



# Club Public Image/Communications



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# Club Communications

You will learn:

- About District, Zone and RI resources.
- The importance of effective communication and storytelling in a complex society.
- How to use different media and digital marketing to market Rotary and your club.
- Important Links:  
Rotary District 5500: [rotaryd5500.org](http://rotaryd5500.org)  
Rotary Zones 26/27: [zone2627.org](http://zone2627.org)  
Rotary International: [rotary.org/en](http://rotary.org/en)



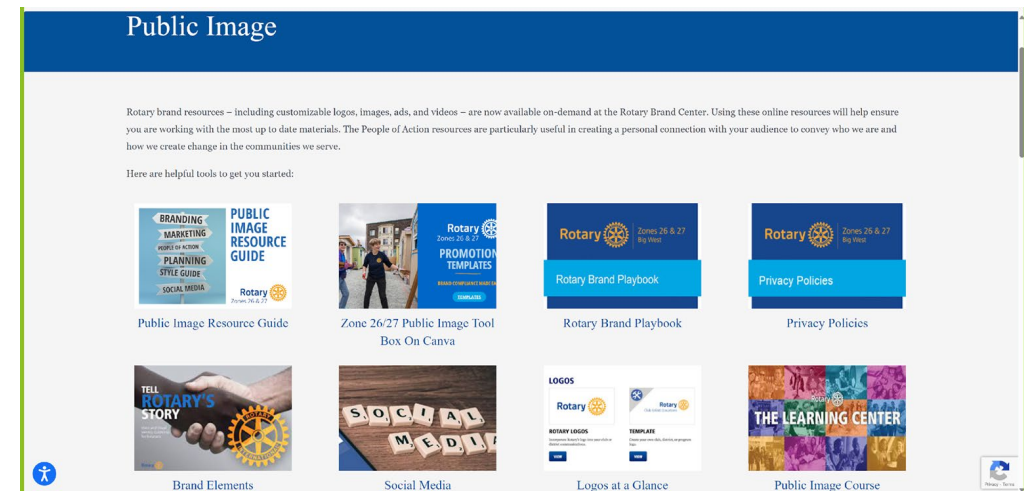
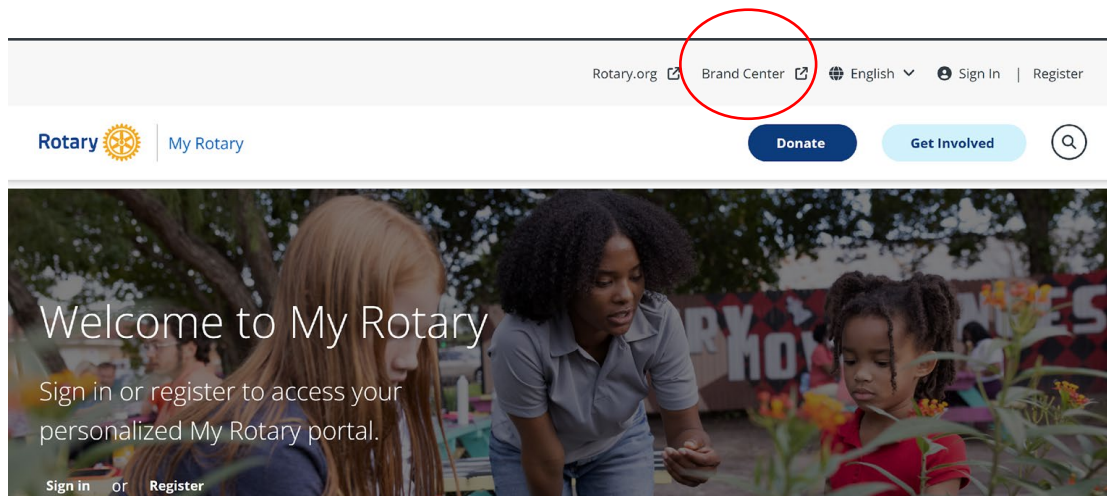
## Resources on My.Rotary.org:

- Branding Guidelines
- Logo, brochure, flyer, poster, ad templates
- Images & Videos
- Newsletters

## Resources on Zone2627.org:

### Under Public Image:

- PI Resource Guide
- PI Toolbox on Canva (free)
- Rotary Brand Playbook
- Social Media



# District 5500 Internal Communications

- Share your club's news!!! Let other clubs in the District know what's coming up, and brag about the great work you've done.
- Do your own club newsletter – it is easy in DACdb!

