

PUBLIC IMAGE

Overcoming COVID lockdown boredom

With COVID currently restricting our movements and forcing us to stay home, now is a good time to review how well our clubs are complying with Rotary International's requirements regarding branding.

Remember, it's not just our websites that need to display a correct club logo, it's **all** publicity material produced by the club—including our club brochures, bulletins, letterheads, event flyers, annual reports, pull-up banners and event banners.

Our public image is how we are perceived in the community. You only get one chance to make a good first impression. Developing a desirable public image (what we all strive for) is dependent on always projecting a clear and consistent message, and this starts with using a club logo which clearly identifies not only that the club activity / event being promoted is a Rotary club event, but also which particular club is involved.

Congratulations, currently over 75% of clubs in the district display a compliant logo on their website. The public image team will be contacting those clubs who are not compliant in the next few weeks to assist with updating their sites. Unfortunately, a compliant website does not always mean that other publicity material produced by the club is also correct!

I frequently see club bulletins and event flyers, with non-compliant logos even though the club has a compliant logo on their website. Obviously, there needs to be better communication between club members to ensure consistency of the message!

So, with at least another four weeks of lockdown to go, I encourage you to review all club publicity material now, and make any necessary amendments and updates.

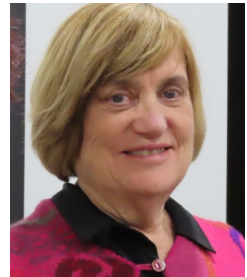
The most common mistakes made by clubs regarding non-compliant logos are:

- Using the wheel on its own—without the word "Rotary"
- Not including the club name
- Club name not kept to the left of the wheel.
- Using a lockup logo—these are reserved for our partners and sponsors

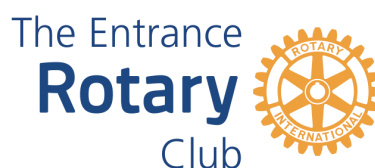
Using the Brand Centre to create all club logos ensures that compliance is always achieved. If you need help creating a club logo, the Public Image team will be happy to oblige.

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Public Image Team



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Tips for Raising our Public Image

- Be diligent about branding—Always use a compliant, **personalised** club logo.
- **Tell Your Rotary Stories:** Talk, Talk, Talk—to your friends, your colleagues, your local community. (Rotary is not a secret society, but few people really understand what we do and what we stand for). We need to share our stories with them
- **Be active on Social Media**
- **Don't ignore traditional media:** develop a relationship with your local newspaper editor / community radio
- **Select the right team** (more than one person)
- Train them well
- Make Public Image an **integral part** of each project
- Plan, plan, plan!

“Failure to plan is planning to fail” (Mark Spitz)



Always keep the Rotary Wheel separate from other graphics, and don't use the wheel by itself—this is our Mark of Excellence (not our official logo), so shouldn't be used by clubs.

“ We understand that updating a logo might not seem to be a very high priority, especially during a pandemic. But look at it this way: With so many of our clubs supporting their communities during this health crisis, consistently using a unified brand signals to the public — including potential members and donors — that local clubs are supporting the community and those clubs are part of the global Rotary network. It establishes trust in our organization and our members. ”

Past RI President, Holger Knaack



For the cost of a cup of coffee: How to win with Facebook advertising

Photography

Use photos that capture action

Feature the people who benefit from the work you do in the community

Photos must

- Represent real-life, everyday moments
- Show a clear visual narrative that pertains to the headline
- Be inspiring and aspirational
- Have warm lighting and natural colours

Photos should

- Represent the diversity of the club
- Include two or more people
- Use interesting camera angles
- Have a sense of motion

There are only a few things \$5 will buy now days: an overpriced cup of coffee at your local café? Maybe a six-inch sub from that sandwich shop? Or it could buy some advertising that could revamp your entire Rotary club's PR game plan and help you dominate social media!

Facebook ads and boosting your posts aren't just good for exposure of your Rotary club, it can represent a fantastic opportunity to promote your club to attract people who would be unreachable through the traditional channels.

If you want to know why you should spend a little bit of money on your club Facebook page by using advertising, here's why.

You can use it to promote your membership recruitment efforts or attract more people to attend your club events like the fun runs the sausage sizzles or the community markets.

You can specifically target your ads or a post with a wide range of criteria, including location, age, sex, education, work history and interests. Your campaign can be as specific as targeting only men over 50 who have an interest in golf near the Birdsville track or as broad as anyone living in Australia or New Zealand who "likes" music and graduated from university.

Facebook's targeting mechanism makes it so easy to find the right people. What's more, by targeting only those people who are likely to be living in your neighbouring suburbs that have an interest in your local community, you effectively focus

on just those highly-interested people.

The Facebook advertising platform charges only on a pay-per-click basis, so you're not throwing money out the window on uninterested people. You'll only be charged if someone takes the initiative to click on your post or responds to your ad to explore the opportunity further. So, basically if your club has a fantastic story to tell it is your job to captivate your audience with that story. Having a compelling image will also help to catch the Facebook users' eye and that is your initial chance to pitch to a potential audience about your club successes.

One of the most powerful functions of having a Facebook ad or boosting a post is to drive traffic to your club's Facebook page. If met with engaging and relevant content this traffic can be converted into those beautiful page likes. In turn, those individual page likes become your own Rotary club fan community.

As fans, they will receive updates from your club page, including notifications of what your club is up to in the community, making them the ideal promoters for your club.

The gist is that advertising with Facebook gives your club the chance to put the world's largest social network to work for you!

So the next time you pull out \$5 from your wallet, stop and think that this \$5 can help take your club's Facebook advertising strategy to new dizzy heights.

Telling Our Rotary Stories: People of Action

One of the most effective ways of raising our public image is to talk about Rotary—to our friends, our colleagues, and our community members. Awareness of Rotary is high, but public understanding of who we are, what we do, and the value we bring to communities is low. It's important that we tell our stories in ways that help people everywhere understand what Rotary does, how we are different, and why our work matters. Without this understanding, we can't reach our full potential and improve more communities world-wide.

If we speak, write and design in one voice, our communications will sound, read and look unmistakably like Rotary. This will give our audiences a better understanding of who we are. **The People of Action campaign** is designed to bring Rotary's story alive for those who don't know us. It does this by showing us as what we are—leaders in the community who work together in communities to transform lives.

By using the templates for the People of Action Campaign in the Brand Centre of rotary.org clubs can easily create a powerful advertisement to promote their activities and to tell their unique Rotary stories. The templates enable creation of advertisements for social media as well as traditional media and can be readily personalised by using photos depicting club members and local projects. This also ensures that we are being consistent in our messaging which is vital for raising our public image.

To access a step-by-step guide on how to create a people of action advertisement, click [here](#).

To access the people of action templates in the Brand Centre click [here](#).

Need help: contact us by email: gina.growden@bigpond.com or by mobile 0412 128 106.

**Our brand is more
than our logo**

**It's a perception, how others
think about us, not just how
we see ourselves**

**A strong brand promotes
trust, reliability and
dependability. Something
we, in Rotary, all strive for.**

**The key to establishing the
desired relationship with
our supporters and partners
is the clarity and
consistency of our
message.**

**This starts with consistent
use of the club logo!**

Contact Us

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