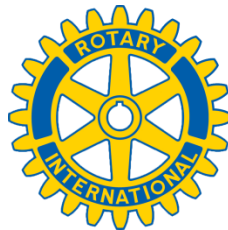


# Leveraging Your Projects, Fundraisers, & Social Presence to Attract New Members

Lydia Fruge

*Past-President*

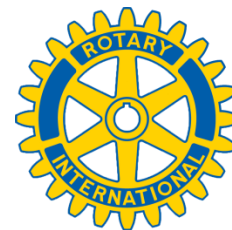
*Lake Charles Happy Hour Rotary Club*



# Visibility = Credibility

- **Where / how is your club being seen?**
  - You need more than a press release to gain traction / attention.
  - Don't underestimate the value of social media posts. (Facebook & Instagram)
  - Don't be camera shy.
- **Who is your club seen with?**
  - Use partnerships with local businesses and other organizations to promote “good will” in the community.
- **What is your club seen doing?**
  - Think outside of the regular meeting.
  - Post it, or it didn't happen.

**Goal:** that people will see what you're doing and ask what Rotary is or how they can be involved.



# The Where / How

Post about your weekly meetings, guest speakers, and new member inductions. TAG members in your Facebook posts.

 The Lake Charles Happy Hour Rotary Club is with Brian Pitre and 9 others. Published by Lydia Fruge [9] · 6 February · 🌐

Closed out the Luna Live chapter of the #LCHHRC in true happy hour fashion. Thanks Jamison for sharing the story of Yellowfin Distillery and shoutout to Brian for the legit Moscow Mule demo. • We'll be meeting at the Charleston Bistro, Sweet Shoppe & Wine Bar starting Feb. 20th! #servicewithatwist



👤 1,110 people reached [Boost Post](#)

👤 Carolyn Durapeaux, Jordan Whitney Smith and 14 others 5 Shares

👍 Like    💬 Comment    ➦ Share    🌐



Aug 21 LCHH Rotary Club Meeting at The Charleston ... 6 March 2018-29 January 2019 · The Lake Charles happ... Natalie and 19 friends are interested [Boost Event](#)

 The Lake Charles Happy Hour Rotary Club is with Brian Pitre and 8 others. Published by Lydia Fruge [9] · 2 May · 🌐

We had the pleasure of welcoming in new members to the club yesterday evening! #ServiceWithATwist #LCHHRC



👤 809 people reached [Boost Post](#)

👤 Brandi Conner Felice, Nancy Hatfield Stinchoomb and 18 others 3 Shares

 The Lake Charles Happy Hour Rotary Club shared a post. Published by Lydia Fruge [9] · 12 July · 🌐

Welcome our 2018-2019 officers! 🍷🍷🍷



Alex Stinchoomb is 😊 feeling optimistic with Brian Pitre and 3 others. 10 July

I'm honored and thrilled to be a part of this FANTASTIC group of people right here with The Lake Charles Happy Hour Rotary Club. **Congrats** to my fellow 2018-19 R... See more

# The Who

If you volunteer with or to benefit other community organizations, post, tag & share.



# The What

Don't keep the great things that Rotary does a secret.

The Lake Charles Happy Hour Rotary Club shared a post. Published by Lydia Fruge [9] · 20 March ·



Greater Lake Charles Rotary Club - #2612 is attending Rise Against Hunger Southwest Louisiana with Natalie Marie and 22 others at Treasure's of Martlyn's. 20 March · Lake Charles ·

Tonight's event brought together over 100 people helping to package 22,640 meals for Rise Against Hunger!

Thanks to all who came and collaborated on this amazing service project!

The Lake Charles Happy Hour Rotary Club is with Sean O'Hara and 10 others. Published by Lydia Fruge [9] · 20 March ·

This evening we had the privilege of serving alongside fellow rotarians from area clubs and Kiwanis members at the SWLA Rise Against Hunger event. A few club members managed to miss their photo opportunity, but you can tell from the smiles that rotarians sure know how to make packaging over 22k meals fun. #servicewithatwist #LCHRC



493 people reached

Boost Post

10 2 Shares

# Leveraging Fundraising

- Whatever you do, have fun.
- “Boost” (sponsor) posts to expand your reach.
- Invite attendees / or those who respond to your posts to “Like” your Facebook Page.