## Before

**IMPACT! e-bulletin**

Rotary District 5500

October 8, 2024 District Governor Sue Krahe-Archibald

**How Rotary Helps Reduce Poverty**

By Sue Archibald  
Nearly 1.4 billion employed people live on less than \$1.25 a day. Rotary members promote economic and community development and reduce poverty in underserved communities through training, well-paying jobs, and access to financial management institutions. Projects range from providing people with equipment to vocational training. Our members work to strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities. In District 5500, the **Tucson Sunrise Rotary Club** annually sends yarn to Ball in support of the "Sewing for Living" Project.  
[Read More](#)

**ECONOMIC AND COMMUNITY DEVELOPMENT MONTH**

**OCTOBER**

**Interested in enhancing your Rotary experience?**

Consider attending the Rotary Leadership Institute (RLI) during the upcoming District 5500 Conference of Clubs on October 18 and 19 at Casino del Sol, right here in Tucson. RLI provides quality education, leadership skills and Rotary knowledge to club members interested in developing their Rotary participation and their leadership potential. Get the foundational information that all members need, whether new to Rotary or experienced Rotarians serving in leadership positions.  
[Read More](#)

**District Conference Registration Closes October 13th!**

Procrastinating? On the fence? Then this message is for YOU! Don't miss out on the Rotary event of the year. The District 5500 Conference of Clubs is a chance for you to network, learn, be inspired, and enhance your Rotary experience. Registration closes at midnight on Sunday, October 13th. [Here's the link.](#)

## After

**ROTARY IN ACTION**

A quarterly publication of District 5500

ISSUE 04 SEPTEMBER 2024

ARIZONA GF TF SERVICE ABOVE SELF

ARIZONA WVRC1 SERVICE ABOVE SELF

**THE MAGIC OF ROTARY**

**Rotary District 5500**

**Yuma Rotary and San Luis Frontera Rotary Clubs**

**Installation of Water Filtration System**

Yuma Rotary Club partnered with San Luis Frontera Rotary Club and Club Rotario San Luis Rio Colorado del Desierto A.C. in an international project to install water filtration/reverse osmosis systems at five schools in San Luis Mexico.

**BIENVENIDOS**  
Estamos felices de verte en nuestra escuela.  
Lic. Prim. Lic. Adolfo López Mateos

**CUIDA EL AGUA Y ASI CUIDAS EL PLANETA**  
LA IMPORTANCIA DEL AGUA

These photos show the dedication ceremonies at the five schools. This collaborative project impacts the lives of over 4,000 students who now have access to clean drinking water and can take water home to their families as well.

