P.I. Mission: Use the power of Rotary to create flywheel momentum that invites and engages new members and partners.
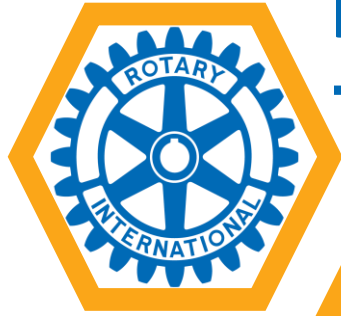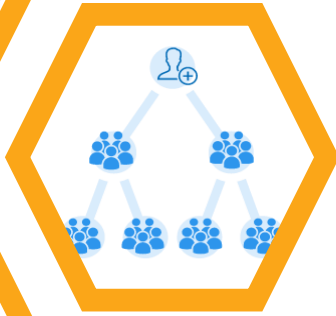
P.I. Strategy

If a story is branded with the Rotary logo, people have a visible impression associated with positive stories about human connections.

Recognition

Repetition

Provocation

Invitation

Likes provide recognition and repetition. The more Likes a story gets, the more visible it becomes.

Over time, that recognition of our logo and repetitive impressions creates an association between Rotary and peoples core values.

But likes alone don't do anything. The second part of the equation is engagement.

Engage in Multiple Contexts:
We have to interact with people in real life. Branding at events ties that repetitive recognition to a tangible example of how we serve our communities. Wearing a Rotary pin is important because it ties that repetitive recognition to who we are and the daily example we set.

We **must** go out of our way to talk to people at our events where our brand is visible. Invite them to share their perspectives, ideas, and concerns. Demonstrate consistency – we, as individuals, are involved in the community and we belong to and believe in Rotary as a catalyst for positive impact on the world. Invite them to be part of that positive impact.

Don't expect a single article, like, or interaction to result in a new member. It takes multiple impressions and multiple engagements.

1. Put your brand & message in front of people frequently.
2. Have a matching, branded presence in the community – so when people see you, they remember what you stand for.
3. Invite them in. Invite them to have a conversation or a cup of coffee. Let them just see you, a Rotarian, as a community-minded person.

Your mission: Follow Rotary (RI, District 6690, and your club) on Facebook, LinkedIn, Twitter, et al. When you see a provoking story with the Rotary logo, just click 'Like'. If 5,000 members do that multiple times a week, the messages will be amplified. Rotarians have the numbers to make a story 'go viral'; It just takes participation from each of us.

Provoking a Persona:

Use any & all platforms that you currently use, but the main focus will be on LinkedIn to provoke professionals. Without going into full marketing tactics here, quite often professionals are unfulfilled at work, and visit LinkedIn to find a professional tribe that matches their values.

Linked in

Provocative Messaging:

Successful advertising rarely succeeds through argument or calls to action. Instead, creating positive memories and feelings influence us to 'buy' something at a later date. It is not the ad itself that matters - The ideas, impressions and positive feelings about the brand matter most.

And remember the message is about THEM, not about YOU. Don't just talk about the things you do or what you accomplished; talk about the **VALUES** of the person you're addressing – show that your club agrees with and aligns with those values.
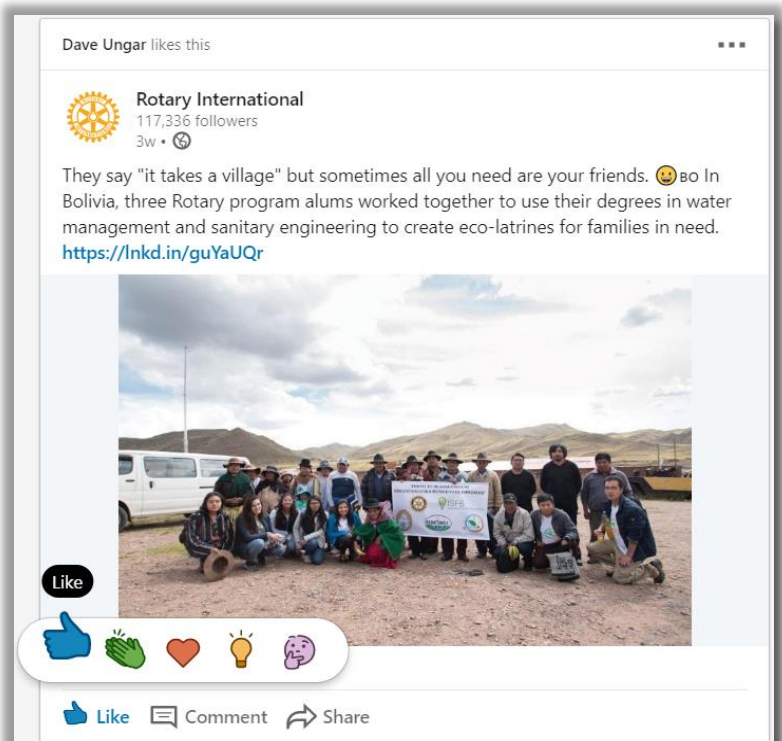
.. So people aren't going to read your ad and then say, "I want to Join Rotary" .. They are going to read your ad and do nothing.. right now.   BUT LATER, when they say to themselves, "I need to get more involved in my community" or " We need to join together to solve a problem" THEN they will remember, "ah - Rotary does that."

Keep the Rotary Brand Visible.

Demonstrate Shared Values.

Rotary International
117,336 followers
3w • 🌐

Bill Gates just announced the extension of #Rotary and the **Bill & Melinda Gates Foundation**'s partnership to #endpolio. Rotary is committed to raising $50 million per year over the next three years, and Gates Foundation will match 2-1. Donate today: https://lnkd.in/eJ_RkAJ

We're extending the Gates Foundation's

Associate Rotary with respected people making real change.

Dave Ungar likes this   ...

Rotary International
117,336 followers
3w • 🌐

They say "it takes a village" but sometimes all you need are your friends. 😊 bo In Bolivia, three Rotary program alums worked together to use their degrees in water management and sanitary engineering to create eco-latrines for families in need.
https://lnkd.in/guYaUQr

Like

👍 👏 ❤️ 💡 🤔

👍 Like   💬 Comment   ➤ Share

Show professionals joining together to solve problems.