



# Public Image . . . Getting Started

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# How Is Your Club Managing Public Relations?

- Is there a designated point person or committee?
  - If not, how are club events/activities/successes promoted?
- Does your club have a budget for PR?
  - Is there a budget for membership development/recruiting?
- Are your website manager, newsletter editor and/or social media administrator involved?

# Why Does Rotary Use “Public Image” vs. “Public Relations”?

- It’s not just about Press Releases and Advertising
  - How is Rotary perceived in community?
  - How does the club present itself to general public?
  - How do members engage in representing Rotary?

In 2011, Rotary embarked on a multiyear initiative of unprecedented scale to strengthen our image. In addition to expanding public understanding of what Rotary does, *we want to motivate, engage, and inspire current and prospective members, donors, partners, and staff.*

# Rotary “Voice”

- We are Rotary, and we have a great story to tell.
- It’s up to all of us to protect, promote, and deliver on that story in all our interactions.
- To ensure our communications capture our distinct character — and how people experience Rotary — we need to use a unified voice in all of our interactions.
- Our “voice” is
  - Smart
  - Compassionate
  - Persevering
  - Inspiring

*Visit the “Brand Center” at [Rotary.org](https://www.rotary.org) for all the details*

# Working with Traditional Media

# What is Considered “Newsworthy?”

- CURRENT events
- Service projects (reach and results)
- Fundraisers
- Scholarships
- Grant awards (received and given)
- Outstanding student awards
- Outstanding community citizen awards
- Incoming/Outgoing officers/directors
- Unusual/outstanding program speakers

# Where Can Clubs Publicize Events?

- Radio
- Television
- Print (local newspaper, magazines)
- Outdoor (billboards)
- Community calendars
- Chamber of Commerce
- School newspapers
- Neighboring Rotary clubs
- Other Service clubs
- Community organizations e.g. Newcomers Club

# Match News Type to Outlet

Media Outlet	
Radio	Talk show interviews to publicize service projects, events, fundraisers
Television	Announcement for upcoming event Action-oriented, day of event
Newspaper	Community pages for service projects/fundraisers Business pages for member news
Community Calendars	Upcoming events
Chamber of Commerce	Member news
School Newspapers	Scholarships Outstanding youth awards Rotary Youth Leadership Rotary Youth Exchange Interact activities



# Getting Organized – Public Relations Chair

- Know your budget
- Obtain/create relevant media/chamber/school contact list
- Leverage Rotary materials to create club-specific templates
- Create your club “Press Kit”
  - Club brochure, fact sheet, list of officers

# Getting Organized – Club Committee Chair

- Ensure PR coverage is part of every project plan
- Make sure high quality photos and/or video are captured!
- Create standard Press Release “templates”
- Build in appropriate lead time
- Identify opportunities for TV/video coverage

# Executing

- Press release content
  - What, Where, When, Who, Why
  - Concise, with key message up front in short paragraph
  - Provide contact information for follow up
  - Include high quality photo when possible/appropriate
  - Highlight Photo and/or Video opportunity
- Delivery approach
  - Release via email
  - Put content in the body of email
  - Attach photos and/or provide video links

# Example of Press Release

**From:** Nancy Thornton [mailto:nthornton@centos.net]  
**Sent:** Monday, August 12, 2013 5:38 PM  
**To:** 'info@northernexpress.com'  
**Subject:** Traverse Bay Sunrise Rotary celebrates 10 years and 13,000+ Backpacks

*News Directors: This is a great "photo/video op" We do not need more volunteers. We have great volunteers, including children and Rotary District 6290 Governor Jim White. 5pm - 6pm is 'assembly line stuffing time'. Location: Sabin Elementary school*

## ***Traverse Bay Sunrise Rotary celebrates 10 years and 13,000+ Backpacks***

TRAVERSE CITY, MI – On August 20<sup>th</sup> the Rotary Club of Traverse Bay Sunrise will gather for its 10<sup>th</sup> annual 'stuffing night' to load school supplies into 1,400 backpacks for distribution to deserving students. With this year's distribution the total number of backpacks that have been donated since program inception will exceed 13,000!

