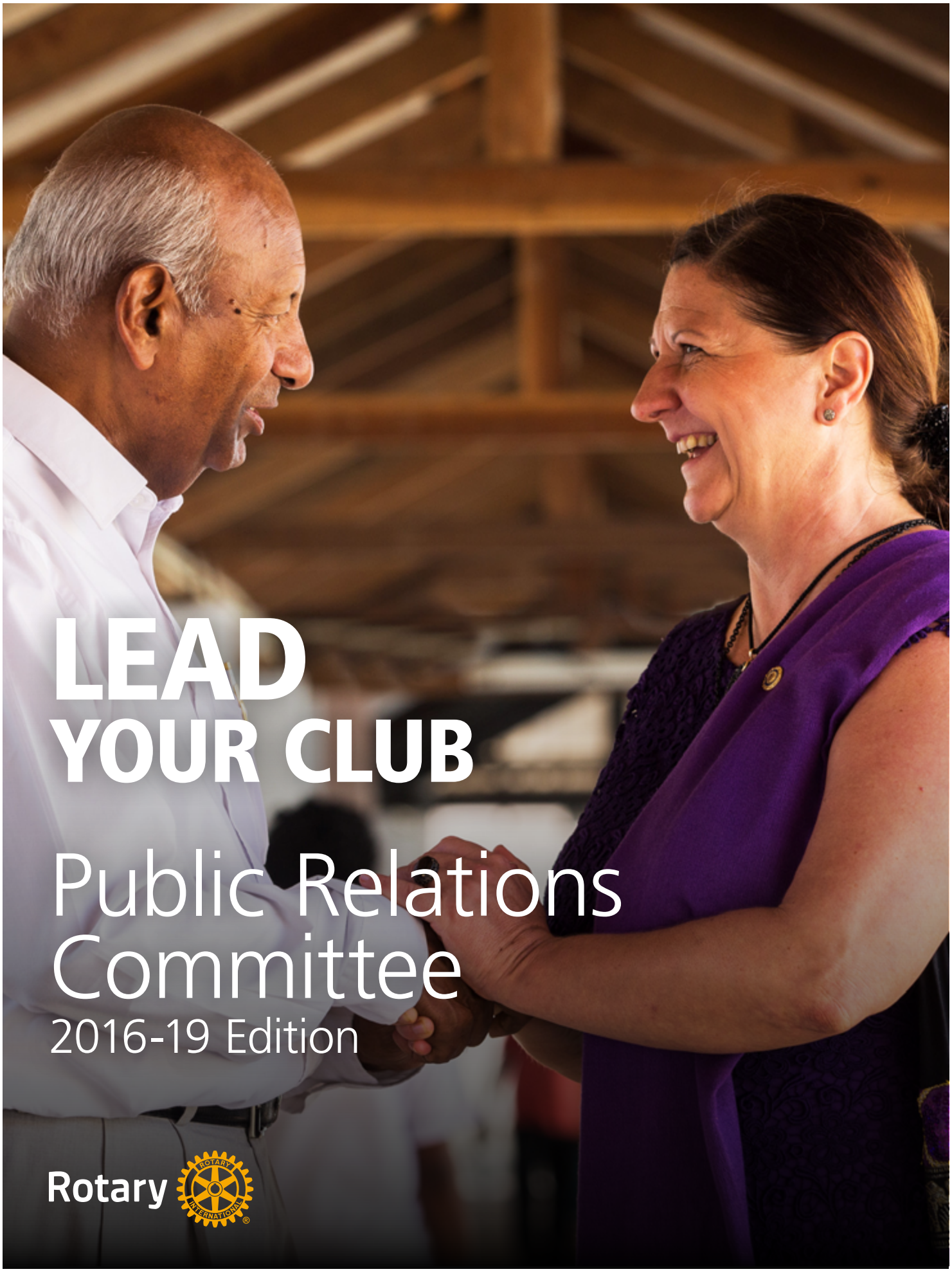


LEAD YOUR CLUB

Public Relations Committee

2016-19 Edition

Rotary

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This is the 2015 edition of Lead Your Club: Public Relations Committee, the manual for club public relations committee chairs holding office in 2016-17, 2017-18, and 2018-19. The information in this publication is based on Rotary's constitution and policy documents. Please refer to those resources for exact Rotary policy. Changes to Rotary's constitution and policy documents override policy as stated in this publication.

