


ROTARY 5520 PUBLIC RELATIONS HOW-TO-GUIDE

Sandra Pugh
District Public Relations Chair
4/9/2011

INTRODUCTION


- Our Goals
- Rotary Awareness Issues
- Getting Involved (All Hands On Deck)
- Using the Media
- Top 10 Questions All Rotarians Should Know
- Wrap Up



OUR GOALS


- Raise awareness of Rotary
- Explain to the public what Rotary does in our community
- Maintain membership
 - Currently 2931 members in District
- Grow membership
 - Each Club increase membership a minimum of 5% per year

DOES ROTARY HAVE AN AWARENESS PROBLEM?




ROTARY????

ALL HANDS ON DECK



- Appoint a PR chair in *all* 70 clubs in District 5520
- Make club Presidents accountable for their clubs PR efforts
- Club members should practice their “:30 second” Rotary speech
- Ask all members to recycle their Rotarian Magazine at their business, dental office, coffee shop, church, neighbor’s house

USE THE MEDIA



- Use Social Media such as Face book & Twitter
- Distribute your club or District newsletter everywhere you go
- Submit club news to community/business section of local newspaper
- Ask local radio stations to air PSA's of newsworthy events
- Club website should be up to date with club achievements, new members, fundraisers, galas, service projects, etc.
- E mail your clubs newsworthy items/photos to District PR Chair for wider media exposure
- The Rotarian Magazine is going paperless in July
 - Email rotarian@rotary.org to subscribe-send the link to friends and associates

TOP TEN ROTARY QUESTIONS AND ANSWERS FOR MEDIA INTERVIEWS AND PUBLIC RELATIONS (AKA--:30 SECOND SPEECH)

1. WHAT IS ROTARY?

Rotary International is a volunteer organization of business and professional leaders who provide humanitarian service, and help to build goodwill and peace in the world. There are approximately 1.2 million members belonging to 33,000 clubs in more than 200 countries and geographical areas

TOP TEN ROTARY QUESTIONS AND ANSWERS

2. WHEN WAS ROTARY ESTABLISHED?

Founded in Chicago in 1905, Rotary celebrated 100 years of service in 2005. The Rotary Foundation has awarded more than \$2.1 billion in grants, which are administered at the local level by Rotary clubs

TOP TEN ROTARY QUESTIONS AND ANSWERS

3. WHAT IS THE PURPOSE OF ROTARY?

Rotary clubs exist to improve communities through a range of humanitarian, intercultural, and educational activities. Clubs advance international understanding by partnering with clubs in other countries. Rotary also encourages high ethical standards in all vocations

TOP TEN ROTARY QUESTIONS AND ANSWERS

4. WHAT DO ROTARY CLUBS DO?

Rotary clubs address critical issues at home and abroad by providing health care and medical supplies, clean water, food, job training, youth development, and education to millions of people in need

- Rotary is most famous for Polio eradication effort—in 1985 RI created Polio Plus to immunize all the world’s children
- Contributed \$800 million and countless volunteer hours to vaccinate over 2 billion children in 122 countries
- Currently working to raise \$200m (\$163m so far) toward a \$355m challenge grant from the Bill & Melinda Gates Foundation

TOP TEN ROTARY QUESTIONS AND ANSWERS

5. HOW CAN I JOIN ROTARY?

- There are 70 clubs in our District, which encompasses New Mexico & West Texas
- Log onto rotary5520.org and click on “membership” and banjobruce04@yahoo.com
- Membership Chair will contact prospective members with the details about which club might be right for them

TOP TEN ROTARY QUESTIONS AND ANSWERS

6. WHAT IS THE 4-WAY TEST?

☉ Of the things we think, say, or do, we ask ourselves:

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it build GOODWILL AND BETTER FRIENDSHIPS?
- Will it be BENEFICIAL to all concerned?

TOP TEN ROTARY QUESTIONS AND ANSWERS

7. DOES ROTARY GET INVOLVED IN EDUCATION?

- Rotary is the world’s largest privately funded source of international scholarships
- Each year, about 1,000 university students receive Rotary scholarships to study abroad
- Rotary clubs coordinate a high school student exchange program that has sent nearly 8,000 students abroad for three months to a year

TOP TEN ROTARY QUESTIONS AND ANSWERS

8. WHAT IS ROTARY’S GLOBAL VIEW REGARDING PEACE?

- In an effort to educate tomorrow’s peacemakers and ambassadors, up to 110 Rotary World Peace Fellows are sponsored each year to study at one of the eight universities for International Studies in peace & conflict resolution
- Since 2002, 339 fellows from over 75 countries have participated at a cost of more than \$23 million

