

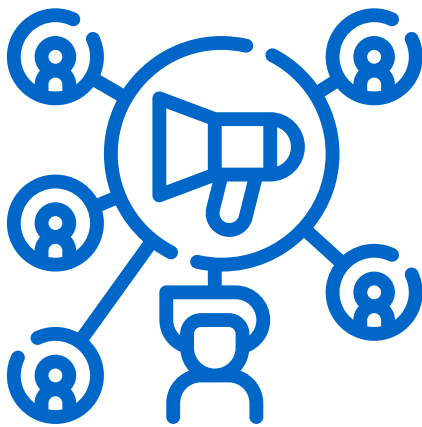
Rotary Public Relations

**An Informational Document About the Online
and Local Community Presence of Rotary Clubs**

Created by Antonio Varela, Alexis Wood,
Allison Califano, and Daniel Sardak

Overview

This booklet goes over what this project found about how to promote Rotary Clubs' services and fundraisers. This document will first discuss the general findings about different promotional methods, then will go into depth about the different promotional methods



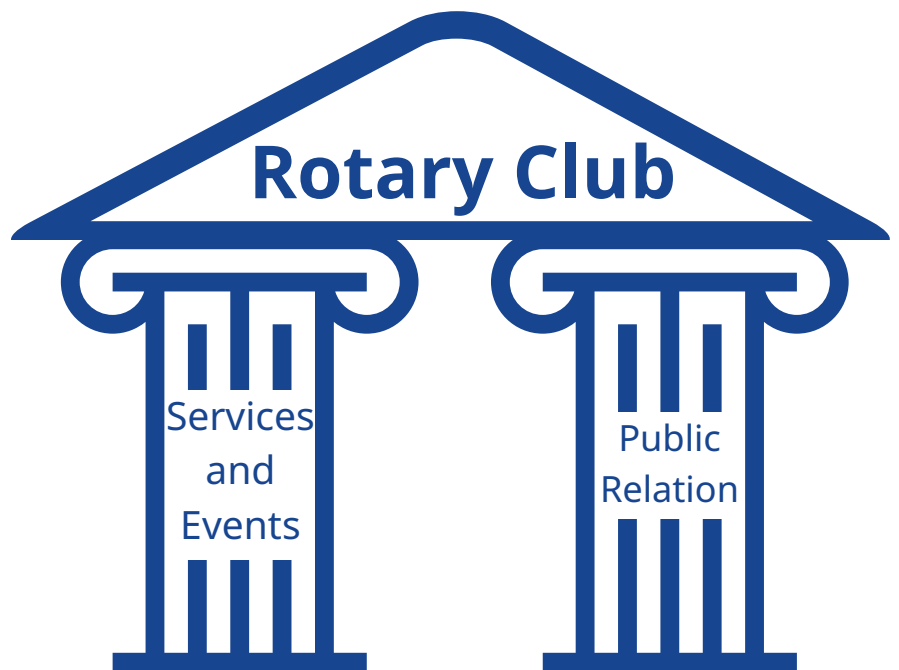
This document is based off of research on scholarly sources about Rotary clubs, interviews with Rotary clubs, as well as looking through the websites and social media of 74 different Rotary and Rotaract clubs. The clubs that we focused on are mainly in the United States and Italy.

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General Findings

Promotional activities would be rendered useless without any events to actually promote. Events and their promotions are evidently linked. The better one of the pillars is, the better the other can be.



Any promotional material should look attractive so that people will become more interested in content. Clubs should put their best foot forward when discussing services or fundraisers they are doing.

Public relations has two parts, recapping past events and promoting future events. Discussing past events is useful for telling people why the Rotary Club matters, showing evidence and accomplishments that will get people interested. That interest will lead to future events, and talking about what will be happening will allow for people to get involved.



Local Media

Local media sources such as newspapers, either online or in print, are a great way to publicize any service, fundraiser, or organization to their local and global communities.



Since the local media sources are outside organizations, there is not as much direct input the the clubs can do for them. There are a few things that clubs can do to support the organizations though.



For instance, Rotary Clubs should often talk to local media companies and invite them to events in order for the media source to learn about the club and publish it in their tabloid for their audience to read.

Once an article is made about the Rotary Club, the club could also promote the article using their website or facebook. This helps bring awareness to the article and offer thanks to the media source for writing about the club.



Examples from Clubs Local Media



Rotary Club Venezia is at Hotel Monaco & Grand Canal - Venice.