The Lake Charles Happy Hour Rotary Club  
Published by Lydia Fruge [P] · 17 March · 🌐

Today's the day! 🍀 Hope you bought your ticket. Here are the exclusive specials of the St. Paddy's Day Pub Crawl! Make sure to check-in at Sloppy's for your armband. #LCHHRC #ServiceWithATwist



### Food & Drink Venue Specials

<b>1910</b> \$5 Shamrock Slammers \$5 Yellowfin Shot (see Pops & Rockets)	<b>BLUE DOG CAFE</b> \$3 Select Shots \$7 Shamrocked Yellowfin Special
<b>BOTSKY'S</b> 15% off all food & beer	<b>CHARLESTON BISTRO</b> \$2 Frozen St. Nitaz \$5 Yellowfin Ocean Water
<b>CRYSTAL'S DOWNTOWN</b> \$3 The Hulk, Yellowfin Special	<b>LUNA BAR &amp; GRILL</b> \$8 The Green Tale Yellowfin Special
<b>OL BASTARD'S</b> \$5 Irish Car Bombs \$6 Frozen Leprechaun Juice \$3 Irish Gold Shave BOGO Clover Juice	<b>POPS &amp; ROCKETS</b> Lucky Charms Gelato Yellowfin x 1910 Shot + Moscow Mule Pop
<b>PUJO STREET CAFE</b> \$6 St Germain Shandy	<b>SLOPPY'S DOWNTOWN</b> \$1 Jello Shots \$5 Main Yellowfin Special
<b>TIA JUANITA'S</b> \$2 Mini Wine Bottles \$4 Bush Mill Irish Whiskey Drinks \$2 O'H Margaritas \$4 Appetizer Yellowfin Special ** while supplies last**	 #LCHHRC #ServiceWithATwist

👤 2,084 people reached [Boost Post](#)

👤 Micah McCord Bazinet, Alexis Gentry Ambum and 9 others 8 Shares

The Lake Charles Happy Hour Rotary Club shared a post.  
Published by Lydia Fruge [P] · 18 March · 🌐

Looks like our fellow rotarians with Sulphur Sunrise Rotary had a blast! 🍀



Sulphur Sunrise Rotary  
17 March · Lake Charles · 🌐


Sulphur Sunrise Rotary, family & friends, had a great time at the LC Happy Hour Rotary Club's St. Patrick's Day Pub Crawl today!

👤 220 people reached [Boost! Unavailable](#)

👤 5

The Lake Charles Happy Hour Rotary Club  
Published by Lydia Fruge [P] · 7 March · 🌐

🍀 **ALMOST SOLD OUT!** 🍀 Less than 50 tickets remain with our early bird discount + a t-shirt. ❤️ Purchase now - limited sizes available: <https://www.eventbrite.com/e/2018-st-paddys-day-pub-crawl-t-...>



Take a photo or video with this effect by Toni Tails. [Try it](#)

👤 22,160 people reached [Boost Again](#)

Recent activity

Boosted on 7 March  
Audience: United States: Latitude 30.22 Longitude -...  
By Alex Richards · Completed

[View results](#)

