

Club Marketing Guide

2015-2016

Introduction

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

* **Goals**
  1. List each project, event, fundraiser or action the club has identified that requires the distribution of public information.
* **Calendar**
  1. Rotary Monthly Themes & significant dates.
  2. List each club event or fundraiser.
* **PR Check-Sheet and Time Path**
  1. Complete one for each marketing goal.
* **Press Kit**
  1. Items that should be available to respond to media inquiries and be provided to sponsors and shared with media contacts.
* **Media Contacts**
  1. List of all media outlets and people, with current contact information, that the club shares its stories with. These include local reporters, bloggers, radio stations, TV, etc.

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**
   1. Actions
2. **Goal**
   1. Actions
3. **Goal**
   1. Action

Rotary Calendar and Monthly Themes  
(RI and club events)

|  |  |  |
| --- | --- | --- |
| **July** | **Start Rotary Year** |  |
| event/project | date |  |
| **August** | **Membership and Extension** |  |
| 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 |  |

PR Check Sheet and Time Path

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](https://www.rotary.org)
  + [Rotary Ideas](http://ideas.rotary.org/)
  + [Rotary Showcase](https://map.rotary.org/en/project/pages/project_showcase.aspx)
  + [Rotary Voices](http://blog.rotary.org/)
  + District newsletter
  + Share with appropriate District committee
  + Club meetings
  + District Conference
  + Rotaract & Interact
  + [Rotary Fellowship](https://www.rotary.org/myrotary/en/rotary-fellowships)
* **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
  + [Rotary partners](https://www.rotary.org/myrotary/en/learning-reference/about-rotary/partners)
  + 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** |
|  |  |  |
|  |  |  |
|  |  |  |

Press Kit  
(About section of club website)

The 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](https://brandcenter.rotary.org))

* **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**

Created custom brochures, flyers and other marketing material at the [Rotary Brand Center](https://brandcenter.rotary.org/).

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

|  |  |  |
| --- | --- | --- |
| **Name** | **Organization** | **Contact Information** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Source: http://fannit.**