4d · Venice · 🌐

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A particular thanks to [Il Gazzettino](#) who published the meeting the other day to remember the figure of Giuseppe Goisis, our social partner, philosopher, already teaching at Ca' Foscari, who recently disappeared. Introduced by Pietro Mariutti (president 2022-2020), a few days ago, Maurizio Del Maschio, publicist journalist, spoke about it in the club's gathering. Deeply touched, "it was pleasant to listen to him and understand his thinking," said Del Maschio, friend of Goisis,... [See more](#)

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ROTARY

VENEZIA Un incontro per ricordare la figura di Giuseppe Goisis, filosofo, già docente a Ca' Foscari, recentemente scomparso. Introdotto da Pietro Mariutti (presidente 2022-2023), alcuni giorni fa, ne ha parlato Maurizio Del Maschio, giornalista pubblicista, nella conviviale del Rotary club di Venezia, che si è tenuta all'Hotel Monaco. Profondamente colto, "era piacevole ascoltarlo e capire il suo pensiero" ha detto Del Maschio, amico e sodale di Goisis, ricordando i suoi studi sullo sviluppo di Venezia, le pubblicazioni, le conferenze, la sua sensibilità al dialogo con il mondo ebraico, il suo ultimo libro sulla "Speranza".

"Persona estremamente aperta e rispettosa verso gli altri, trovava punti di convergenza anche nelle espressioni più diverse dei suoi interlocutori. Esponeva il suo pensiero in modo chiaro, piano, e aveva la dote

Incontro nel ricordo di Giuseppe Goisis «Filosofo di speranza»



INCONTRO Ricordato il filosofo Giuseppe Goisis

della sintesi. Il testo sulla speranza è un soliloquio, un libriccino in cui sintetizza la sua idea".

"In cosa consiste, veramente, la speranza, che attraversa le vicende umane, da alcuni denigrata e da altri esaltata?" a questa domanda Goisis aveva risposto in "Speranza" (Messaggero) trattando il tema con profondità, semplicità e chiarezza, in cui la speranza scaturisce come "emozione, passione e sentimento", che va coltivata come abitudine, per diventare "virtù".

"Il filosofo accompagna il lettore lungo il tempo e le varie culture a dimostrare l'universalità della dimensione speranza giungendo fino ai giorni nostri, e mettendo in luce - ha ricordato Del Maschio - come questa

società viva in una dimensione che prescinde dal trascendente e relega la fede religiosa alla sfera privata, finendo per contrastare o quantomeno tollerare l'espressione pubblica della fede cristiana in questo mondo così palesemente disincantato e anche, sia pure in parte, assediato dall'aridità, dall'indifferenza e, spesso, dalla rassegnazione. Che cosa può fare il cristiano se non può rendere pubblica la propria testimonianza?"

"Vivere con una speranza, nella mente e nel cuore, significa anticipare il futuro". Quale speranza lasciare in eredità alle nuove generazioni? E l'educatore Goisis parla di "una speranza ragionevole e comunicabile" e più che lasciare beni materiali, sia importante tramandare due dimensioni: le radici dalle quali poi si generano i frutti, e le ali, per volare innanzi. Ed è "una speranza per tutti, universale" che implica pazienza e coraggio.

Maria Teresa Secondi

© RIPRODUZIONE RISERVATA

The Rotary Club of Venice does well at being featured in the newspaper often. Once they are featured, they make a post on their social media, talking about the article and thanking them for the publicity.



Website

The website of any organization is one of the key aspects affecting and organizations public image. When people look up a specific Rotary Club, the website is likely the first thing that they will see. So making the website attractive and organized is important.



A lot of Rotary Club fall into the trap of making their website focus too much on Rotary International itself. Discussing Rotary International and what they do is definitely needed for all Rotary Clubs, but that information can also be found on the Rotary International website. Focusing the website on the specific Rotary Club helps viewers better navigate the site and find the information they need.

There are a lot different aspects that can be included in a Rotary Club website:

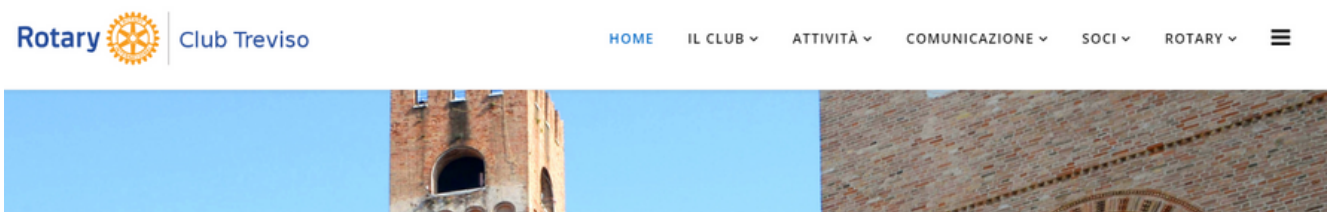
- Frequent updates of news that is happening in the club.
- A calendar that shows past and future events.
- The services being provided by the club.
- Information on how to get involved in the club.