TOP TEN ROTARY QUESTIONS AND ANSWERS

9. HOW OFTEN DO ROTARY CLUBS MEET?

- Rotary Clubs meet weekly at a set location and time and are an opportunity for Rotarians and visitors to enjoy a meal together, discuss community affairs, engage in networking, and socialize
- Club meetings typically have a guest speaker; frequently this speaker is a prominent figure, government official, or interesting personality. Meetings are also time for announcements, sharing personal accomplishments, and making time to embrace the Rotary spirit

TOP TEN ROTARY QUESTIONS AND ANSWERS

10. CAN ROTARIANS VISIT ROTARY CLUBS OTHER THAN THEIR OWN?

- Members are welcomed and embraced at any Rotary Club in the world
- Imagine feeling that you are immediately accepted and trusted in a roomful of people you’ve never met before whether in China, Spain, England or the USA

TOP TEN ROTARY QUESTIONS AND ANSWERS FOR MEDIA INTERVIEWS AND PUBLIC RELATIONS

1. WHAT IS ROTARY?
Rotary International is a volunteer organization of business and professional leaders who provide humanitarian service, and help to build goodwill and peace in the world. There are approximately 1.2 million Rotary club members belonging to 33,000 Rotary clubs in more than 200 countries and geographical areas.
2. WHEN WAS ROTARY ESTABLISHED?
Founded in Chicago in 1905, Rotary celebrated 100 years of service in 2005. The Rotary Foundation has awarded more than \$2.1 billion in grants, which are administered at the local level by Rotary clubs.
3. WHAT IS THE PURPOSE OF ROTARY?
Rotary clubs exist to improve communities through a range of humanitarian, intercultural, and educational activities. Clubs advance international understanding by partnering with clubs in other countries. Rotary also encourages high ethical standards in all vocations.
4. WHAT DO ROTARY CLUBS DO?
Rotary clubs address critical issues at home and abroad by providing health care and medical supplies, clean water, food, job training, youth development, and education to millions of people in need. Rotary is most famous for Polio Eradication. In 1985, Rotary International created Polio Plus – a program to immunize all the world’s children against polio. To date, Rotary has contributed \$800 million and countless volunteer hours to the protection of more than two billion children in 122 countries. Rotary is currently working to raise an additional \$200 million toward a \$355 million challenge grant from the Bill & Melinda Gates Foundation.
5. HOW CAN I JOIN ROTARY?
There are 70 clubs in our District, which encompasses New Mexico & West Texas. Log onto rotary2570.org and click on “membership” and then hanjbruce@yahoo.com and Bruce will contact you with the details about which club might be right for you.

TOP TEN ROTARY QUESTIONS AND ANSWERS FOR MEDIA INTERVIEWS AND PUBLIC RELATIONS

6. WHAT IS THE 4-WAY TEST?
 - Of the things we think, say, or do, we ask ourselves:
 - Is it the TRUTH?
 - Is it FAIR to all concerned?
 - Will it build GOODWILL AND BETTER FRIENDSHIPS?
 - Will it be BENEFICIAL to all concerned?
7. DOES ROTARY GET INVOLVED IN EDUCATION?
Rotary is the world’s largest privately funded source of international scholarships. Each year, about 1,000 university students receive Rotary scholarships to study abroad. Rotary clubs also coordinate a high school-age student exchange program that has sent nearly 8,000 students abroad for three months to a year.
8. WHAT IS ROTARY’S GLOBAL VIEW REGARDING PEACE?
In an effort to educate tomorrow’s peacemakers and ambassadors, up to 110 Rotary World Peace Fellows are sponsored each year to study at one of the eight universities for International Studies in peace and conflict resolution. Since 2002, 339 fellows from over 75 countries have participated at a cost of more than \$23 million.
9. HOW OFTEN DO ROTARY CLUB MEMBERS MEET?
Rotary Clubs meet weekly at a set location and time and are an opportunity for Rotarians and visitors to enjoy a meal together, discuss community affairs, engage in networking, and socialize. Club meetings typically have a featured speaker; frequently this speaker is a prominent figure, government official, or interesting personality. Meetings are also time for announcements, sharing personal accomplishments, and making time to embrace the Rotary spirit.
10. CAN ROTARIANS VISIT ROTARY CLUBS OTHER THAN THEIR OWN?
Members are welcomed and embraced at any Rotary Club in the world. Imagine feeling that you are immediately accepted and trusted in a roomful of people you’ve never met before whether it’s in China, Spain, England or the USA.

WRAP UP

- Our Goals—5% minimum growth per club per year
- Rotary Awareness Issues—positive branding
- All Hands On Deck—get all members involved
- Using the Media—publicity grows the clubs
- Top 10 Questions All Rotarians Should Know
- Questions???