

Now is a good time to get the 'House in Order'

With the end of one Rotary year fast approaching and the start of new one on the near horizon, now is an ideal time to ensure everything is 'shipshape' and in readiness for the coming year. A new year means a new beginning, but establishing an effective public image requires effective planning. I am sure you all know the old adage "If you fail to plan, you plan to fail".

Here are seven suggestions of things you can do NOW to ensure that you start the 2022-23 Rotary Year with the greatest chance of obtaining and maintaining the public image you desire (and deserve)

Check your club website

- Ensure your 'landing page' displays a compliant club logo
- Remove all non-compliant logos, outdated Rotary International themes
- Remove out of date stories, and photos

Participate in the District 9685 Banner Pull Down project

- Locate all your old banners with non-compliant branding
- Liaise with your AG regarding collection and recycling
- Order your new banner(s) through RDU
- Claim \$50 buy-back from District

Review all your club promotional material:

- Club bulletin
- Club brochure
- Promotional flyers

And replace/update any old/non-compliant club logos or outdated international themes

Appoint a Club Public Image Chair

- and ensure that all promotional material is 'approved' prior to publishing

Ensure your club Social Media sites have the correct branding

- Facebook
- Twitter
- Instagram

Review your club merchandise and upgrade if non-compliant

- Polo Shirts
- Dinner Badges
- Aprons
- Caps

Recycle non compliant ones

Replace old, non-compliant roadside signs promoting your club

An old dilapidated roadside sign reflects badly on the club and gives the public the impression of a club with a 'don't care attitude'

For a sample club public image plan, contact Gina Growden on 0412 128 106 or gina.growden@bigpond.com

Help Strengthen Rotary's Brand

Update your websites and social media accounts using the Brand Center's promotional resources — photos, videos, templates, and more — to show your community that Rotary members are people of action.

Go to the new **Our brand** tab to learn how to use Rotary's logos, colors, and fonts to create flyers, brochures, presentations, and other materials that look and sound unmistakably like Rotary. In the **Help** section, you'll find answers to frequently asked questions about the elements of our brand, as well as ways to contact us.

By using a consistent look and tone when you promote your club's good work, you will increase people's recognition of Rotary. Our Brand Center gives you the tools to do this.

Banner Pull Down Project in Full Swing

Do you have old Rotary banners with the old blue and gold logo on them at the back of your storage cupboard or in a member's garage? Banners that you know should not be used, but keep popping up at club events.

Now is the time to dig them out and hand them into District for recycling and to claim \$50 towards a brand new pull up banner with the correct Rotary branding.

Simply contact your Assistant Governor to arrange collection of the old banners and talk with RDU about ordering a new one.

Act now—banners need to be handed in by 21st May

For more information about the Banner Pull Down project, call Public Image Chair, PDG Gina Growden on 0412 128 106.

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Are you unsure if the branding on your banner (s) is compliant?

Take a photo of the banner and send it to 0412 128 106 or by email to gina.growden@bigpond.com and I will confirm whether or not it needs replacing.

Rotary
Club of (your club name)



BANNER PULL DOWN PROGRAM

Are your club Pull-Up banners out-of-date with old, non-compliant Rotary branding or old Presidential themes? Rotary District 9685 invites you to participate in our "BANNER PULL DOWN" project.

Some clubs have old banners in storage which have the old blue and gold Rotary wheel on them, and these are frequently seen at club and community events in which Rotary is participating. Often a club member grabs a banner from storage and displays it at the event, unaware that the branding is no-longer compliant – or does not believe it matters if an old logo is on display.

SOLUTION!

WHAT DO THE CLUB & MEMBERS NEED TO DO?

- Gather the 'old non-compliant branded' pull up banners, fence banners, tear-drop or anything pop up and promotional.
- Let your Assistant Governor know they are ready to be collected. These will be repurposed by District.

ARE YOU GETTING EXCITED????

Clubs organise with RDU the preparation of a new pull-up banner

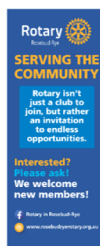
- These will be personalised with wording / photos / compliant club logo etc of each individual club
- The public image team will provide a copy of the compliant club logo to be used on the banner (if needed).

A copy of the paid invoice for the banner - along with the final proof of design - be forwarded to District 9685 Public Image Chair (PDG Gina Growden) who will request District Treasurer, David Hart, to forward \$50 to the club. Only one \$50 will be given to each participating club regardless of how many banners are handed in and how many new banners are purchased.

