



Scott Carr
Public Relations Chair 5340 / 2013-14

PUBLIC IMAGE AND MEMBERSHIP





Image is Everything



- Public image is a collection of perceptions – not something built overnight
- Stories of the club, told either directly...
 - *In-person*
 - *Online (website)*
 - *Direct communication (email, newsletter)*
- ... or indirectly
 - *News and Media*
 - *Word of mouth*



In the Rotary World



- It's all about being local – promote your “market”
- Emphasize the strength that Rotary brings to any project
- Around the globe, 33,000 clubs and 1.2 million members
- Rotary manages the “global brand” and provides tools and resources for that brand
- Every Club is responsible for nurturing and cultivating its own image or brand



Ask and Answer



- What is your club passionate about?
- How would you find out, if you don't know?
- Does your club web site or brochure tell people what you do?
- Do your members know what your club does?
- Is your club meeting agenda visitor/guest friendly & focus on the guest experience?



Define Your Audience



- Prospective members – what demographic is right for you?
- No two clubs are identical
- Create a written demographic profile
- Often an excellent part of doing strategic planning (but can be done at any time)
- Be as specific as possible for your target member



Define Your Audience



- Age range
- Household
 - *Do they rent? Do they own a home? Where?*
- Diversity
- Family make-up
- Profession or classifications
- Professional affiliations
- Hobbies and interests
- Community affiliations



Research the Audience



- Once profile of your target audience is complete, identify exactly what sources they receive their information
 - *Newspapers (metro, local, etc.)*
 - *Targeted publications (e.g. sports, professional, etc.)*
 - *Television (which shows?)*
 - *Online (which websites do they visit?)*
 - *Social media (which ones?)*
 - *Other sources*



For Example



Suppose I am starting a new evening club in Downtown San Diego, and am wanting to build a membership base.

Where would I start?



Downtown Evening



- Age range
- Household
 - *Do they rent? Do they own a home? Where?*
- Diversity
- Family make-up
- Profession or classifications
- Professional affiliations
- Hobbies and interests
- Community affiliations



Downtown Evening



- Newspapers
- Targeted publications
- Television
- Online
- Social media
- Other sources



Now Tell the Story



- Avoid the shotgun approach
- Target specific publications or media Upcoming speakers
- Awards presented by a Club
- Fundraiser or fundraising drive
- Community service and other hands-on events that are making a local impact
- New member events
- New technology rollout



Now Tell the Story



- Have someone dedicated to promoting the Club across all media (print, web, etc.)
- Understand that journalists are always looking for new stories
- Establish relationships and respond
- Don't deluge with story ideas; be careful and considerate in your story pitches
- Take photos and videos for social media
- Use those photos and videos on own website



Now Tell the Story



Rotary International on Vimeo

vimeo.com/rotary

Reader

vimeo

Join

Log In

Create

Watch

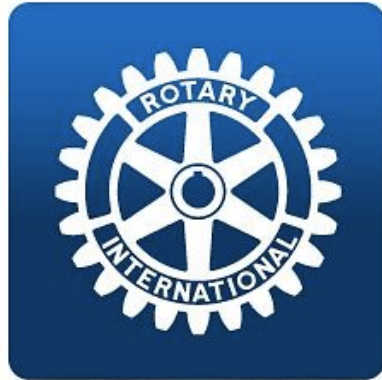
Upload

Search



Rotary International PRO

Joined 3 years ago 📍 Evanston, IL



691
Videos

0
Likes

5
Following

51
Collections

0
Portfolios

0
VOD

Featured Videos

Doing Good: Intro



LIKE



LATER



SHARE

DOING GOOD IN THE WORLD

✓ Follow

✉ Message

Rotary is a worldwide organization of more than 1.2 million people. Members of Rotary provide humanitarian service and help build goodwill and peace in the world.



