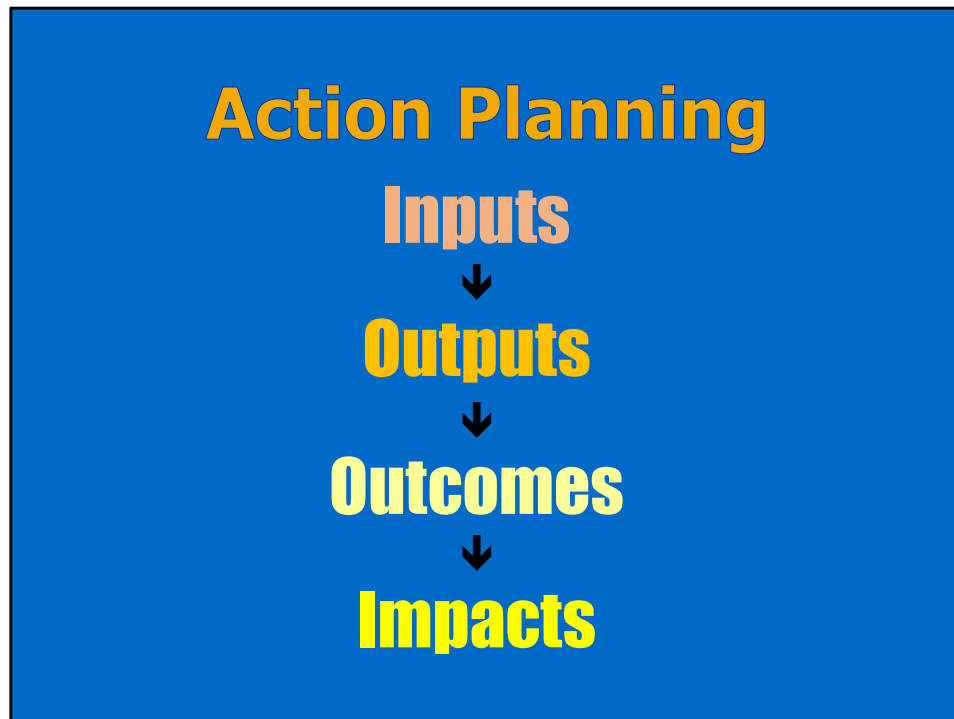
## Research

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

- business & professional
- seeking service to community, world
- seeking fellowship & friendship
- Rotarian veterans and new members
- Rotary experience fulfilling

## Desired Action

- understand value of club plans
- commit to club activities
- become loyal ambassador
- share Rotary experience
- act to attract new members

## Description of Prospects

- looking for way to give back to community
- women/men
- business/professional
- working/retired
- single/married/parents
- 30/40s/50s/60s+
- busy lifestyle

## Desired Action

- 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?



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, “Output” targets needed to achieve the Outcomes.

# Action Planning

## Strategies:

Brainstorm with group how to achieve targets, rank top options

- ◆ Letters to the editor
- ◆ Advertising
- ◆ Newspaper columns
- ◆ Speak to groups
- ◆ Update sponsors
- ◆ Distribute flyers
- ◆ Town fair, parade
- ◆ Rotary Day, February campaign
- ◆ 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.

# Action Planning

**PR GOAL**



**MEASURES**



**TARGETS**



**STRATEGY**



**OBJECTIVES**



<b>PR Goal #2:</b> Residents of communities are committed to supporting Rotary for its community and international service.	
<b>Measures</b> (what indicators are we going to use to measure whether we are reaching our goal and whether we have achieved our goal and/or how focused?)	
# 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	
<b>Targets/Timelines</b> (what are we going to achieve, by what means, 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	
<b>Strategy:</b> (transform 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 benefits of collaborative projects and build strong relationships with those partners. (SWOT)	Update PR 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).	
<b>Objectives:</b> (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.	

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

<b>Recognition of sponsors</b>		
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
<b>Media relations</b>		
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
<b>Stakeholder relations</b>		
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.

