

Showcasing Rotary to the Community—a Great Way to Raise our Public Image

Over the past couple of months two significant community events have helped to raise Rotary's public image within the community—Tree of Joy and Australia Day. Having marquees, pull up banners, and other signage with appropriate club logos on display, as well as Rotarians in brightly coloured club polo-shirts at these events ensures there is no misunderstanding about who has organised / hosted these events.

It was also great that neighbouring clubs worked together to organise and hold these and promote Rotary to the community.

The Mountain's Australia Day function saw the Upper Blue Mountains Sunrise Club join forces with Katoomba Club to hold a very successful event in Wentworth Falls—entertaining locals and giving away over 700 sausage sandwiches and numerous drinks during the day. A smoking ceremony carried out by representatives of the local Aboriginal Community started the festivities.

To quote the RC UBMS's January Bulletin "Rotary sees Australia Day as an opportunity to celebrate our cultural diversity and rich migrant heritage, which is very much part of our unique Australian identity and

which has helped shape a nation proud of its strong and successful multiculturalism."

On the Central Coast a collaborative effort from three clubs: Terrigal, Erina and Kincumber saw a very successful Australia Day event take place on the shores of Brisbane Water at Kincumber. As in the Mountains, along with the usual sausage sizzle, the clubs organised a smoking ceremony by our First Nationals People who have lived in the area for many years.

Tree of Joy is an event held by a number of clubs within our district each year in the lead-up to Christmas. Not only does the presence of a huge Christmas tree manned by Rotarians in a major shopping centre raise awareness of Rotary, but it provides a wonderful opportunity for the community members to become involved, supporting those who are less fortunate than us by providing gifts to place beneath the tree for distribution by Rotary on Christmas eve.

The Rotary Club of Beecroft's Tree of Joy (pictured at right) also showcased a number of projects that Rotary runs, both locally and around the world.

All are great examples of Rotarians being People of Action!





Check List...

Compliant Club Logo

- ☐ Incorporates our official Masterbrand signature logo (ie the word "Rotary" to the left of the Rotary Wheel?)
- ☐ Includes your Club name (either above or below the word 'Rotary')
- ☐ All text details are to the left of the wheel
- ☐ "Rotary" is centred with the wheel
- ☐ The last letter of the club name is inline with the 'y' in 'Rotary'
- ☐ Includes the word 'Club'
- ☐ Is separate from other graphics
- ☐ All the club details are:
 - the correct font type,
 - font size,
 - position,
 - in upper & lower case,
 - and correctly spaced
- ☐ Created using the template in the brand centre at rotary.org

The easiest way to ensure compliance is by using the template in the brand centre to create all your logos! [Brand Centre](http://rotary.org)

Why we need to personalise our club logos

Rotary clubs rely on support from the community in order to hold successful fundraising and community service events, so building and maintaining a strong relationship with members of the local community is vital for that to happen. Being able to promote that the function is being run by a specific club/clubs by displaying a personalised club logo is vital for strengthening that relationship.

A pharmacist friend recently commented about how fortunate Rotary Clubs are to be able to promote that it is their club—as distinct from a neighbouring club—that is running the event. As a franchisee of a major pharmacy chain, my friend is a very generous donor to Rotary and other charitable organisations in our local community. However, the strict use of the chain's marketing material prohibits him from promoting that it is his particular pharmacy that is the donor—not his 'opposition' down the street.

The moral of the story—take every opportunity you can to promote YOUR club. Always use a personalised club logo!

Rotary

Club of (your club name)



Social Media: Content is KING!

Recently I ran a very successful social media workshop for some self-proclaimed social media novices. Some of the topics covered were “How to set up a Rotary club Facebook page” and “Branding yourself and the club on Facebook”.

But the biggest question asked of me on the day, and certainly asked of me most often, is what sort of social media content do I post? And how do we make it go viral? This is a very important question in today's social media world where content, as Bill Gates put it back in 1996, is KING!

So, to help you out and make sure you never run out of ideas, here are some suggestions for content you can post on your Facebook page.

1. Showcase members: Highlight your club members on your page with a “Member of the month” initiative. It gives your members a chance at 15 minutes of fame by featuring the fantastic work they do for your club. You could also wish your club members a happy birthday or acknowledge another significant event. This type of post will personalise your presence on social media.

2. Club photos: Take photos of your happy club members engaged in a service project or enjoying an interesting guest speaker at the meeting.