Clubs cannot use the \$50 to purchase Presidential theme or End Polio Now banners.

Simple banners including your logo, similar to the examples below, are \$160.00. If you want custom artwork, you will need to ask RDU for a quote. For enquiries and more information, contact Public Image Chair PDG Gina Growden M: 0412 128 106 E: gina.growden@bigpond.com.

CLOSING DATE FOR BANNER HAND IN: MAY 5, 2022



PEOPLE OF ACTION

The People of Action Campaign helps define Rotary for those who don't know us.

We're professional, community, and civic leaders who connect with each other and who share a unique perspective and passion for taking action to improve the world.

Describing and showing ourselves as people of action creates a personal connection to Rotary and emphasizes the impact we make in our communities.

The Story behind the Theme



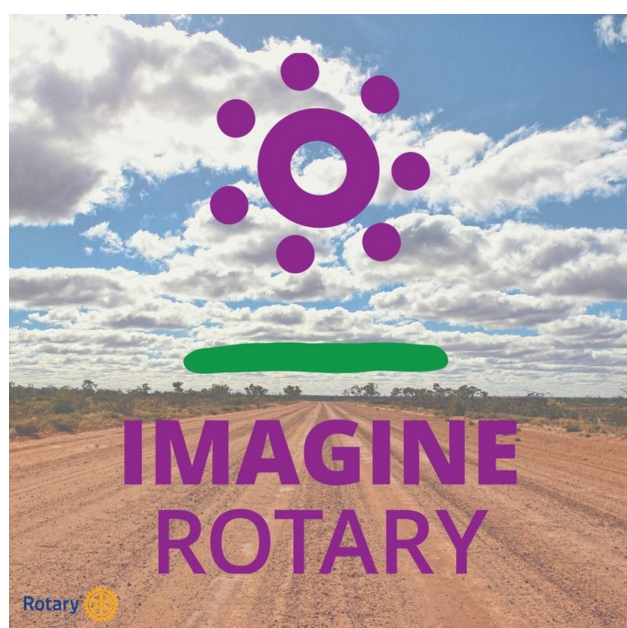
Imagine Rotary—the theme for 2022-2023 explained by incoming President Jennifer Jones.

The theme graphic was designed by an Australian indigenous artist, Riki Salam, who is a graphic designer specialising in contemporary Indigenous art, design, and communications. He also created the 2023 Rotary International Convention logo which will be held in Melbourne, Australia in 2023 thus connecting the two by a shared visual language.



RI President Elect, Jennifer Jones

- Circle - connections to one another
- Dots around it - Our People
 - There are 7 Dots because of our Rotary's 7 areas of focus**
- Circle + dots around it - Navigation star, our guiding light
- Green solid line - digging stick (used when doing hard work);
for us it's People of Action, represents the tools for getting things done
- Colours: **Purple, Green & White** -
- Celebrate DEI- Diversity, Equity and Inclusion.
- Freedom to express ourselves differently but still with a special connection.
 - **Purple- Polio**
 - **Green- the Environment**
 - **White - Peace**



Represents Empowerment and Newness and also the colours were utilised for the women's movement giving us the opportunity to grow our female membership.

On July 1, 2022, we welcome a new RI president with a new RI theme. But until then all theme collateral is **embargoed**.

It has been released so that district teams-elect and club officers-elect can plan for the year ahead.

**SO PLEASE DO NOT USE THE
IMAGINE ROTARY THEME UNTIL**

1ST JULY.

Be Brand Aware



Have you ever noticed that some business focus less on selling their product or service, and more on building a positive awareness and perception of who and what they are? This is known as brand awareness, and it is an immensely powerful marketing tool. Why? Because people who are ready to perhaps make a purchase or even a donation, they will inevitably turn to the brand that readily comes to mind first.

What Is Brand Awareness?

Brand awareness refers to someone's ability to identify familiar aspects of a business/organisation. This may mean recalling a slogan e.g "Service Above Self" or recognising a logo like the Rotary wheel or remembering a marketing message like Rotarians are "People of Action". But the brand is not just the logo, it's who we are as an organisation and who we are as individual Rotarians and what we do and how we do it. That is the brand of Rotary! And this is extremely important because with proper brand awareness it means we can build upon the feelings and beliefs people have about us, and then use that to reinforce

the positive image of Rotary to reach an audience of potential new members. When these prospective new members are driving down the road and see our logo on a street sign or see us out in the community working on a local project, they will instantly connect that with Rotary, and if they do then we have achieved strong brand awareness.

