

Promoting Your Club and Rotary

Rotary is the world's premier international humanitarian service organization and should be promoted as such. When people are aware of the outstanding humanitarian accomplishments of Rotary clubs and districts, they respect the organization for its contributions to the community, and become more interested in becoming a part of it.

Every Rotary club should develop and execute a successful public relations plan to make their community aware of their club and the organization. Part of your role as club president is to ensure that your club is providing a positive public image for itself in the community and for Rotary in the world.

Your key resources for public relations efforts include *Effective Public Relations: A Guide for Rotary Clubs* (# 257) and Rotary's Brand Center where quality, media-ready materials can be previewed and downloaded for free.

As president-elect, you have these responsibilities:

- Appointing and meeting with your club public relations committee
- Reviewing your club's current public relations initiatives using the tools available to you at <http://www.rotary.org/public-relations>
- Setting public relations goals, using Club Central
- Ensuring that your club is planning projects and activities that will attract positive media attention

As club president, you have these responsibilities:

- Serving as the club spokesperson when working with the media, or identifying a fellow club member to serve as spokesperson
- Providing timely, regular updates to business and civic leaders, young people, and other organizations on Rotary's mission and the club's community efforts
- Cultivating relationships with local media and other organization representatives

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- Encouraging club members to seek opportunities to further the aims and accomplishments of Rotary through personal, business, and professional contacts
- Seeking publicity for successful service projects or other activities that illustrate Rotary's mission and accomplishments
- Using social media to make your community aware of club events and activities

There are many advantages when your club has a dedicated, effective public relations process. These include:

- Enhancing your club's public image
 - Gaining support and resources for projects
 - Building relationships and links with other community organizations
 - Attracting qualified members
 - Recognizing Rotary members for their contributions to their community
 - Sharing the great news about your club and Rotary in your community
- Rotary

Finally, one of the three priorities of the RI Strategic Plan is to enhance public image and awareness. Your club and all Rotary clubs are encouraged to:

- Unify Rotary's image and brand awareness
- Publicize action-oriented service initiatives and projects
- Promote Rotary's core values
- Emphasize vocational service
- Promote the many networking opportunities found within Rotary and its signature activities