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YOUR JOB AS CLUB PUBLIC RELATIONS COMMITTEE CHAIR

As club public relations committee chair, you make sure your club gets credit for the good it does in your community. Find details in Lead Your Club: Public Relations Committee.

RESPONSIBILITIES

ALL COMMITTEES	YOUR COMMITTEE
Attend your district training assembly	Create awareness of club activities and projects among club members, media, and the community
Working with the president-elect, select and prepare your committee members	Support the work of the membership committee
Create subcommittees as needed (for example, media relations, advertising/marketing, special events)	Learn key points for talking about Rotary and use them when speaking in public
Meet regularly and plan activities	Use social media to promote awareness of Rotary and your club in the community
Set committee goals to help achieve the club's goals for the year and monitor progress toward them	Make sure your club's image is in line with Rotary's public image
Manage your committee's budget	Share your club's Rotary stories with the local media
Work with your club's other committees and your district committee on multiclub activities or initiatives	Become familiar with Rotary's public relations resources
Report committee activities and progress to the club president, board of directors, and the full club	
Determine what else your club expects your committee to do	


GET
CONNECTED!
Make your Rotary experience truly international with these networking opportunities.
CONNECT ONLINE
Engage with other members: Online Discussion Groups
Enhance service projects: Rotarian Action Groups
Make new friends: Rotary Fellowships
Share your service accomplishments: Rotary Showcase
Collaborate on service projects: Rotary Ideas
Build peace and strengthen relationships: Intercountry Committees
Share your professional talents: Vocational Training Team
Meet prospective partners: Project Fairs
Share international hospitality: Rotary Friendship Exchange
CONNECT WITH A GROUP
Celebrate club partnerships: Twin Clubs
CONNECT IN PERSON
Rotary
EXCHANGE IDEAS: www.rotary.org/myrotary

INTRODUCTION






Share chapter 1 with your committee's members so they are fully aware of their responsibilities.

Congratulations on your appointment as committee chair. This manual will help you set goals and understand your role in promoting your club and Rotary. It includes policy and procedures that all clubs should follow, as well as ideas that you may find useful.

The job description on page 1 summarizes your responsibilities. You'll learn more at your district training assembly, where you can connect and exchange ideas with other club and district leaders. Review the discussion questions on pages 16-17 before attending.

Questions?

If you have questions about your role, contact other leaders you work with, such as your assistant governor or a past public relations committee chair. Your Club and District Support representative is also available to help. We offer support in eight languages at Rotary.org and through our staff at our headquarters and international offices.

Send questions about this manual or any Rotary training materials to learn@rotary.org.

WHAT ARE YOU WAITING FOR?
BE A VIBRANT CLUB







Be a Vibrant Club guide includes:

- A club success story from your region
- Ideas for your club to try
- Resources for your club on My Rotary





Get your free copy at
shop.rotary.org

Rotary

CHAPTER 1

COMMITTEE ROLE AND RESPONSIBILITIES





The role of the club public relations committee is to create and implement a plan to tell Rotary's story to the public and promote the club's projects and activities. Having strong public relations ensures that communities around the world know that Rotary is a credible organization that meets real needs. When a Rotary club has a positive public image, current members are motivated to be active, and prospective members are eager to join.

If Rotary or your club ever gets negative publicity in your community, your committee should meet to discuss how to confront the problem. Counter misperceptions with well-directed public relations efforts. For more information, contact Rotary public relations staff.

PROMOTING YOUR ROTARY CLUB

Check out Rotary's Brand Center to get current Voice and Visual Identity Guidelines.

The main responsibility of your committee is to create awareness in your community of your club's projects and activities. This will shape your club's image in the community. How can you keep your club connected with alumni?

Here's what you can do:

- Sponsor special events and projects, such as marathons, recycling efforts, and fundraisers
- Display exhibits in the community
- Invite community members to participate in club projects and events
- Encourage members to wear their Rotary pins
- Make sure your website and social media pages are updated frequently and reflect your club's activities
- Post Rotary information that is relevant to your community on your club website and social media pages and your community calendar

Preview and download media-ready materials from Rotary Images and Rotary Videos.

