

CHAPTER 6

PROMOTING ROTARY



Our ability to tackle some of the world’s biggest challenges, both locally and globally, comes from the combined strength of our 1.2 million members. Imagine what we could accomplish with even more members and more community support. Your promotion of Rotary and the work your club is doing to improve your community is one way to grow your club and find volunteers and donors to support your service activities.

You’re an integral part of Rotary’s story. As president you have the opportunity to build relationships with club members, helping to connect their diverse perspectives and vocational expertise to make a positive difference in your community. Tell your story to promote your club, attract new members, and get community support.

PUBLIC IMAGE RESPONSIBILITIES

AS PRESIDENT-ELECT	AS PRESIDENT
Select and meet with your public image committee	Serve as the club spokesperson when working with the media, or identify a member to serve as spokesperson
Work with your public image committee to develop a communications plan	Provide updates on Rotary’s vision and mission and the club’s community service efforts to business and civic leaders, young professionals, and other organizations
Review your club’s current public image initiatives on Rotary Club Central	Cultivate relationships with local media and other organizations that can provide an opportunity to promote Rotary

AS PRESIDENT-ELECT	AS PRESIDENT
Make sure your club is planning projects and activities that show how your members are people of action who make an impact	Promote Rotary to friends, family, and co-workers
Set your club's public image goals using Rotary Club Central	Promote projects or activities that illustrate how your club is making a difference in your community
	Use social media to stay connected with current and past members and friends of Rotary, and to increase awareness of your club in your community
	Use the resources in the Brand Center to tell your club's People of Action stories

CLUB PUBLIC IMAGE COMMITTEE

The club public image committee develops and carries out a plan to keep the public informed about Rotary and your club's projects and activities. As club president, you can help implement and evaluate your club's public image efforts.

Select members for your public image committee who are articulate, enthusiastic, and knowledgeable about Rotary and your club. If possible, choose a committee chair with professional advertising, marketing, or public relations experience and a working relationship with local media.

Your club public image committee has the following responsibilities:

- Attend the district public image seminar to get ideas and learn strategies for effective public image practices (see appendix 2 for more information)
- Develop a public image plan
- Set and achieve club public image goals for the coming year (see the Public Image section of [Rotary Club Central](#))
- Use the resources in Rotary's [Brand Center](#) to promote the club
- Use the People of Action campaign resources in the Brand Center to increase public understanding of Rotary and drive engagement within your community
- Create awareness of club activities among club members, the media, and the general public
- Enhance projects and activities to make them more appealing to the media
- Help create a public image that attracts new members

Enhancing your club's public image requires time, effort, and planning. Before the beginning of the Rotary year, ask the committee to develop an action plan that identifies the audience, strategies, and tools, as well as the projects and activities that they will promote. For more information, see the Club Public Image Committee Basics course in the [Learning Center](#).

Your governor, assistant governor, district public image chair, and Rotary public image coordinator can advise and assist you in public image matters.

ANSWERING QUESTIONS ABOUT ROTARY

As president you're the face of your club. You'll have opportunities to speak to the public at project events, dedications, and other occasions. You should be able to easily answer the basic questions: What is Rotary? What does it do? Who are Rotarians?

Here are some messages to help you develop key points before media interviews and speeches to external audiences.

INTRODUCTORY PRIMARY MESSAGES

- Every day, in our communities and around the world, our neighbors face tough challenges — conflict, disease, and lack of clean water, health care, education, and economic opportunity.

SUPPORTING MESSAGES

- Rotarians have a vision of what's possible for their neighbors. They mobilize other leaders and experts to take action and see it through.

ABOUT ROTARY — PRIMARY MESSAGES

- Rotarians are people of action, driven by a desire to create opportunities, strengthen communities, and find solutions to the tough challenges that affect people around the world.
- Rotary is a community of 1.2 million men and women from all continents, cultures, professions, and experiences who connect through our local clubs.
- Rotary clubs tackle projects of every scale and inspire fellow Rotarians, friends, neighbors, and partners to share their vision, exchange ideas for lasting solutions, and take action to bring those ideas to life.

SUPPORTING MESSAGES

- Together with our partners, neighbors, and friends, we're:
 - Promoting peace, encouraging dialogue to foster understanding within and across cultures
 - Fighting disease, educating and equipping communities to stop the spread of life-threatening or preventable diseases
 - Providing clean water, building local solutions to bring clean water and sanitation services to more people every day
 - Saving mothers and children, expanding access to quality care, so mothers and children can live and grow stronger
 - Supporting education, expanding access to education and empowering educators to inspire more children and adults to learn
 - Growing local economies, creating opportunities for individuals and communities to thrive financially and socially
 - Eradicating polio, uniting the world to end polio, once and for all
- Rotary is a trusted partner and resource. With members and projects in almost every part of the globe, there's no limit to the good we can do.

Rotary’s top philanthropic goal is to eradicate polio worldwide.

- Rotary and its partners are close to eradicating polio, having achieved a 99.9 percent reduction in cases since 1988.
- Rotary’s chief role is fundraising, advocacy, and mobilizing volunteers.
- Rotary’s contributions to the global polio eradication effort will exceed more than \$2.2 billion and countless volunteer hours to protect more than 2 billion children in 122 countries from polio.
- Rotary is working to raise an additional \$50 million per year through 2020 for polio eradication, to be matched 2-to-1 by the Bill & Melinda Gates Foundation.

Rotary builds peace and international understanding not only through education and humanitarian service, but also by developing young leaders.

- More than 900 graduates of the Rotary Peace Centers master’s degree 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’s Youth Exchange program fosters international goodwill by enabling over 8,000 high school students to live and study abroad each year in 115 countries.
- Rotary’s Interact and Rotaract programs develop young leaders by promoting volunteer service, leadership, and professional growth.