Now Tell the Story



- Ensure your website matches your demographic profile
- Update it often
- Give access to multiple people to make changes, add stories, content
- Communicate with everyone what your demographic profile is
- Post events and stories that match
- Internally promote the website to existing club members



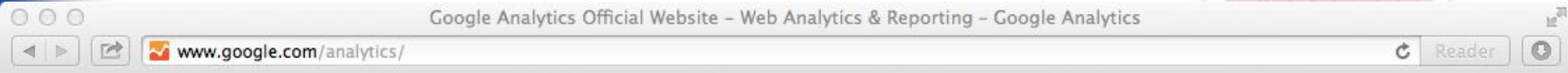
Now Tell the Story



- Make the website easy to see, with news stories displayed prominently
- Consider adjusting the website or using templates that resemble other websites that your audience is used to seeing
- Don't bury information
- Keep it organized and logical
- Install Google Analytics or tracking software to understand what pages people are looking at



Now Tell the Story



Google Analytics

Search this site



Home Features Learn Partners Premium Blog Help

Sign in or Create an account

Watch today's campaign unfold. Today.

Monitor activity as it happens on your site. So, you'll immediately see what's working, and what's not. [Learn more](#)

Home

Standard Reporting

Custom Reporting



Overview

Right now

30

active visitors on site

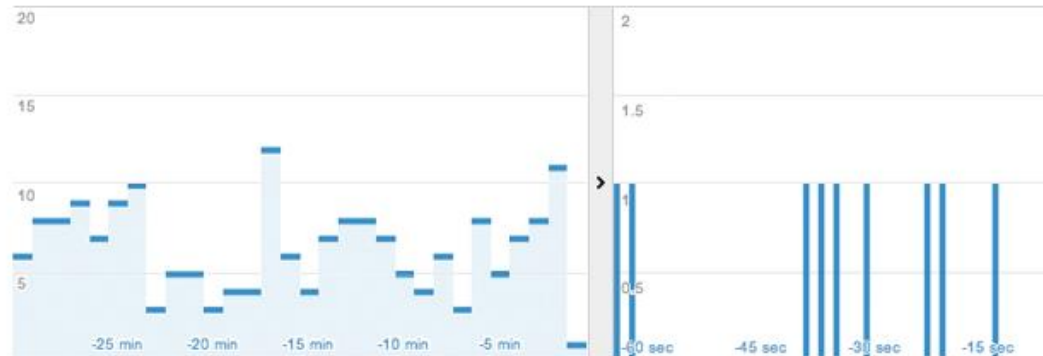
DIRECT ORGANIC REFERRAL CAMPAIGN

23%

37%

23%

17%





Now Tell the Story



Audience Overview – Google Analytics

https://www.google.com/analytics/web/?hl=en&pli=1#report/visitors-overview/a9575772w21171618p19270423/

Reader

Google Analytics

scarr@javelinweb.com [Settings](#) [My Account](#) [Sign out](#)