👤 176 18 Comments 41 Shares

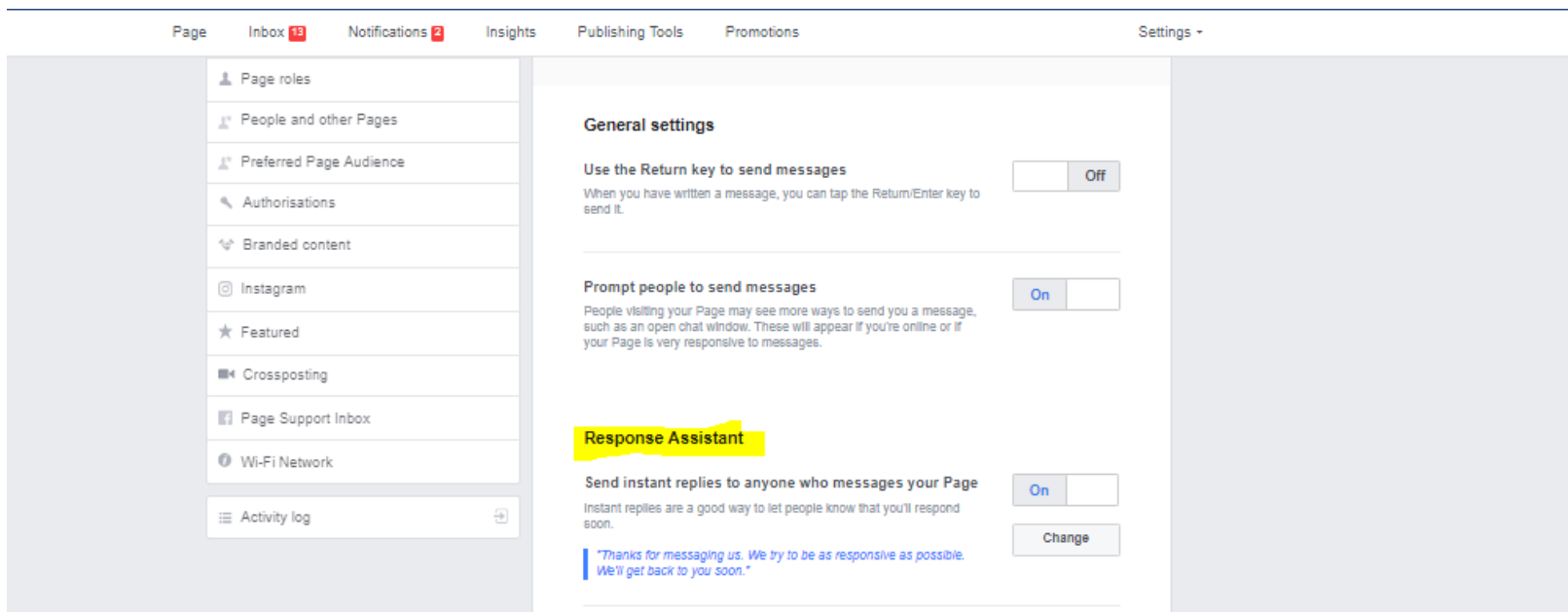
# Leveraging Service Projects

- If three or more Rotarians are gathered to volunteer... post!
- Give credit & take credit when it's due.



# Be Available

- Make sure you have designated rights to multiple members to be available to respond to comments and direct messages.



The screenshot shows the Facebook Page settings interface. At the top, there are navigation tabs: Page, Inbox (13), Notifications (2), Insights, Publishing Tools, Promotions, and Settings (with a dropdown arrow). On the left side, there is a sidebar menu with the following items: Page roles, People and other Pages, Preferred Page Audience, Authorisations, Branded content, Instagram, Featured, Crossposting, Page Support Inbox, Wi-Fi Network, and Activity log (with a plus icon). The main content area is titled "General settings" and contains three sections:

- Use the Return key to send messages**: A toggle switch currently set to "Off". Description: "When you have written a message, you can tap the Return/Enter key to send it."
- Prompt people to send messages**: A toggle switch currently set to "On". Description: "People visiting your Page may see more ways to send you a message, such as an open chat window. These will appear if you're online or if your Page is very responsive to messages."
- Response Assistant**: A toggle switch currently set to "On". Description: "Send instant replies to anyone who messages your Page. Instant replies are a good way to let people know that you'll respond soon." Below this is a text box containing the message: "Thanks for messaging us. We try to be as responsive as possible. We'll get back to you soon." and a "Change" button.





The Lake Charles  
Happy Hour Rotary  
Club  
@LakeCharlesHappyHour  
Rotary

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This is what your Page looks like to a visitor. Switch back to your view to manage this Page.



*SERVICE WITH A TWIST*

Now meeting at the Charleston Bistro  
Every Tuesday 5:30-6:30pm

Liked Following Share

Send Email

Send Message

Create post



Write a post...

Photo/Video

Tag friends

Check In

Shop

See all

Upcoming Events



*SERVICE WITH A TWIST*

Now meeting at the Charleston Bistro  
Every Tuesday 5:30-6:30pm

Aug 21

LCHH Rotary Club Meeting at The Charlesto...

6 March 2018-29 January 2019 · The Lake Charles Ha...  
Natalie and 19 friends are interested

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Posts



The Lake Charles Happy Hour Rotary Club is with Kaitlyn...  
Ann Marie Gallenas and Lydia Gothrun Frone

5.0 5 out of 5 · Based on the opinion of 8 people



Chartered in 2016

What is Rotary? Rotary International is a service organization with 1.2 million members in 33,000 c...

See more

Very responsive to messages

Community

See all

Jordan Whitney Smith and 87 other friends like this or have checked in



Invite Friends

936 people like this

944 people follow this

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Send message

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