3. Questions: Pose simple questions that your fans can answer quickly. Something like, “Why are you a Rotarian?”

4. A day in the life post: Give a recap of a typical day in the life

of one of your members at their place of work, or living the high life of retirement.

5. Share the news: Link to a popular news story about Rotary. The *My Rotary* and the *Rotary Down Under* website and Facebook pages have a lot of current and interesting stories about the various activities Rotary clubs and Rotarians are doing.

6. Take a trip down memory lane: A new social media tradition is to share something from the past on a Thursday or a Friday, titled appropriately enough as #ThrowbackThursday and #FlashbackFriday, so share photos of your club history or your very first service project.

7. Updates: Tell your Facebook fans about upcoming guest speakers, exciting club projects or other events that have been planned, or even update them on a successful event that's just happened.

To receive the maximum amount of engagement from your audience by delivering the right content will see your club lead the way in the Rotary social media revolution!

**Evan Burrell, District 9685
Public Image Team**



Help Strengthen Rotary's Brand

Update your websites and social media accounts using the [Brand Centre's](#) promotional resources — photos, videos, templates, and more — to show your community that Rotary members are People of Action.

Go to the new **Our Brand** tab to learn how to use Rotary's logos, colours, and fonts to create flyers, brochures, presentations, and other materials that look and sound unmistakably like Rotary. In the **Help** section, you'll find answers to frequently asked questions about the elements of our brand, as well as ways to contact us.

By using a consistent look and tone when you promote your club's good work, you will increase people's recognition of Rotary.

Our Brand Centre gives you the tools to do this (New features available 15 February.)


The power of the Rotary logo



By: Charles Pretto, 2022-23 district governor of District 5340 (USA)

I like the Rotary logo — the one with the wheel and the word “Rotary” next to it. It’s not always a popular opinion though. Some members prefer the old Rotary wheel and continue to use it, even though it was retired nearly a decade ago. In some ways, I get it. We Rotary members can be traditionalists.

The modern Rotary logo has something that the old one doesn’t though: name recognition — literally. The word “Rotary” (or Rotaract) is in big letters. It’s easy to read and most importantly, it’s easy to identify. I experienced that difference first-hand when I started wearing the modern Rotary logo on my lapel pin.

Rotary  From my dental hygienist to the person bagging my groceries, I was getting asked about Rotary everywhere. I never had this level of engagement before! You know why? Because we aren’t a big corporation like Starbucks with a logo you just know. The wheel doesn’t mean anything to the public. By adding “Rotary” to the wheel, our logo becomes much more identifiable. And because of that, I’ve had many delightful conversations with people. Some have even joined our club meetings to learn more about Rotary. It’s been a great recruitment tool.

I know public image can’t be a priority for every club — they have other issues and challenges to focus on. So for those clubs who need additional assistance, but lack the resources to do it, I am starting a program in my district that will connect Rotaractors who are studying marketing or a related field with clubs that needs help with their branding and public image. It’s a win-win situation! Rotaractors who need real world experience will get it by using their talents to help clubs increase their public image in the community. If your club wants to update their logo but you don’t know where to start, I recommend reaching

out to your district public image coordinator to see what resources might be available from your district.

When we all use the Rotary logo, it really pops! And the awareness of our logo can help engage more individuals, welcome more people into Rotary, and do good in the world.

Charles Pretto is a member of the Rotary Club of San Diego, California (USA). He’s a big believer in the power of the Rotary logo. So much so, Charles plans to give every member in his district a Rotary pin. He hopes it will help start more conversations between members and the next generation of Rotarians and Rotaractors.

Source: Rotary Voices posted 11th February 2022 To read full article click : [Rotary Voices](#)

Do you have a Rotary Signature Block for your emails?

Just consider that there are 25,000 Rotarians in Australia each sending (on average) 3 emails per day—that equates to 27,375,000 opportunities to promote Rotary each year.

A signature block is a simple but effective way to raise our public image.

You rarely (or never) receive an email from a business associate without a signature block—why should Rotary be different?

If you need help creating your signature block contact me:

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Rotary 
District 9685 Inc.

WHAT DO ROTARY AND MCDONALD'S HAVE IN COMMON?



This is a question I ask Rotarians when I address their meetings on public image and

the importance of branding. Most respond with the obvious – that apart from both being large multi-nationals they are completely different organisations with little in common. One provides convenience and fast food, the other provides hope and assistance to those in need around the world.