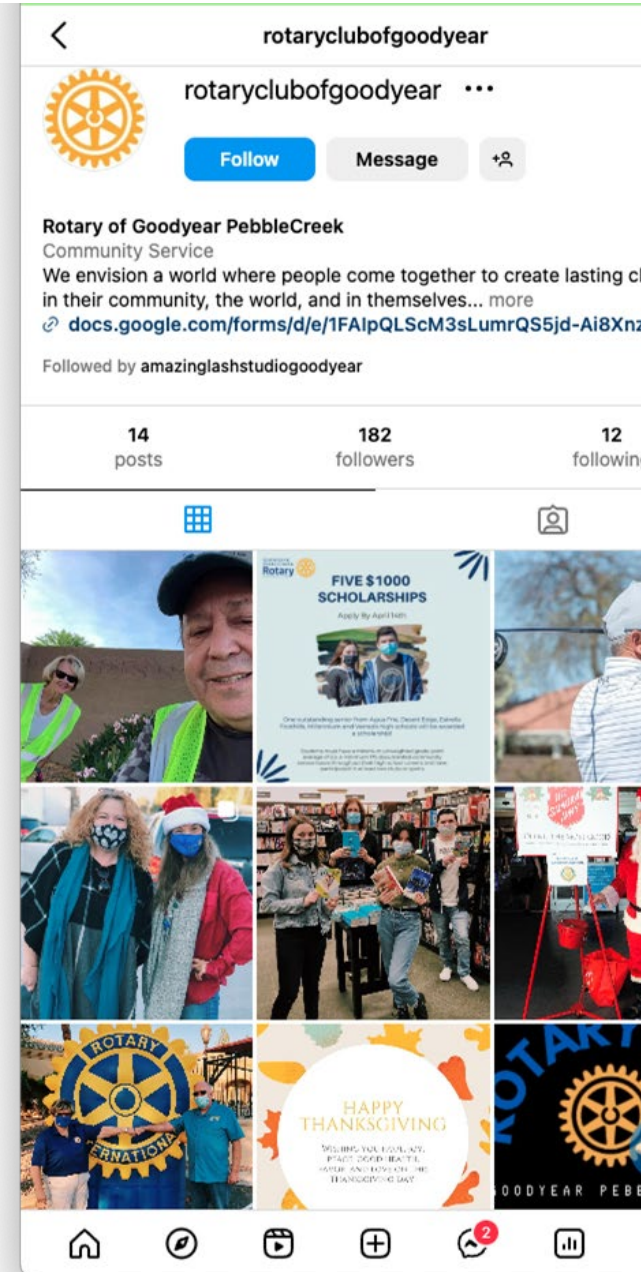
# Effective Storytelling

- Use Volunteer Storytelling
  - Emotional Connection
  - Engagement
  - Inspiration
- Types of Stories To Highlight
  - Impact Stories
  - Personal Growth Stories
  - Collaboration Stories
  - Cultural Exchange Stories
- How to Source Stories?
  - Conduct **mini-interviews** with volunteers and beneficiaries about their experience
  - Use surveys/feedback forms to collect quotes and insights
  - Host informal storytelling sessions at meetings to identify compelling narratives.



# Strategies for Communications

- Best Practices for Volunteer Storytelling
  - Use a story structure
  - Focus on authenticity
  - Include visuals
  - Keep it concise
- Time-Efficient Strategies for Consistent and Impactful Communication
  - Plan ahead with a content calendar (Buffer and Hootsuite)
  - Use tools like Trello, Asana, or Google Calendar to organize content deadlines
  - Align communication with upcoming events, holidays, and Rotary themes
- Leverage Automation Tools
  - Social Media: Buffer, Hootsuite, or Meta Business Suite to schedule posts
  - Email Campaigns: Automate email newsletters using tools (Mailchimp/Flodesk)
  - Content Repurposing: Transform one piece of content into multiple formats
    - Example: blog → social post → email snippet
- Streamline Content Creation
  - Use templates
  - Recurring tasks
  - Use Canva



# Digital Marketing Tips

- Empower Volunteers to Contribute to Your Efforts
- Understand the Audience of Your Club
- Leverage Social Media
- Focus on Visual Content to Humanize Your Club & Service
- Maximize Email Marketing
- Utilize Paid Advertising (more eyes on your content)
- Engage with Your Audience for Fellowship
- Track and Adjust



## Social Media

- Website – DACdb has the tools to easily create/maintain club websites
- Facebook Page - Post pictures of club activities; announce upcoming meetings & events, etc.
  - Facebook Groups - Special interests (Interact, Rotaract, LBGTQ+, etc.)
- Google - Set up My Google Business Profile and solicit reviews from club members, friends and family
- Other:
  - Instagram (pictures)
  - YouTube Channel (project videos)
  - LinkedIn Page (professional contact)
  - Local group sites like Next Door







# Rotary D5500 Google Ad Campaign

- Rotary D5500 received Zone 26/27 marketing grant to generate awareness about Rotary.
- Goals: Let more people know what Rotary does locally and globally and attract new members.
- With our partner Anchor Wave, a web design and digital marketing firm, we created a Google digital marketing campaign.
- We have an additional Google Nonprofit Grant (\$10,000 per month!) to pay for our Google ad costs.
- Leads will go to District Membership Chair, vetted and then to the appropriate Club for fast outreach – it is critical to respond to information requests within 24 – 48 hrs of receiving it!
- Nov/Dec 2024 Metrics: 2136 Impressions/298 Clicks - 14.5% click through rate
- Top keywords driving traffic: Rotary Int Foundation, Rotary Foundation, Volunteer, Rotary ...



# Google Campaign Display Ads



Rotary  
District 5500

FIND YOUR CLUB!