Examples from Clubs Website



The Rotary Club of Atlanta has a very nice a well organized website. The key is that a third party made it, it's not required for the club to make the site themselves.



The Rotary Club of Treviso uses a template website that is provided by Rotary International. Despite that, the navigation bar at the top of the website is organized to talk about the club of Treviso instead of Rotary International.

Social Media

Social media is a large aspect of an organizations online presence. It allows the organizations to easily and frequently promote themselves. For Rotary Clubs, it should be utilized to show viewers what is happening in the club and show it's unique aspects. The goal of using social media platforms is to reach more people and help get them involved in the club.



Through our research, we found that most Rotary Clubs use Facebook, but some use platforms like Instagram, Youtube, or LinkedIn.



The social media of Rotary Clubs should focus on current and future events. Posing about future events helps increase attendance and engagement.

Posing about service is important for displaying all the great services Rotary Club does for the community. We found that posing pictures and promoting more hand on types of services also displays the clubs activity and dedication to serving their community.



Examples from Clubs Social Media



The Rotary Club of Roma does a great job of showing members performing hands on services for their community.



The Rotary Club of Los Angeles uses member spotlights to highlight a new person each week.

Examples from Clubs Social Media



Rotary Club of Chicago

3d · 🌐

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Thinking about joining Rotary Club of Chicago? Check out all the amazing benefits of being a Rotarian! Make a positive impact on your community. If you would like to be considered for membership, reach out today: rotaryone.org/join/

#ROTARYOne #RotaryClubofChicago #ServiceAboveSelf #GiveBack #Rotary #Chicago



Do YOU want to be a part of:

- Effecting change within the Chicago community?
- Developing leadership skills while having fun?
- Gaining an understanding of and having an impact on local and

The Rotary Club of Chicago uses posts to encourage new members to join



Rotary District 5870 Central Texas

June 29 at 4:01 PM · 🌐

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Who is ready for some fun? Join us for ROTARY NIGHT AT THE BALLPARK on Saturday, September 16th at Dell Diamond! [Round Rock Express](#) vs. Las Vegas Aviators at 7:05 PM. Tickets are \$20 section, section 113. Buy tickets: <https://ow.ly/VX9r50OWahl>

#1DistrictStrong
#SummerNites
#RotaryFun

Rotary clubs can start a conversation about their events early on, like the Rotary District in Texas mentioning an baseball night in June that will occur in September.



ROTARY NIGHT
• at the •
BALLPARK

Saturday, September 16th, 2023
Game time @ 7:05 PM



Member Newsletter

A member newsletter is paper or small booklet given out by an organization that shares information about the organization and the community involved. Examples include weekly church bulletin, monthly emails.

The purpose of a member newsletter includes the following.

- Remind members about future events.
- Recap past events members might have missed.
- Recognize accomplishments.
- Keep members feeling connected and informed.



Possible informational sections for the member newsletter include the following.

- A word from the organization.
- Calendar with upcoming dates.
- Advertisement boxes for possible sponsors.
- Member spotlights to encourage community.
- Progress updates on certain initiatives.

Member newsletters can be sent out as frequently as needed such as weekly, monthly, or quarterly. The frequency of the member newsletter depends on the goals of the organization. For instance, church bulletins are printed each week because most people go to church once a week.

Examples from Clubs Newsletter

Flint Rotary World

Charter No. 220 – *Rotary Club of Flint, Michigan* – Organized April 7, 1916
Rotary theme for 2022-2023 “Imagine Rotary”
Jennifer Jones, *Rotary Club of Windsor-Roseland, Ontario Canada, Rotary International President*
Mike Chaffee, *Rotary Club of Flint, Flint, Michigan, Governor, District 6330*

Coming up: District Conference @ Gateway
Join us in-person!

Speaker Round-Up
Our “speaker” last Friday was the always-fun Presidential Roast – a long-standing tradition in our club, whereby the incoming president “roasts” the outgoing president.