Talk with your committee about other ways to promote your club, and make a plan for implementing them. Work with your club's administration committee chair to determine which committee will be responsible for your club's newsletters, website, social media accounts, marketing communications, and other communications to members and nonmembers.

Your committee's members should be professionals in the field of public relations, have many community connections, or be Internet savvy. If they don't have the ideal experience, these tips can help:

- Consider your audience, and tailor your message to it.
- Build relationships with local media outlets. Invite them to participate in a project or event. They may even cover it.
- Deliver your message through various media (TV, newspapers, blogs, social media, billboards, magazine ads, radio ads).
- Use news releases to promote an event or story.
- Encourage your club to host one signature event each year, so that your community will associate your club with that event in an ongoing way.
- Customize a club brochure using the template that's available in the Brand Center.

Send your email news release in the body of the message rather than as an attachment, include what the news release is about in the subject line, and take the time to email the appropriate contact person directly.

MEMBERSHIP AND PUBLIC IMAGE

The better your club looks to your community, the more members you'll attract.

PROMOTE A POSITIVE IMAGE

Work with your club's membership committee to determine which professional groups or age demographics you should target and what would attract them. Then determine which media are most likely to reach potential members. Determine how you will work together on recruiting efforts.

To attract new members:

- Get local radio and TV stations to play Rotary public service announcements
- Promote networking opportunities, signature activities, and other benefits of joining Rotary
- Publicize your club's action-oriented service and activities on your city or town's website and in newspapers, and invite community members to participate

- Dedicate a section of the club's website to the public and encourage community organizations to link to it

ENHANCE CLUB ACTIVITIES FOR MEDIA APPEAL

Your community will be interested in activities and events that benefit it. Invite journalists from local media to your club's special events. Work with your club's administration committee to make club meetings interesting and newsworthy, and work with your service projects committee to make sure your club is undertaking projects that will attract media attention. For example:

- Projects that meet a community need or coincide with a larger news trend
- International projects supported by your club or a volunteer from your club
- Projects that involve local youth or a prominent community member
- Notable or prominent speakers at club meetings
- Presentations by Rotary program participants and alumni about their experiences in another culture
- Interact and Rotaract activities
- Activities with a strong visual element
- Innovative or unique projects and activities

ASK CLUB MEMBERS TO HELP

Your membership base is a valuable resource for your committee. Involve members and past program participants in your public image efforts by having them spread the word about your club's activities and projects and about the organization. Make sure that all members of your club are knowledgeable about Rotary and its programs, and encourage them to promote Rotary's mission and core values to their personal, business, and professional contacts.

PROMOTE YOUR CLUB IN THE CONTEXT OF ROTARY'S VALUES

Learn how to put Rotary's values into action by taking an online course on Rotary's Strategic Plan in the Learning Center.

For example, say what your club is doing, then explain why it matters on a larger scale. The statements below can help:

- Through fellowship, we build lifelong relationships that promote greater global understanding
- With integrity, we honor our commitments and uphold ethical standards
- Our diversity enables us to connect different perspectives and approach problems from many angles
- We apply our vocational expertise, service, and leadership to tackle some of the world's greatest challenges

KEY POINTS FOR TALKING ABOUT ROTARY

Avoid Rotary jargon (e.g., governor, district, make-ups).

How you talk about Rotary and your club shapes the public's perception of who we are and what we do.

For circumstances that call for a more formal or longer address, you might:

- Tailor your message to your audience
- Prepare an outline of topics you want to include
- Practice your address and time it

The following key Rotary messages can be incorporated into your public relations materials and public speeches.

Rotary brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges.

- Rotary harnesses the strength and experience of 1.2 million professional and community leaders from nearly every country to help families in need.
- From stocking local food pantries to providing clean water and improving maternal health, Rotary clubs join forces to carry out sustainable projects with real impact at home and abroad.
- Rotary provides a platform for successful men and women of all ethnicities, faiths, and cultures to make the world a better place through volunteer service.

Rotary's top goal is to end polio worldwide.