But the biggest difference, I believe, is in their approach to corporate branding. If you walk into a McDonalds store anywhere in the world you know exactly what to expect. Apart from the easily identifiable golden arches, and the free wifi, the shop fit-out is the same, the staff are in identical uniforms, the menu is consistent, you are greeted with the same words of welcome and you are always asked “would you like fries with that” when placing your order.

In contrast, Rotary is much less recognisable. Apart from our logo – the Rotary wheel – we have little to identify us as an international service organisation. Rotary in each country is different. Our clubs are autonomous which means what we say, what we do and how we look differs from club to club and district to district. We meet at different venues at different times, we run our meetings differently, we carry out different projects and programs and when we are asked “What is Rotary?” we give a variety of different answers. This results in confusion and misunderstanding in the community – we look like a number of different organisations - and it is not surprising that only

about 20% of the population has any reasonable understanding of who we are and what we do. Why is this important? Because we want people to recognise us and to understand the good we do in the world, so they will connect with us, volunteer on our projects, support us financially, and join us in membership.

The importance of having a readily identifiable logo and conveying a clear and consistent message about who we are and what we do cannot be emphasised enough. Fortunately, Rotary International has made this easy for us through the voice and visual identity guidelines and the variety of templates available in the Brand Centre at www.rotary.org.

So why are some clubs slow in adopting the ‘new’ branding – now not so new as it was introduced over 9 years ago? Is it because our training has failed to deliver the message and to stress the ‘how’ and ‘why’ and the importance of consistent branding in promoting our public image; or is it because the training doesn’t filter down to those who write the weekly bulletins or prepare the new brochures, flyers, banners and Facebook posts with the old logo; or perhaps it’s because of the view that ‘the old logo has served us well for many years, and I don’t like the new one, so I won’t use it’! Most probably, the true answer is that each club is autonomous and can basically do what they want (there are no Rotary police!) and often the members of these clubs don’t appreciate the importance of consistency and clarity of branding in promoting the image we want.

Would McDonald’s be as successful if each store ‘did their own thing’?

Probably not. It’s time now for Rotary to step up to the mark. I’d dearly love to be able to go to any Rotary club in Australia and be confident that the bulletins, brochures, flyers and banners available at their meetings or their community events (not to mention their website and Facebook posts) display the correct logo and promote us as what we are: **“People of Action”**.

We need to be more like McDonalds!

PDG Gina Growden

Rotary as a Brand

A brand is more than a logo. Rotary’s brand is much bigger than its wheel. It’s a perception: it’s how others think about us, not just how we see ourselves.

When we talk about the Rotary brand, we’re talking about the basic qualities and goals that unite all Rotary clubs and districts – it’s what we offer people who partner with us, join a club, or participate in our programs and projects.

Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.

Why your club needs a public image chair

It's important that Rotary and Rotaract clubs tell their stories in ways that help communities understand what Rotary does and why our work matters so as to inspire others to get involved. Appointing a club public image chair can increase your success at making the club's communications consistent and unmistakably Rotary.

As the District 1950 Public Image Chair (Germany), I have been responsible for promoting Rotary and its activities on the district level and helping clubs develop their public image. Here are a few things I have observed:

Why you should have a public image chair

When a club promotes itself and its work, they are increasing Rotary's awareness in the community. But it's also difficult for those club members who are organizing service projects to be responsible for marketing them too. A public image chair can help with all of that. They can manage the club's public relations, press, and marketing in a coordinated and consistent way throughout the entire Rotary year, across projects.

What a club public image chair does

The chair is responsible for designing flyers and posters, writing press releases, updating the website, managing the club's social media presence, and making sure the club logo is used properly and consistently. Ideally, the club public image chair would manage a team with the appropriate skills to help, all

working together to showcase the club and their members as people of action.

What qualifications are needed

The chair should have experience in marketing, journalism, copywriting, or digital media. Photo or video creation and editing is also a plus, as is having existing contacts to local journalists.

Available resources to help you succeed

The Rotary [Brand Centre](#) contains templates that are extremely helpful. I also recommend club public image chairs meet regularly with the district public image chair via digital networks or events to share ideas and strategize.

By Bernd Meidel, District 1950 Public Image Chair (Germany) Source: Rotary Voices: November 2021

Her: "babe, can you take me to one of them places where they cook in front of you?"

Me: "say no more baby"



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