Brand awareness is critical to the success of our clubs and Rotary in general. When people are aware of our brand and our logo, we will "sell" more. People are more likely to donate to our causes, buy a sizzling sausage from us or even click on our club websites or give a "like" to one of our social media posts from a brand they are aware of.

Building brand awareness does not happen overnight though, you need to have the right marketing tools. Thankfully on rotary.org under brand centre tab you can find a lot of marketing materials to help you on your way. It has the correct logos, banner templates, 30sec video clips on Rotary and so much more. These materials are easy to use and easy to

recognise to the general public and they are all uniquely ours.

Once you have your marketing tools in place, start marketing across multiple channels, and create a consistent message across them all. Choose platforms with the potential to reach a lot of people, eg social media or community newspapers.

As people develop shorter and shorter attention spans, building brand awareness around Rotary is going to become even more important to the success of your club.

***By Evan Burrell D9685
Public Image Committee***

BRING OUR BRAND TO LIFE

A consistent voice and unified visual identity are essential components of a strong brand. Learn how to use Rotary's communication and design elements to build awareness and recognition of Rotary. For quick reference, download [Your Logos at a Glance](#).

Relating to the Media



With COVID-19 restrictions eased considerably over recent months, now is an opportune time to plan how your club will promote its upcoming projects and programs.

Whilst more and more clubs are using social media to advertise their events, it's important not to ignore traditional media as a means of telling your Rotary stories. Journalists are interested in your stories, and are keen to publish them, but are busy people so you need to make it easy for them to use your articles.

As business and professional leaders who have a passion for taking action to improve communities at home and abroad, Rotary members offer journalists a unique viewpoint, along with access to people and information they want to cover.

You can get your club's activities the media attention they deserve by submitting well-written, relevant, and compelling media pitches. Consider the following when you're developing your pitch for your media contacts:

- **News hook:** Does your story relate to current events, trends, or observances? For instance,

stories about how your club responded to a natural disaster or how it's celebrating World Polio Day make good news hooks.

- **Timeliness:** News about upcoming, ongoing, or recently completed club events or projects.

- **Proximity:** News that pertains to issues, people, or events in the community that the media coverage would reach.

- **Prominence:** News that involves local public figures, including elected officials, business leaders, and media personalities.

- **Human interest:** News that elicits an emotional response.

For example, stories about families who benefited from your club's food project or homeless children who attend a school your club helped build.

- **Visually compelling:** Dramatic, action-oriented images that visually tell your story. For example, images of children drinking clean water from a well your club built or a member vaccinating a child against polio.

- **Supporting data:** Statistics and research that support your story and demonstrate your project's impact on the community.

NEWS RELEASE

The purpose of a news release, also called a press release, is to get the media to report on an organisation and to seek additional information.

Write a news release to promote a specific club event, accomplishment, or significant activity, such as a service project or dedication.

Give the key details: who, what, where, when, and why. Reporters want to know the basics right away. For instance, if you're promoting an event, include the following in your news release:

- Event host and attendees
- Topic and purpose (and why it's important)
- Date and time
- Location and registration information
- Contact information

News releases should be one page and written in the third person.

Creative and compelling openings draw interest in your event, but you want your first sentence to be concise and direct. Sample news releases are available for downloading from the **Brand Centre** at www.rotary.org.

HOW TO CREATE POWERFUL IMAGES

Our photography requires Rotarians in action, depicting them in powerful images that capture the public's attention and ignite real emotion. This is what will make our campaign successful. Here's a checklist for how People of Action photos should look and feel:



- The image represents genuine, unstaged moments of Rotarians at work.
- It shows a clear visual narrative that represents the headline.
- Subjects' faces and actions should be positive, happy, and engaging.
- Work with warm and natural lighting. Often, natural light in the early morning and late afternoon achieves the best results.
- Make sure you represent the diversity of your club in age, ethnicity, and gender. Highlight these qualities in your photos. You want people in your community to see themselves in the photo — this will help grab their attention.
- If the project has beneficiaries on site, capture some images of Rotarians interacting with the beneficiaries that represent the work of the project.
- Ask yourself, "Will people in my community connect with what they see in the photo?"

Contact Us

Please direct all enquiries to:

PDG Gina Growden

0412 128 106 or gina.growden@bigpond.com