

ENHANCING ROTARY'S PUBLIC IMAGE

- the Game has changed!



FRENZY: Judge Juan Guzman tells excited journalists about the charges involving human rights abuses against Pinochet.

PICTURES / REUTERS

Rotary's Public Relations
– or Public Image -
is the responsibility of
EACH AND EVERY Rotarian.

The future of Rotary International
depends on membership and membership
depends on how our organisation is viewed
EXTERNALLY – by the general public and,
INTERNALLY – by our own members!

Thus, we have the future of our
great organisation in our OWN hands,
and it all starts at **GRASS ROOTS** level ...
what we all do in our own community,
the image of Rotary that **WE** project ...
“think locally, act locally”.

Talk to people about Rotary.

Tell your friends, neighbours, workmates -
EVERYONE - what Rotary IS and DOES...

Adopt a personal goal of sharing information
about Rotary to at least ONE person every day!

Don't underestimate the value of Rotary's regional magazines as public relations/public image "tools".

Share magazines with your community.
They are impressive **IMAGE BUILDERS**



There are **TWO** vital ingredients for
successful public relations in Rotary –

- Appoint the right people to serve as PR/public image ‘chairs’ at District and club level – people who have a way with words, people at ease when dealing with the media.

- Realistic BUDGETS for effective public relations/public image work at District and club level, ie:
\$5,000 to \$10,000 for clubs;
\$10,000 to \$20,000 for Districts.

Rotary's leadership has realised that successful public relations will pave the way to Rotary's prosperity and success in the future. Public Relations is a priority in the new Club Leadership Plan AND Rotary's new Strategic Plan!

It's all part of successful marketing of our organisation...

Rotary International's **Public Image Resource Group** has done some excellent work in the development of Rotary's public image /public relations in recent years.

This leadership will culminate in the 2008/2009
Rotary year with the unveiling of a
Communications/public relations “game plan”
for Rotary clubs ...

This plan provides clear direction
for all ... let's do it!



Communications Plan for Rotary Club of XYZ

This plan is a statement of the goals for communications for the Rotary Club of XYZ. It outlines an action plan for the year 2008-09 and is intended to work in with the Club Leadership Plan and the other strategies that form part of this plan.

Goals:

- To increase public awareness of Rotary in our area
- To communicate better with our own members and with our local community
- To utilize communications to assist in the club's other strategies, such as membership recruitment

Target Audience:

Primary:

Our local community – in the widest sense, but particularly those who have made donations
Rotary members – especially 35 – 45 year olds
Business leaders and potential contributors (banks and in-kind services)
Rotary Women
Our children

Secondary:

Schools (youth programmes)
Local and Central government
National and international Rotary committees

Action Plan:

Immediate:

- Obtain the Year 08 plan out by national or district PR officer for the year
- Sign up to www.rotary.org to get PR Tips each month
- Check all PR resources available via www.rotary.org
- Download latest Rotary logo (those designed from www.rotary.org) and create letterhead template for club use, add all contact details

Use outstanding Rotary programs to
“build Rotary’s image”.

The achievements of The Rotary Foundation
and our Peace Scholars, Shelter Box,
The Australian Rotary Health Research Fund
and Rotahomes all have great impact
when shared with the general public.



Design special brochures and work together -

Getting involved

Who can be a Rotarian?

Men and women from a broad range of professional, managerial, community based or business ownership backgrounds. Most importantly they must want to serve their community and attend their club regularly. A significant cross section of a community's vocational life is represented - one of Rotary's great strengths.



How do you join?

Membership is by invitation, but if you don't know anyone in Rotary call 1300 4 rotary (1300 4 768 276) for assistance. A person who is interested in joining is invited to attend a meeting to learn more about Rotary.

What's in it for you?

The Rotary experience is built on volunteering, service, friendship, business networking, personal development and FUN.



Community Connection

Rotarians are active in many kinds and exciting projects including health and education and the development of young people - in their neighbourhood, nationally and internationally.

