

## Public Relations Guidelines for Rotary District 5190

For over 100 years Rotary has had a positive impact on the world community and yet is almost invisible to our friends and neighbors. Rotary International is trying to change this communication deficit by placing a new emphasis on public relations. So what does that mean to a Rotarian and the Rotary club?

It means we should be focusing on creating and/or improving the following:

- **Wear your Rotary pin every business day.** Be a visible, not closet Rotarians. It shows your Pride in Rotary\*, it identifies you as a Rotarian, and it may start conversations with others.
- **Give a membership certificate to every member of the club.** Encourage Rotarians to put up his/her membership certificate in the office.
- **Recreate your club website.** If you don't have a club website your club exists for 1 ½ hours per week. If you have a club website your club exists 24/7/365. But your club website needs to be dynamic. Make it sparkle! Add new information to it every week. Have links to Rotary International ([www.rotary.org](http://www.rotary.org)), the District website ([www.RotaryDistrict5190.org](http://www.RotaryDistrict5190.org)), other Rotary clubs, etc. Encourage members to visit it.
- **Recreate your club newsletter/bulletin.** Most people simply won't read two pages of information. Look at different approaches. Give only three lines of information in the newsletter/bulletin and links to the club website for those who want more information. Imagine that everyone of your club members have to pay \$1.00 to read your newsletter/bulletin. Is it worth it?
- **Write Public Service Announcements (PSAs) for everything, including your club meetings.** Why not give a PSA that announces who the speaker will be next week? And then do it each week! And make the PSA an interesting read. Why is the speaker/fundraiser/event so great? Why should people care?
- **Use the materials supplied by Rotary International.** RI has put together a template for clubs to use for almost every type of public media. Click here to go direction to the HUMANITY IN MOTION materials: <http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HumanityinMotionPSAs.aspx?housead>.
- **Think outside of the box.** Use YouTube videos, community cable access channels, post your club meetings on every community calendar, etc. to tell your club's story. People tend to become excited about something after they have heard about it from multiple sources. The idea that one PSA will generate significant interest in a project or event is highly unlikely; therefore, the goal is to find a wide variety of unique ways to publicize the club.
- **Plan ahead.** One of the biggest challenges to many clubs will be to know what is going on in time to adequately publicize it. Push your club to create a yearly calendar and use it. *If it isn't planned, it isn't publicized.*

\*Pride in Rotary is the theme for District 5190

**Public Relations in not an accident!**