<http://www.sdrotary.org> - <http://www.sdrotary.org>

Reporting

Customization

Admin

Help

Find reports & more

MY STUFF

Dashboards

Shortcuts

Intelligence Events

STANDARD REPORTS

Real-Time

Audience

Overview

Demographics

Behavior

Technology

Mobile

Custom

Visitors Flow

Audience Overview

Jul 3, 2013 - Aug 2, 2013

Advanced Segments

Email

Export

Add to Dashboard

Shortcut

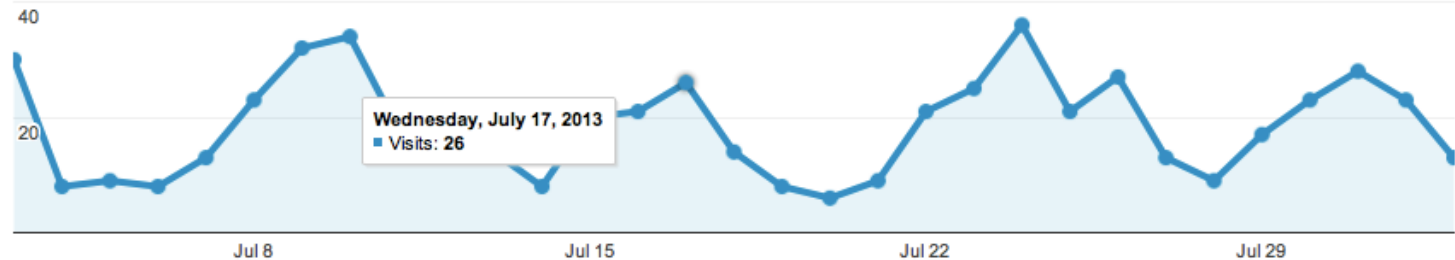
% of visits: 100.00%

Overview

Visits vs. Select a metric

Hourly Day Week Month

Visits



395 people visited this site

Visits

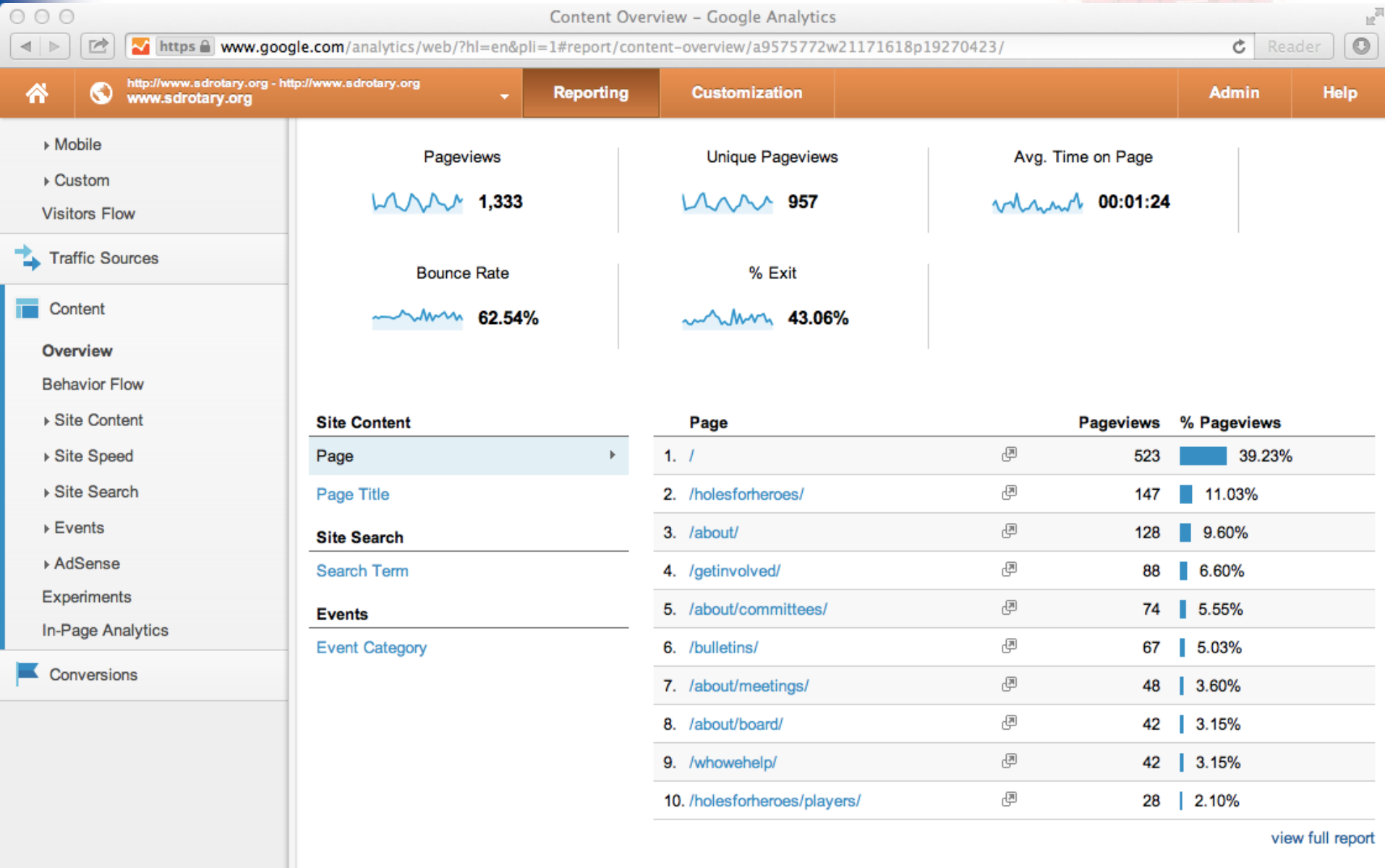
574

New Visitor Returning Visitor





Now Tell the Story





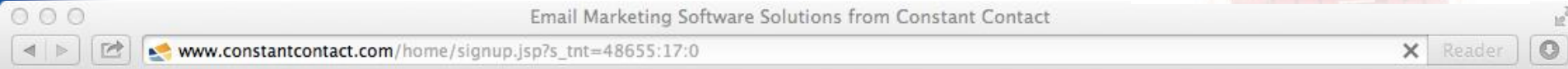
Now Tell the Story



- Communicate externally
- Maintain a separate “outside-the-club” database including:
 - *Potential members*
 - *Guests at Club meetings*
 - *Community partners*
 - *Sponsors events*
 - *Anyone who gives you a business card*
- Send regular updates via email



Now Tell the Story



Constant Contact

(866) 876-8464

[Help](#)

[Log In](#)

Products ▾

Services ▾

Resources ▾

Sign Up FREE

Search



Grow with Email Marketing
Start your FREE email campaign today.

First Name

Last Name

Email

xxx@yyy.zzz

Get Started

[Ready to Buy?](#)

Email



Events



Social



Listings





Now Tell the Story



Send Better Email | MailChimp

Reader



Features

Pricing

Support

Blog

More

Sign Up Free

Log In



Double Double Newsletter

Help | Save & Exit

DOUBLE DOUBLE
RECORDS



New Album from Urban Seekers