# Communications

**CLUB MEETINGS:  
WHAT DO  
MEMBERS NEED  
TO KNOW BASED  
ON CLUB'S  
COMMUNICATION  
STRATEGY?**




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.

# Communications



Rotary  
Club of Ladner

News  
for members of the  
Rotary Club of Ladner

December 14, 2018

**TOMORROW, December 15, for the Weekend Family Peer Support Group Christmas Party**

Volunteer to bring some Christmas cheer to special needs adults and their immediate families who belong to the Weekend Family & Peer Support Group in Delta as our club hosts the annual **Christmas Dinner** on Saturday, December 15 at the Ladner Community Centre, 4734 51 Street, from 1:00 pm to help prepare, then from 4:00 to 8:00 PM for the dinner itself and clean up. Volunteers are also needed before the event and after, for pick up of tableware and food. Contact Mike Storey or Arthur Bink.

**Christmas Lunch December 18**

Make sure you register for the club's **Christmas Lunch** on Tuesday, December 18, the final club meeting of 2018, which will include a special Christmas meal, live music and the final "wine and dine" event.

**Board highlights**  
Here are highlights of the Ladner Rotary Board of Directors meeting on December 10, 2018.

- Peter Roaf was elected President of the Delta Foundation at the Foundation's recent annual general meeting.
- The "Wine Draw" fundraiser will be conducted during the next two club meetings. Other fundraisers are being investigated.
- Rotary New Zealand exchange students will speak at the December 11th meeting.
- The Rotary exchange visit to Chile in February is going ahead.
- An Arthur Drive cleanup along with two Delta Community Police volunteers was completed in November.
- The Family and Peer Support Christmas Dinner has been booked at the Ladner Community Centre for Saturday December 15th
- Jim Burnett is spearheading the Christmas Hamper deliveries.
- Community Service plans for January to June 2018 may include one or two more Arthur Drive cleanups, a garden fresh up at Delta Hospital, possibly with Tsawwassen Rotary and Ladner May Day Parade barricades manning, parade and booth.

**MONTHLY E-NEWS TO CLUB MEMBERS ONLY: COMMUNICATION AREA OF CLUBRUNNER**

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

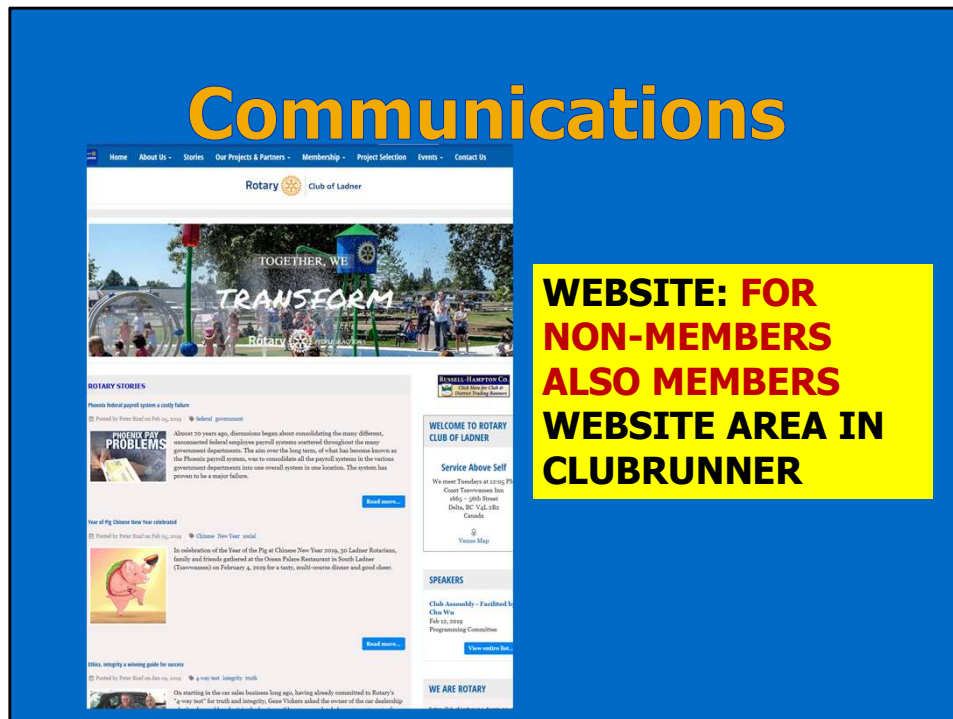
Summarize the message for any given project that month.

