

Your Club Marketing Guide 2017-2018

Introduction

This marketing template is designed as an action oriented guide for the club Public Image/Public Relations committee. It contains the following sections:

- **Asset Assessment**
- **Audience**
- **Message**
- **Goals**
- **PR Check-Sheet and Time Path**
- **Calendar**
- **Press Kit**
- **Media Contacts**
- **Resources**

- **Club and Member Assets**

List what your club offers to members and your community.

➤ **Your Audience**

Who do you want to reach with your message?

➤ **Your Message**

What does your audience need to know about Rotary, your club and your projects?

➤ **Goals (from Rotary Club Central and Club Strategic Plan)**

List all projects, fundraisers and other actions that require public information. Complete a check-sheet for each

1. Goal

2. Goal

3. Goal

➤ PR Check Sheet and Time Path

(Complete one for each marketing goal.)

Project or Event _____

Date(s) of event _____

Responsible PR person(s) _____

Contact Information _____

Date to begin PR (aprox 6 weeks lead) _____

Date to end PR (after-event PR is important) _____

✓ **Internal Communications**

- Area Governor
- [Rotary Club Central](#)
- [Rotary Ideas](#)
- [Rotary Showcase](#)
- [Rotary Voices](#)
- District newsletter
- Share with appropriate District committee
- Club meetings
- District Conference
- Rotaract & Interact
- [Rotary Fellowship](#)

✓ **External Communications**

- Club website
- Facebook and other social media
- Press contacts/press releases
- Local Chambers of Commerce and Promotion

- Community calendars
- Provide partners and sponsors with press material
- Club members to share in-person and online
- Other (list)

✓ **Press Material**

- Short summary of project or event for use in press release, Facebook event posting, etc.
- Photos
- Videos
- Posters and flyers
- Radio spots
- Material available to club members

✓ **Time Path**

Date	Action	Responsible Person

➤ Rotary Calendar and Monthly Theme

Rotary Monthly Themes & significant dates.

List each club event or fundraiser.

July	Start Rotary Year	
event/project	date	
August	Membership & New Club Development	
event/project	date	
September	Education and Literacy	
event/project	date	
October	Economic & Community Development	
24	World Polio Day	
event/project	date	
November	The Rotary Foundation	
event/project	date	
December	Disease Prevention & Treatment	
event/project	date	
January	Vocational Service	
event/project	date	
February	Peace & Conflict Prevention/Resolution	
event/project	date	
23	Rotary's Anniversary	Founded 1905
March	Water & Sanitation	
event/project	date	
April	Maternal & Child Health	
event/project	date	
May	Youth Services	
event/project	date	
June	Rotary Fellowships	
event/project	date	
	Changeover	

➤ **Press Kit**

(About section of club website) Items that should be available to respond to media inquiries, be provided to sponsors and shared with media contacts.

Link to the material which can be shared with the press or anytime you need to offer more information about the club: _____

Tell Your Story

Background information about your club; significant projects; memorable events; and interesting members. Keep it short and interesting.

Photos

High-resolution (300 dpi) and low-resolution (72 dpi) versions, at least 600 pixels wide for print and online media

Video

Embed a video on the webpage and include a link to your YouTube or Vimeo account for more videos.

Logos

Include your club’s logo and appropriate Rotary logos. (Available at the [Rotary Brand Center](#))

Past Press

Include a few quotes or pictures from past media coverage, with links to the articles.

Contact Information

Include contact information for your club, for media inquiries and specific projects.

Printed material

Create custom brochures, flyers and other marketing material at the [Rotary Brand Center](#).

➤ **Media Contacts**

Up-to-date list of reporters, bloggers, etc. and their current contact information

Name	Organization	Contact Information

➤ Resources

- RI Reference: <https://my.rotary.org/en/learning-reference/learn-topic/public-relations>
- Rotary Brand Center: <https://brandcenter.rotary.org/>
- Committee Manual: <https://my.rotary.org/en/document/lead-your-club-public-relations-committee>
- Job Description: <https://my.rotary.org/en/document/your-job-club-public-relations-committee-chair>