Friendship

A strong sense of camaraderie develops through a variety of club activities. Rotarians stand together in good and bad times. Lifelong friendships are often formed.



Networking

Everyone needs to network. Each club has a membership drawn from all walks of life. Rotarians support each other as well as helping those in need.

Personal Development

Through activities, responsibilities and opportunity, Rotary promotes growth in social skills, public speaking, leadership and motivation.

Fun

Rotary is fun! All meetings have a fun element - and there's never a dull moment when people with a common purpose pull together in support of a worthwhile cause.



Want to know more?



If you think Rotary's for you, visit our website:
www.rotaryaustralia.org.au
To find a club nearby call 1300 4 rotary

Rotary: Humanity in Motion



rotary

people like you and me



Connecting lives. affecting lives

What is Rotary about?



The magic of Rotary is that it allows ordinary people to achieve extraordinary things. For over one hundred years, ordinary people around the world have come together as Rotarians to unite the power of one with the power of many to bring about exceptional change in the world.

A worldwide organization, Rotary is made up of men and women across all professions and vocations. You can spot them by the little gold and blue badge they wear.

In Australia there are more than 34,000 members in 1,200 Rotary clubs across towns, cities and small communities, all committed to Rotary's ethos of "Service Above Self".



Making a difference

How can you turn a dream of a better world into tomorrow's reality?

Rotary provides a way to put ideas into action.

When Rotary started raising money to eradicate Polio in 1985, there were over 350,000 cases in 125 countries recorded annually.

In 2008, only 1,870 cases of Polio were reported worldwide. Polio is now endemic in just 4 countries.



Working with major organizations such as The Bill and Melinda Gates Foundation, as well as governments throughout the world, Rotary is closing in on eradicating Polio for good.

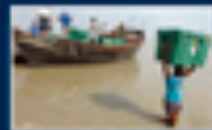
With over US \$700 million contributed and more than 400 million of lives improved worldwide, the volunteer efforts of everyday people through Rotary have changed the world as we know it.



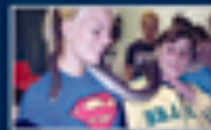
people like you and me

Where you can help

Rotarians are involved in numerous projects to help communities both at home and abroad. When you join Rotary you will be encouraged to turn your passions into a way of helping others – and you're likely to find support from other like-minded individuals. Just some of the areas in which Rotary has active projects running in which you can participate include:



Eradicate Polio



Youth & Learning Initiatives



Environment



Youth Exchange



Youth Driving Skills



Community Support



International Support



Vocational & Personal Development



Business Leadership & Mentoring



Projects & Programs to Assist the Deafblind



Literacy



Manufacturing

Erect effective club road signs and billboards...



MEETS AT
CWA HALL, MAIN STREET
6 PM TUESDAYS

The Rotary Club of Sandy Rocks, NSW

Rotary's recent major projects in this community include:

- Heart Care Unit at District Hospital
- Painted local Scout/Guide Hall
- Sponsored exchange student to Denmark

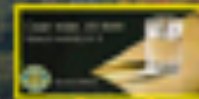
**Want more information?
Contact Maria Smith
02 9644 8211**



Billboards...from...
Rotary International



The Pacific Highway...
The Busiest Highway in Australia !!!




The Rotary Club of Sandy Bays, NSW

Rotary's service projects in the community include:

- Book Loan Club at Church Street
- Personal and Social Care Unit
- Sponsored exchange student in Denmark

Want more information? Contact Maria South 02 9644 8221

Always there... a world without pain



None but the good members



Clean water...basic to life
Rotary's working on it






Do things that make the general public sit up and take notice of Rotary and what we do...