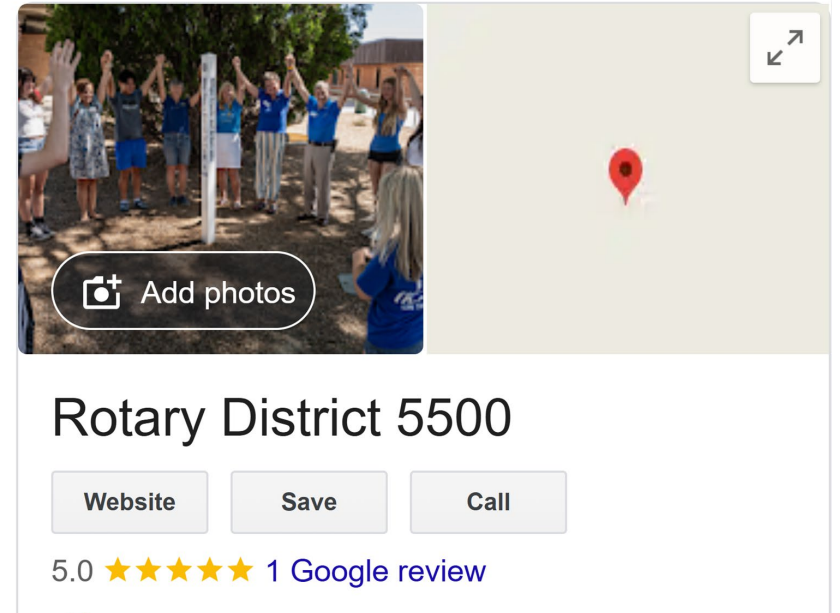


More multi-generational images and messaging.

Showing people working together in service.

# Creating a Google Business Profile

1. Start by using Google Chrome as your browser
2. Go to [business.google.com](https://business.google.com). Click “Manage Now”
3. Enter Your Business Name. Select “create new business”
4. Enter your Business Category as “Nonprofit organization”
5. Location. Select “No” since most clubs don’t have permanent offices
6. Enter your service areas (up to 20 locations)
7. Add cell phone number of the contact – this will be used to verify the account
8. Add website, description, photos, etc.
9. Once verified and posted, ask members to provide reviews – a link will be available for you to mail out to them
10. For more information download instructions at:  
[https://www.dacdb.com/Rotary/Accounts/5500/Downloads/28926/Google Business Profile Docs/Creating A New Google Business Profile.pdf](https://www.dacdb.com/Rotary/Accounts/5500/Downloads/28926/Google%20Business%20Profile%20Docs/Creating%20A%20New%20Google%20Business%20Profile.pdf)



# Taking Better Photographs

- Make sure your subjects have signed a [Rotary release form](#), especially get a release for children under 18 years old.
- Photograph people in action – doing services, face-forward, smiling.
- Make sure the people are not back-lit or in the shadows.
- All photos should be accompanied by captions of who is in the picture and what they are doing.
- Check digital photos to make sure that their eyes are not closed and that they are looking at the camera.
- When posting photos on the websites and Google Business Profile, make sure that they are the recommended pixel size.



[Check out stock photos on the Rotary Intl Brand Center](#)

# Prolific Publicity for Internal & External Media

## Press Releases/Feature Articles – Major News

- An informational article about past or future news.
- Announces an organization change, major event, donation, milestone or partnership - either before or after the fact
- 600-800 words in narrative format
- Quotes
- Photos (no minors under 18, unless there is a release)
- Club Contact
- Distribute to Club and District communications and external media
- 4 weeks prior to any major event and 3-6 months post any news-making event



## News Alerts – Upcoming News

- An informational article about future news.
- Brief announcements about an upcoming event or activity
- 300 - 500 words in either bullets or narrative format
- No quotes
- Photos (no minors under 18, unless there is a release)
- Club Contact
- Distribute to Club and District communications and external media
- 4 weeks prior to the event

# Events



## Club Fundraisers

- Establish a committee with clear roles
- Advertise/publicize your event using the communications we've discussed.
- Do a "Save the Date" as far as a year in advance in online calendars.
- Online ticket sales – 3 - 4 months in advance of the event.
- Most major announcements about event details should go out to the media at least 4 - 6 weeks in advance.
- Take lots of photos for social media.
- Write a feature article post event about the proceeds and beneficiaries
- Post event on online calendars such as Tucson.com, Facebook and Next Door

# Share ideas of what works with your club!



And if you need help,  
contact us:

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[JaneShurtleff@gmail.com](mailto:JaneShurtleff@gmail.com)

*Club communications... the key to action!*



*Thank you.*