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.

# Communications



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.

# Communications



The screenshot displays the website for the Rotary Club of Ladner. At the top, there is a banner for the 'MONTHLY BULLETIN FOR MEMBERS & FRIENDS: BULLETIN AREA IN CLUBRUNNER'. Below this, the website header includes the Rotary logo and the club's name. The main content area is divided into sections: 'Stories' and 'Speakers'. The 'Stories' section features articles such as 'Hampers make Christmas happier for hundreds of Delta families', 'Needy communities in the Philippines receiving medical equipment', and 'Longest serving member in club receives award'. The 'Speakers' section lists upcoming events, including a 'Club Assembly - Facilitated by Chiu Yiu Programming Committee'. A 'Together We Serve' logo is also visible at the bottom right of the website preview.

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.

# Communications



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.

# Communications




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.

# Communications

**Rotary**  **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 Hurston-Selkley, said the new water splash park was critical mainly for the sake of safety for the children using it.

"...concrete, therefore unsafe for use for a donation was fitting."

**NEWS RELEASE**

Chair of Ladner Rotary's water park project committee, Irene Forster, 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 35,000 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 Viviana Zancosco, third from left, joins Ladner Rotarians to celebrate FortisBC's sponsorship of the planned Ladner Rotary Water Spray Park at Memorial Park, in partnership with the Corporation of Delta: (l to r) President Matt Hayward, Bridget Jacob, Irene Forster and Catherine Dunlop.

For further information, please contact:  
Jo Hurston-Selkley  
Community & Aboriginal Relations Liaison  
FortisBC  
Joanne.Churton-Selkley@fortisbc.com  
Direct: 604 592-7450  
Cell: 604-688-4518

Irene Forster  
Ladner Rotary Water Spray Park Committee  
Rotary Club of Ladner  
Irene@forsterbc.ca  
604-943-5326

**Business**  
Envision gives boost to Rotary splash park

By [Name] [Date]

...the splash park will be a great addition to the community and will provide a safe place for children to play. The park is expected to be completed by the end of the year.

**VALENTINE'S DAY**

**Delta North MLA to talk budget at chamber lunch**

Delta North MLA [Name] will be speaking at a chamber lunch on Wednesday, September 14, at the Delta Chamber of Commerce. The lunch will be held at the Delta Marriott Hotel and will feature a presentation on the MLA's budget for the upcoming year.

**Carrier of Week**

Congratulations to **NICHOLAS KENT** for being named Carrier of Week for the month of August. Nicholas is a dedicated and hardworking individual who has been a member of the Delta Optimist Club for several years.

**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 604-242-2031 or  
dave@deltaoptimist.com

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.

# Communications

Rotarians get the job  
done, together, in  
fellowship and friendship



TOGETHER, WE

TRANSFORM

**PEOPLE OF  
ACTION  
CAMPAIGN  
THROUGHOUT  
CLUB MEDIA**



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.

