



Is Your Public Image Growing Your Club?

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Zone 30

Rotary Public Image Coordinator

What is your biggest challenge in getting the word out about Rotary?

AGENDA

STUFF TO COVER

- **District and Club Public Image**
- **Club Annual Report**

DISTRICT AND CLUB PUBLIC IMAGE

HOW IS IT GOING?

- **Each club should have a Public Image Chair and Committee**
 - **Websites and Facebook pages should be updated at least weekly with upcoming speakers and projects, fundraisers**
 - **Attempt to get an article in the local newspaper at least quarterly although monthly would be better**
 - **See if you can get local radio and TV stations to run PSAs on Rotary and your local projects**
 - **Get to know your local media before you need them. Invite them to club meetings and establish a relationship with them.**
 - **Learn how to create press releases that get read and acted upon**
 - **Newspapers need stories – write the articles for them and provide good photos with names and places correctly identified**

CLUB ANNUAL REPORT

WHY AN ANNUAL REPORT?

- **Can you relate to a prospective member exactly what your club accomplished the last couple of years?**
- **Can you account for how many hours club members and their families and friends volunteered working on club projects?**
 - **Reading to students?**
 - **Packing backpacks?**
 - **Preparing and distributing dictionaries?**
 - **World Rotary Day Project?**
 - **Or whatever your club focuses on?**

CLUB ANNUAL REPORT

WHY AN ANNUAL REPORT?

- **Can you account for all in-kind donations, money spent out-of-pocket on a project?**
- **Do you see how this can also help you keep Rotary Club Central up-to-date?**

CLUB ANNUAL REPORT

SUGGESTED PROCESS FOR COLLECTING DATA

- **Create Excel spreadsheet and have it available at the club's registration desk each week – see sample**
- **Members can document their volunteer hours and donations when they check in for the meeting**
- **Monthly a responsible person (Service Projects Chair?) can total up hours, donations and other info**
- **Rotary Club Central can then be updated**
- **Each month this report adds towards the club's annual report**

CLUB ANNUAL REPORT

WHAT'S IN THE ANNUAL REPORT? (SUGGESTED)

- **Tell about your Rotary Club**
 - **Tell about your club - its purpose and make-up**
 - **List your service projects and the impact they had on the local community**
 - **Indicate the projects' costs, in-kind donations, etc.**
 - **Total number of volunteer hours and multiply by \$10-15/hour to monetize hours**
 - **List your global projects, RYE, etc.**
 - **Donations to The Rotary Foundation, Polio Plus, etc.**
 - **Awards that the club received**
 - **Recognitions that were made by the club like teacher of the month, student of the month, veterans, Rotarian of the Year, etc.**
 - **I'm sure you can think of others to add to this list**

CLUB ANNUAL REPORT

WHAT TO DO WITH THE ANNUAL REPORT

- **Annual report is created at the end of June and the club president's last duty is to make a presentation on the club's accomplishments for the year**
- **The annual report is turned into a press release and distributed to the press in the local area**
- **The annual report along with photos and video links is turned into a PDF and posted on the club's website, Facebook page, Twitter, and whatever new social media comes along**

CLUB ANNUAL REPORT

CREATING THE ANNUAL REPORT RESULTS IN

- **Provides historical documentation of a club's accomplishments**
- **Provides a prospective member with a feel for what the club is all about**
- **Provides clubs with opportunities to contribute to Rotary Showcase, etc.**
- **Provides club members with a sense of pride in what they have accomplished during the past year.**
- **If there are several clubs in the city, they could then combine reports and the club presidents could hold a press conference and tell about all the accomplishments of their clubs**
- **Ultimately and ideally, a District Governor could take all of the reports and create a Impact Statement of what was accomplished in their district during their Rotary year**

PUBLIC IMAGE AND CLUB ANNUAL REPORT

HOW CAN WE HELP YOU?

- **What do you think about the Annual Report suggestion?**
- **How can we help you with Public Image and Annual Report?**

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QUESTIONS? COMMENTS?
SNIDE REMARKS?