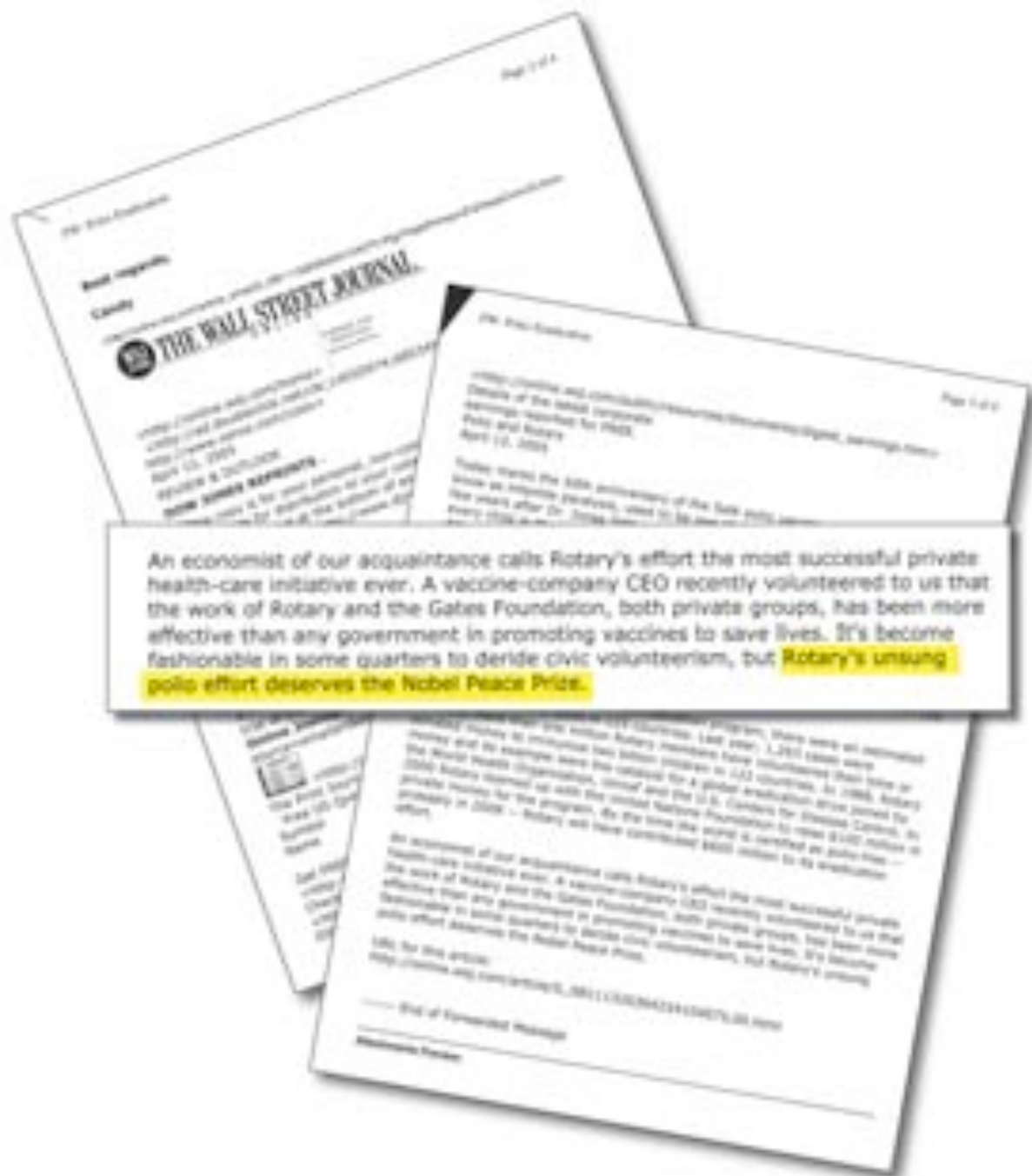






Work with media at every opportunity-





An economist of our acquaintance calls Rotary's effort the most successful private health-care initiative ever. A vaccine-company CEO recently volunteered to us that the work of Rotary and the Gates Foundation, both private groups, has been more effective than any government in promoting vaccines to save lives. It's become fashionable in some quarters to deride civic volunteerism, but Rotary's unsung polo effort deserves the Nobel Peace Prize.

Remember
Rotary's PUBLIC RELATIONS
is your
PERSONAL responsibility!