- Rotary and its partners are close to eliminating polio, having achieved a 99 percent reduction in cases since 1988. Polio would follow smallpox to become only the second human disease in history to be eradicated.
- Rotary's chief roles are fundraising, advocacy, and mobilizing volunteers.
- Rotary members have contributed more than $1.2 billion and countless volunteer hours to protect more than 2.5 billion children in 122 countries from polio.
- Rotary is working to raise an additional $35 million per year through 2018 for polio eradication, to be matched 2 to 1 by the Bill & Melinda Gates Foundation.

Rotary maximizes its impact through innovative partnerships.

- Rotary's goal-oriented, business-model approach emphasizes the need for community involvement, measurable goals, and maximum impact and sustainability.

- Rotary leverages resources through partnerships with other top-tier humanitarian organizations to combat disease and illiteracy, improve maternal and child health, improve access to clean water, and reduce poverty and conflict worldwide.

Rotary builds peace and understanding through education, humanitarian service, and by connecting young leaders.

- More than 600 graduates of the Rotary Peace Centers program are in key decision-making positions in governments, corporations, and organizations around the world.
- Rotary's humanitarian projects help prevent the underlying causes of conflict, such as poverty, illiteracy, and lack of clean water.
- Rotary Youth Exchange fosters international goodwill by enabling 8,500 high school students to live and study abroad each year in over 100 countries.
- Rotary's two service organizations for young leaders — Interact and Rotaract — promote volunteer service, leadership, and professional development.

LEARN

EVERYWHERE WITH ROTARY'S LEARNING CENTER.



- Take courses
- Find resources
- Connect with an online community
- Talk with other registrants and course moderators
- Customize your user profile and track your progress

Learn how to tell your Rotary story, set goals in Rotary Club Central, apply for a grant, and much more.

Visit the Learning Center on www.rotary.org/myrotary to learn more.

Rotary

CHAPTER 2

CLUB PUBLIC RELATIONS COMMITTEE CHAIR






You're the chair of your club public relations committee. What happens next? Meet with the outgoing committee chair, review your club's bylaws and strategic plan, and start thinking about who else will be on your committee. You can also start planning how you will run your committee. In addition to becoming an expert on your committee's subject area, you will be managing your committee members.

YOUR COMMITTEE

In many clubs, members serve on a committee for three years, so it's likely that some current committee members will continue into your term. If you need to fill any openings on the committee, work with the president-elect to find someone with experience in:

- Professional media
- Speaking, writing, or photography
- Social media
- Website development
- Prominent community work
- Public relations, marketing, or public image

As chair, you'll delegate tasks, so you'll need to determine how best to use the skills and interests of your committee members. You can prepare them by:

- Informing them of the committee's ongoing activities and goals
- Pairing new committee members with more experienced ones
- Encouraging them to communicate with counterparts in other clubs
- Notifying them of district activities and meetings
- Sharing resources

Collaborate with your club's other committees to maximize your club's impact. These conversations should be ongoing and can take place at your club's board meetings.

SETTING GOALS

As chair you make sure the committee sets and achieves annual goals that support the club's strategic plan. You'll set goals with your incoming president and other club leaders at the district training assembly. The president or secretary can enter the goals in Rotary Club Central.

EFFECTIVE GOALS

Be sure that the annual goals reflect committee capabilities and club interests. Goals should be shared, measurable, challenging, achievable, and time-specific. For example: Our club will build an outward-facing Facebook page and increase its number of likes by 50 percent over the year.

ACTION PLAN

Work with your committee to develop an action plan, or a series of smaller goals or steps needed to achieve each goal. For each step:

- Set a deadline
- Determine who's responsible for implementing it
- Decide how you'll measure progress and success
- Consider which resources you have and get the ones you need

Regularly assess your progress and adjust your goals if necessary.

MOTIVATION

Part of your role as chair is keeping your committee members motivated. Remember that your committee members are volunteers. Common motivators include:

- Assurance that the goal will be beneficial
- Belief that the goal is achievable will be successful
- Opportunities for fellowship and networking
- Assignments that use each member's expertise
- Making sure members enjoy their committee work

BUDGET

Before 1 July, work with the outgoing committee chair and the club treasurer to determine what funds your committee will need and see that these funds are included in the club's budget. Be sure to include any planned fundraising activities.

Oversee committee funds, transactions, and reports, and be aware of the financial condition of your committee's budget at all times. If you meet regularly with your club's treasurer, you'll be able to take action if issues arise.