"There is nothing better than watching the kids as they look through the pile of colorful backpacks to choose just the right one," says Laura Jolly, Club President. "It's our way of letting the kids know we believe in them, we're proud of them, and we want to support their education."

The "Backpacks for Kids" project began in 2004 when the Sunrise Rotary Club partnered with Traverse City Public Schools (TCAPS) to ensure every elementary student had a backpack full of the supplies they needed. Each year TCAPS provides Sunrise Rotary Club with a list of students who are eligible to participate in the program. Additionally, the Club has routinely provided 150 back packs to Goodwill for their distribution and, more recently, has partnered with TBA-ISD to serve special needs students, as well as Students in Transition Empowerment Program (S.T.E.P.) to help 'at-risk' students.

The Traverse Bay Sunrise Rotary Club, formed in 1999, is one of three Traverse City Rotary International clubs. Rotary is an organization

# Boilerplate Closing Paragraph

Standard language from  
Rotary (brand center)

The Rotary Club of Traverse Bay Sunrise, formed in 1999, is one of three Traverse City-based Rotary International clubs. Rotary brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 34,000 Rotary clubs in over 200 countries and geographical areas. Their work impacts lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world.

Traverse Bay Sunrise Rotary meets weekly on Wednesdays at 7:30am. For more information visit [www.tcsunriserotary.org](http://www.tcsunriserotary.org).

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**Contact:**

Tammy Tarsa

Backpacks for Kids Co-Chair

231-946-3000

[www.tcsunriserotary.org](http://www.tcsunriserotary.org)

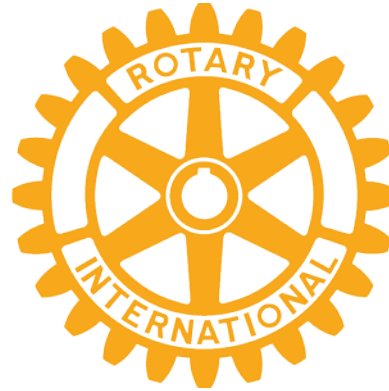
[www.facebook.com/tcsunriserotary](https://www.facebook.com/tcsunriserotary)

[www.facebook.com/rotarybackpacks](https://www.facebook.com/rotarybackpacks)

Don't forget to tell them  
when you meet, and  
where to learn more

# What Else Should You Supply?

# Rotary



Rotary International mark  
Club/Project logos  
Logos for Partners/Sponsors

*Generally speaking .jpg files are fine, but ask  
Ensure acceptable resolution  
Separate attachments . . . not embedded  
within a PDF or Word document*

Traverse Bay Sunrise  
**Rotary**



# Beyond the Press Release

# Other Avenues for Visibility

- Online Community Calendars
  - Good for events, self-service for posting
- Chamber of Commerce
  - Members-only news announcements
  - Chamber newsletter
  - Business Expos
- Downtown Development/Visitors Center
  - Club brochure
  - Participate in events (e.g. staff a concession, have a display)



# Advertisements

- Website banner ads
- Radio PSAs
- Television PSAs
- Print ads
  - Local papers
  - Community newsletters
  - School newspapers

# Additional Resources

- [www.brandcenter.rotary.org](http://www.brandcenter.rotary.org)
  - Create your own club brochure
  - Create your own club / event / program logo
- [www.images.rotary.org](http://www.images.rotary.org)
  - Searchable database of professional quality images (*use these where local images aren't available*)
- [www.ridistrict6290.org](http://www.ridistrict6290.org) (Public Image Resources)
  - Press Release templates

# Stay Connected & Informed



Join <https://www.facebook.com/groups/RIDistrict6290PublicImage/> for the latest updates and to see what others are doing



For additional assistance . . .

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