This year, Incoming President Ann Marie VanDuyne put outgoing President Elizabeth Jordan on “trail” to show unequivocal proof that she lived up to the Four Way Test during her presidency.

Defense attorneys (literally) were engaged, witnesses called, and in the end, the jury concluded that not only did President Elizabeth uphold the Four Way Test – she knocked it out of the park!

And, we all got to witness Judge Duncan Beagle in full regalia – including a white wig. Now THAT was something!

NEW MEETING FORMAT
Beginning in July 2023 the club will change its meeting format to:
First Friday – Service Friday meeting
Second Friday – Regular meeting w/ speaker
Third Friday – Thursday night social meeting
Fourth Friday – Regular meeting w/speaker
Stay tuned for details!

OFFICERS AND DIRECTORS 2022-23
President – Elizabeth Jordan
President-Elect – Ann Marie Van Duyne
Vice President – Patrick Naswell
Vice President – Ellen Echois
Director – Joe Martin
Director – Nick Godiesky
Director – Marissa Pierce
Director – Ed Fletcher
Past President – Kyle McCree
Club Administrator – Amy van der Putte
Treasurer – Rebecca Millsap

- 1 The **Flint Rotary Club** has a weekly newsletter that recaps their weekly meetings.
- 2 Pictures display their club culture and community.
- 3 Includes homage to the Rotary Club officers and directors for their heard work.

Examples from Clubs Newsletter

1



Our Newest Club Member!

RCRHH welcomes its newest member from Claremont New Hampshire, Charles Emond - Professor Emeritus at Webster University Thailand. Welcome to the club Charles!



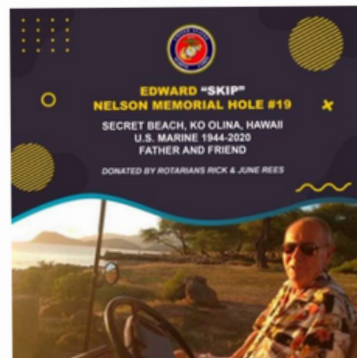
Dr Michael Gubser – help4people foundation

P Phil introduced Dr. Gubser who has been a great supporter of RCRHH for the past several years. He was the main sponsor for this year's charity golf tournament last November. Here Dr. Gubser is here receiving the Certificate of Appreciation from P Phil and Golf Committee Chairman Michel Zuber



Rotarian Rick Rees

Rick Rees has provided donations supporting our Charity Golf tournament for the past 2 years. To honor his longtime friend, Skip Nelson, who passed recently and to support our club, Rick sponsored a golf hole during this year's tournament.



2

1

The **Rotary Club of Royal Hua Hin** uses their weekly news letter to welcome new members.

2

Highlights members individual contributions to charities and other community service initiatives.

Examples from Clubs Newsletter

1



Royal Hua Hin
Rotary
Club

Rotary Club of Royal Hua Hin
Upcoming Events 2023

<p>31st January 4th February 7th February 14th February 15th February 21st February 28th February 7th March 14th March 17th to 19th March</p>	<p>Bamboo School Inter Country Meeting Monsoon Valley Weekly Meeting Sister Club agreement Board Meeting Weekly Meeting Fellowship Evening Weekly Meeting District Conference</p>	<p>Hat Yai 3330 and 3300 Malaysia Valentines Special Club Runner Updates Peter and Pascal RC Ploi Ratchaburi Dr Kate Spine Clinic</p>
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FEBUARY BIRTHDAYS

Rini Busschers

Paul Grab

Billy Popham

This week's presenter:
Dr Andrea Degen – Bamboo School of Thailand
"A children's refuge for abandoned or orphaned children....learning to serve others"

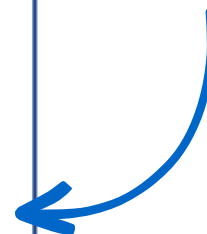
Dr Andrea introduced the Bamboo School project. The school is now an ideal project for district and global grant funding. Andrea has been working on this project with her club, RC Zurich Limmattal, the Rotary Swiss Intra-Country, and RC Eastern Seaboard Pattaya.

The mission is a showcase project for more sustainable and long-term development and aid from Rotary International with global and district grants. Dr Andrea asked if RCRHH would be interested in supporting the Bamboo School by becoming a partner in submitting a district grant and possibly a global grant with other clubs.

2



3



1

The **Rotary Club of Royal Hua Hin** also includes a list of upcoming event.

2

Displaying members' birthdays help encourage a sense of community.

3

Recap of that weeks meeting.