CHAPTER 3

RESOURCES






CLUB, DISTRICT, AND SECRETARIAT SUPPORT

- District governor — Can advise you on strategies to make your club more effective
- Assistant governor — Visits your club at least once per quarter and can answer questions and offer advice
- Other club committee chairs in your district — Serve as a source of new ideas and are potential partners in club initiatives
- Past club committee chairs and leaders — Advise you as you plan for the year
- Rotary public image coordinators — Serve as a key resource in the fields of public relations, journalism, or communications
- Club and District Support representatives — Staff members at Rotary headquarters or international offices who are available to answer administrative questions and direct other inquiries to appropriate Rotary staff
- Rotary Support Center — A team available to answer questions; can be reached at contact.center@rotary.org or toll-free (within the U.S. and Canada) at 866-9-ROTARY (866-976-8279); Rotarians outside North America should contact their international offices

POLICY AND REFERENCE DOCUMENTS

- Manual of Procedure — Policies and procedures of Rotary International and its Foundation established by legislative action, the RI Board of Directors, and the Trustees of The Rotary Foundation, issued every three years following the Council on Legislation; contains RI constitutional documents
- Rotary Code of Policies and Rotary Foundation Code of Policies
- Recommended Rotary Club Bylaws
- Standard Rotary Club Constitution

ONLINE RESOURCES

- Rotary.org — Rotary's website gives club leaders the information, resources, and tools they need to support all their club activities; go to My Rotary to access club-level resources for developing membership, creating promotional materials, running your club, fundraising, and more

LEARNING & REFERENCE

- Learning Center — Take courses to develop your skills and learn more about Rotary
- Official Directory — Contact information for RI and Foundation officers, committees, resource groups, and Secretariat staff; worldwide listing of districts and governors; alphabetical listing of clubs within districts, including contact information; issued annually



MANAGE

- Shop.rotary.org — Rotary's online store for ordering publications, DVDs, forms, and supplies
- Club administration — Manage your club's member lists, officers, club information, and more
- Brand Center — Online resource that houses official Rotary logos, brochure templates, brand guidelines, and more

COMMUNICATIONS AND PUBLICATIONS

- Connect for Good — Colorful, eight-page guide shows how to get involved and connect with Rotary; provides an updated overview on Rotary for all members
- Rotary magazines — The Rotarian, Rotary's official monthly magazine, and 30 Rotary regional magazines in 24 languages
- Voice and Visual Identity Guidelines — Guidelines for the design of publications at all levels of Rotary and for the proper use of Rotary Marks
- What's Rotary? — Popular as a handout for nonmembers, this wallet-size card answers frequently asked questions about Rotary; comes in a set of 50

- Be a Vibrant Club: Your Club Leadership Plan — Regionalized publication with examples of how clubs have gone from mediocre to vibrant
- Rotary Leader — A bimonthly online newsletter for Rotary club and district leaders
- Strategic Planning Guide — Short guide and worksheet to help clubs create a vision with supporting long-range and annual goals

DISTRICT TRAINING ASSEMBLY DISCUSSION QUESTIONS

When considering these questions, talk to outgoing and incoming club leaders to share ideas.

What are the responsibilities of the club public relations committee, and what are your responsibilities as chair?

What club goals are assigned to your committee?

What can you do to promote Rotary to prospective members, and who can you work with in the community to promote your club?

In what innovative ways will you promote your club this year?

What will you delegate to committee members, and how will you support them?

How can you involve program alumni in your promotional efforts?

ROTARY CLUB CENTRAL
PLAN TOGETHER
TRACK PROGRESS
ACHIEVE GOALS

Why should clubs use Rotary Club Central?

- It's a one-stop shop.
- It eliminates paper.
- It fosters continuity in leadership.
- It enables clubs to track their progress.
- It creates transparency.
- It showcases the important work that Rotary clubs do worldwide.

How do I get to Rotary Club Central?

Go to www.rotary.org/clubcentral.

Who can use Rotary Club Central?

All Rotarians can view the goals and achievements for their club. The current and incoming club president, secretary, executive secretary, treasurer, Foundation chair, and membership chair can add and edit the goals and achievements for their club.

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One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org

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