

Marketing Plan for your Rotary Club

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Agenda

- Overview
- Developing Marketing Plan
- Sharing
- Next steps



Public Image Overview

- Why you should follow us? Information & Sharing
- Use Hashtag #RotaryDistrict6690



Rotary District 6690



@Rotary 6690



Rotary District 6690



Rotary District 6690 - Group



ROTARY CITATION WITH PRESIDENTIAL DISTINCTION

Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month to earn this citation.

Annual Report

Did you know each club is suppose to produce an Annual Report?

What Information is in an Annual Report?

- \$ Raised

- \$ Given to Charities – List Charities and \$ amounts

- Volunteer Service Projects

- Volunteer Service Hours – Totals

- Highlights of Year

What format is an Annual Report?

- Print

- PowerPoint

- Video

Items to consider for plan

- Public Image Matching Grant
- Public Image Awards



Marketing Plan

- Step 1
 - What is your club's Mission?
 - What is your club's shared values?
 - 4 Way Test
 - Is it the TRUTH?
 - Is it FAIR to all concerned?
 - Does it promote GOOD WILL and BETTER FRIENDSHIPS?
 - Will it be BENEFICIAL to all concerned?

Marketing Plan

- Step 2
 - SWOT Analysis
 - Strengths – giving back to community, etc.
 - Weakness- awareness, etc.
 - Opportunities – diversity, etc.
 - Threats – crisis, etc.

Marketing Plan

- Step 3
 - Identify Target Market
 - Men and women older than 18 who are committed to the mission of Rotary.
 - Friends and family members
 - Business and professional acquaintances
 - Younger community leaders who are already connected to Rotary through Rotaract, RYLA, peace fellowships, Youth Exchange, etc.

Marketing Plan

- Step 4
 - Objectives and Key Performance Indicators of Public Image and Awareness Plan
 - 1. Build awareness of Club
 - 2. Communicate Club's value
 - 3. Maintain communication with members, public and media
 - 4. Communicate Club's impact on community
 - 5. Position Rotary and Club to attract new members and raise money

Marketing Plan

- Step 5
 - Key Strategies and Initiatives
 - A. Website
 1. Search Engine Optimization
 2. Monitor (or set up baseline) through Google Analytics
 3. Add and update website weekly/monthly
 - B. Social Media
 1. Facebook: Post weekly at a minimum
 2. Facebook: Build followers: Goal – 5 a month

Marketing Plan

- Step 5
 - Key Strategies and Initiatives
 - C. Newsletter
 - D. Press Releases
 - E. Photo/Image Library
 - F. Annual Report
 - G. Public Relations Award
 - H. Elevator Speech – all members utilize it

ROI, Return on Your Investment

- How are you going to measure success of your Public Image and Awareness Plan?
 - Increased mentions in media
 - Increase in followers on social media platforms
 - Members wearing Rotary pin not just to meetings

Resources



ALL YOU NEED!

VISIT ...

ROTARY BRAND CENTER

www.rotary.org/brandcenter [requires login]

The illustration shows a person in a blue uniform and cap pushing a cart. The cart is overflowing with various Rotary logos and branding materials, including the words "Interact", "Rotaract", "Rotary", "ENTREPRENEUR", and "TELL ROTARY'S STORY VOICE AND VISUAL IDENTITY GUIDELINES". The background is light gray with a green wavy border at the top.

Resources

District Website: Rotary6690.org

1. Logos in jpeg format
2. Public Image Presentations on Social Media
3. Public Image Presentation/template for club Marketing & Promotions Plan
4. Public Image Grant Application & Final Report Form
5. Public Image Awards



Next Steps

- 1. Type up your plan
- 2. Present at board meeting
- 3. Present at club meeting