# Communications

TOGETHER, WE

What Rotary does:  **TRANSFORM**  
the story about the need  
and why we do it

Rotary  PEOPLE of ACTION

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

- Transform
- Connect
- Inspire
- End Polio

# Communications

TOGETHER, WE

TRANSFORM

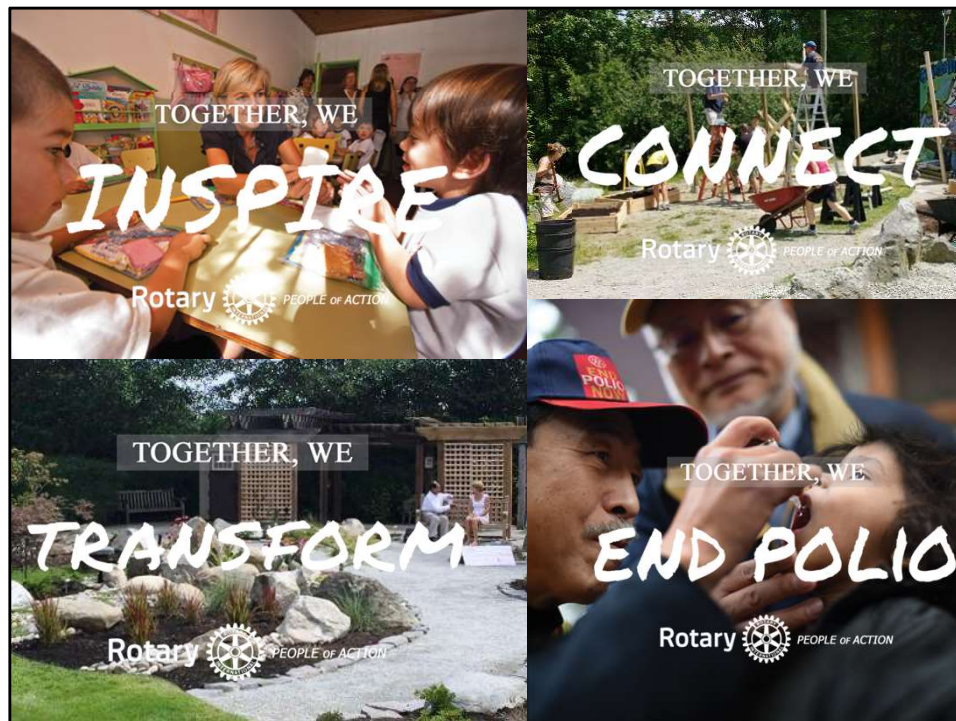
People of Action



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.

## **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**

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?

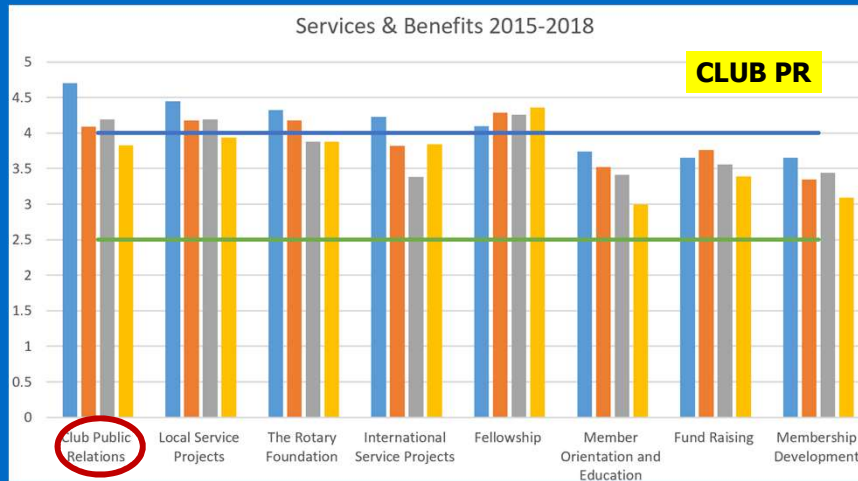
By what measure did the communication strategy support the club strategy to keep and attract members?



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?

