

# Rotary District 6690

## Public Image and Awareness

### 2017 Plan

#### **Plan Overview**

This plan was developed to advance both internal and external brand awareness.

#### **Shared Values**

Is it the TRUTH?

Is it FAIR to all concerned?

Does it promote GOOD WILL and BETTER FRIENDSHIP?

Will it be BENEFICIAL to all concerned?

#### **Value Statement**

We are neighbors, community leaders, and global citizens uniting for the common good.

#### **SWOT Analysis**

##### *Strengths*

Projects

Giving back to communities

##### *Weakness*

Awareness

Understanding purpose of Rotary

##### *Opportunities*

To add members of various demographics

Competition is clubs and extracurricular activities

##### *Threats*

## **Target Markets**

Men and women older than 18 who are committed to 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, and other programs

## **Objectives and Key Performance Indicators of Public Image and Awareness Plan**

1. Build awareness of Rotary specifically District 6690
2. Help clubs understand and communicate their “value”
3. Maintain communication with interested parties including public, clubs and members through a variety of media sources
4. Assist clubs in promoting Rotary and their impact on communities
5. Publicly position Rotary and its core values to attract new members in the district

## **Key Strategies and Initiatives**

Marketing Mix- Alongside effective positioning, the combination of community engagement, service and promotion are the principal factors that are most likely to influence membership and therefore are included in this plan.

Key subject areas to promote include:

1. Service Projects/Community Engagement
2. Leadership

## **Strategies**

### A. Website

1. Search Engine Optimization
2. Set up Google Analytics to measure views and new users ???
3. Add to website each month
4. Analyze website for potential further improvements

B. Social Media – Real time and affordable, post weekly, lots of photos, coordinate with calendar in Attachment B. An active social media presence can attract new members and inspire current ones. Promote social media platforms during D.G. visits to clubs.

1. LinkedIn

- a. Post every two weeks – conversation and articles
- b. Follow up weekly on congratulations and comments and sharing
- c. Build connections: Goal 5 a month

2. Twitter: 37% 18-29 and 25% 30-49

- a. Post weekly at a minimum
- b. Build followers: Goal 5 a month (2,036)

3. Facebook - 82% 18-29, 79% 30-49 and 56% 65+

- a. Post weekly at a minimum
- b. Build followers: Goal 5 a month (545)

4. Instagram - 53% 18-29

- a. Post weekly at a minimum
- b. Build followers: Goal 5 a month

C. Newsletter/Magazine

- a. Submit monthly article to editor of District 6690 newsletter to educate clubs about importance of Public Image and Awareness
- b. Submit articles to National Rotarian Magazine when appropriate

D. Public Relation Awards (to encourage clubs participation)

- a. Develop awards – 4 categories with 3 divisions based upon club size
- b. Develop Nomination Form
- c. Promote
- d. Select Judges
- e. Make awards big deal at conference and FUN

E. Conferences

- a. Offer training sessions in Public Image and Awareness
- b. Promote Social Media Platforms

## **ROI, Return on Investment**

How will we measure success of marketing strategies and initiatives in 2017?

1. Increase number of Facebook Likes
2. Increase number of Twitter Followers
3. Increase number of LinkedIn Participants
4. Increase number of Instagram Followers
5. Increased mentions in the media

## **Attachment A**

General Ideas for Social Media/Newsletter/Website awareness and promotion.

The Object of Rotary is to encourage and foster the ideals of service as a basis of worthy enterprise and, in particular, to encourage and foster the following:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

4 Way Test Principles

## **Attachment B: Calendar**

### July

Photo and Names of New Officers

### August

Membership and New Club Development Month

### September

Literacy Month

Deadline to submit Rotary Service Above Self Award

International Day of Peace -September 21, 2017

International Day of Charity

### October

Community Development Month

World Mental Health Day

World Food Day

United Nations Day

### November

Rotary Foundation Month

World Interact Week

Thanks for Giving

### December

Disease Prevention and Treatment Month

### January

Trivia Day – January 4, 2017

Dress up your pet day - January 14, 2017

### February

Rotary's Anniversary

## March

World Roteract Week

World Wildlife Day

International Day of Happiness

World Poetry Day

World Water Day

## April

National Volunteer Week – April 23-29, 2018

World Autism Awareness Day

Earth Day

## May

Youth Service Month

## June

National Doughnut Day

Best Friends Day

World Juggling Day

International Picnic Day

## **References:**

<http://www.nationaldaycalendar.com>

<https://www.timeanddate.com>

<https://www.wincalendar.com>