If you’re not sure how to answer questions about Rotary, see the [Voice and Visual Identity Guidelines](#) for ways to communicate Rotary’s brand essence and values. Remember the key points in the following box:

ROTARY UNITES LEADERS

- Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.
- Rotary brings together leaders who use their combined expertise to tackle some of the toughest challenges facing our communities.
- Rotary harnesses the strength and experience of professional and community leaders from nearly every country around the world.

ROTARY EXCHANGES IDEAS

- At Rotary, we discover and celebrate our diverse perspectives during club meetings, conferences, service projects, and social events.
- Rotary finds a place for your expertise and passion. Whether you want to lead a project or participate in one, Rotary welcomes your involvement.

ROTARY TAKES ACTION

- Rotary creates positive change in communities around the world through our service projects.
- From stocking food pantries to providing clean water and improving maternal health, Rotary clubs join forces to carry out impactful and sustainable projects in communities around the world.

THROUGH ROTARY

- We build lifelong relationships.
- We honor our commitments.
- We connect diverse perspectives.
- We apply our leadership and expertise to address social issues.

As you develop your communications, keep in mind the characteristics of Rotary's voice: smart, compassionate, persevering, and inspiring.

Your answers should be positive, factual, specific, and brief. Avoid using Rotary terms — governor, district, areas of focus, PolioPlus — that the public likely won't understand.

ENGAGING THROUGH SOCIAL MEDIA

On social media, people engage with videos, photos, infographics, and other content that:

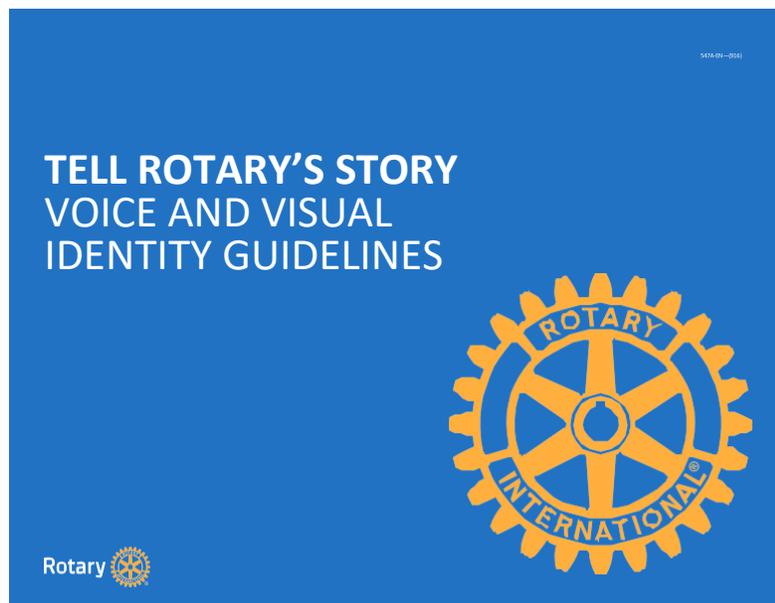
- Connects with their passions
- Gives them ideas and inspiration
- Helps them achieve their goals
- Entertains them

Your club's social media content should show your club in action — getting out in the community, networking, having fun. Keep meeting-focused content to a minimum. Follow local groups on social media to hear about community needs or possible service partners.

USING ROTARY MARKS

Rotary's masterbrand signature (official logo) identifies Rotary and our commitment to improve communities worldwide. Rotary International owns trademarks and service marks (referred to as Rotary Marks and listed in the Voice and Visual Identity Guidelines and the Rotary Code of Policies) for the benefit of Rotarians worldwide.

When you reproduce the Rotary Marks, follow our [Voice and Visual Identity Guidelines](#) and the [Rotary Code of Policies](#) (article 33). Clubs can download logos for Rotary, Rotaract, and other Rotary programs in the [Brand Center](#).



NAMING GUIDELINES

In naming an activity, project, program, website, or publication, the Rotary club or other Rotary Entity must use its name and not just “Rotary” alone. A club can add its name to the name of the project, for instance. Proper naming examples include:

- Rotary Club of Evanston Cleanup Project
- Mountain City Rotary Club Centennial Park
- www.anycityrotaryclub.org

The Rotary club signature, which consists of the masterbrand signature plus the club name, should be used on all club communications and materials associated with a club activity, project, and program. For specific guidelines on naming club projects, see the Rotary Code of Policies or contact your Club and District Support representative.



ROTARY MARKS ON FUNDRAISING MERCHANDISE

Nearly 160 licensed vendors are authorized to produce merchandise featuring the Rotary Marks and to offer club management systems and other online tools. See [My Rotary](#) for a list of [official licensees](#) and [Community Marketplace Resources](#) to connect with vendors. Only licensed vendors are permitted to produce and sell merchandise with the Rotary Marks.

If your club wants to raise funds for a project through merchandise sales, you can sell products featuring the Rotary Marks for a limited time as long as you purchase the merchandise from an official Rotary licensee and include this information on the items:

- Your Rotary club name or Rotary club signature
- Your fundraising event or project name
- The project dates

If your club wants to sell merchandise for a long-term fundraising project, you'll need to apply for a license. If your club wants to buy merchandise from an unlicensed vendor, that vendor must receive permission to use the Rotary Marks directly from Rotary International. Send questions about the use of Rotary Marks on merchandise to rlicensing@rotary.org.

DISCUSSION QUESTIONS

How will you answer the question, What is Rotary?

How can you prepare to serve as your club's spokesperson?

What innovative public awareness ideas will your club try?