# Evaluation

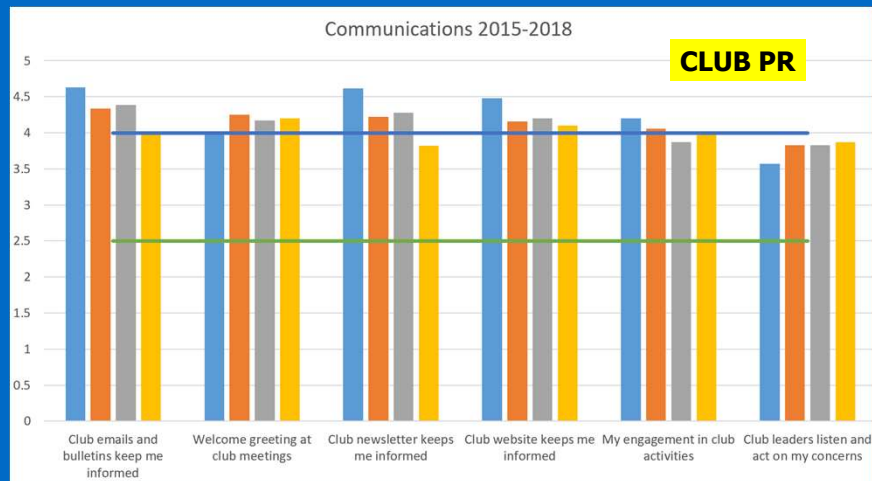


What do your club members think about the value of the communication strategy?

Conduct an annual member opinion survey prior to your club's annual strategic planning session.



# Evaluation



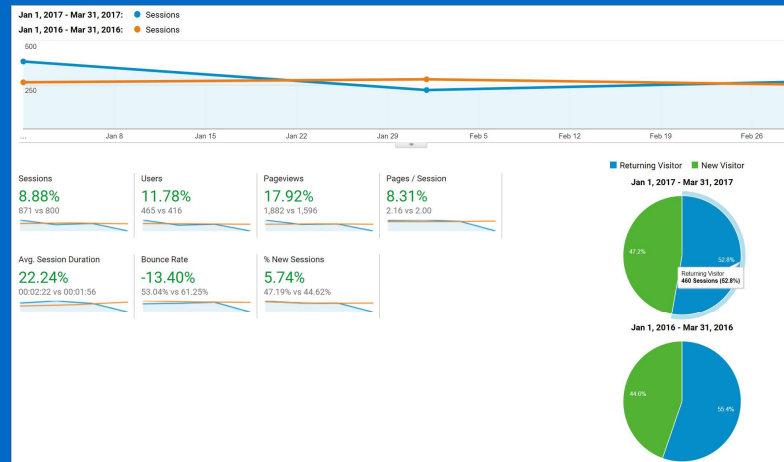
In the survey let the club members comment on the value to them of different aspects of communication.

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.

# Evaluation

## Website Google Analytics



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

# Evaluation

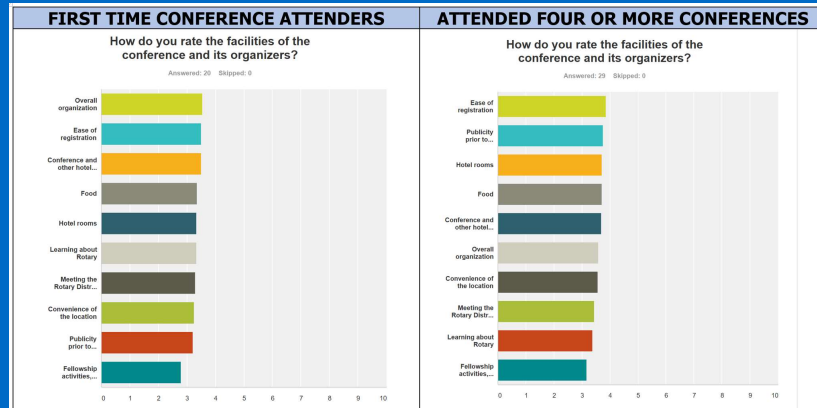
## Twitter analytics

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

Twitter also provides analytics.

# Evaluation

## Event participant evaluation



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](mailto: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]

**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

**Media Files**

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](mailto: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.