The latest album from Urban Seekers drops this Tuesday at finer record shops across the country. [Stream the new album](#) on the Double Double website and be sure to check out dates for the upcoming Urban Seekers tour.



Debut Sealions Video

The latest album from Urban Seekers drops this Tuesday at finer record shops across the country.

Layout

Content

Design

Comments



Back

Recipients

Setup

Design

Plain-Text

Confirm

Next

Send Better Email

More than 3 million people use MailChimp to design and send email marketing campaigns. Join them today.

Sign Up Free



Member Retention



- Spend so much time focused on new members that we often overlook our existing members
- What is the demographic profile of your existing members?
- May have very different information sources than your target audience
- Ensure that your public image efforts include existing members
- Much easier to keep a member than it is to attract a new one



Promote to Clubs



- Project your image to other Clubs in the District
- Keep everyone informed on your projects
- Make postings in QuickBits (soon to be NewsBits) that match your demographic
- Communicate with the District what you are up to
- Get active in new website:

www.rotary5340.org/beta



Promote to Clubs



District 5340

www.clubrunner.ca/Portal/Home.aspx?accountid=50137

Reader



District 5340
Rotary International

Southern California

[Home](#) [About District](#) [Calendar](#) [Members](#) [News](#) [Avenues of Service](#) [Rotary Foundation](#) [Club Info](#) [Media](#) [Help](#) [Contact](#) [Login](#)

District Info

[Organization Chart](#)
[Photo Organization Chart](#)
[When/Where Clubs Meet](#)
[Club Directory & Contact](#)
[Map of All District Clubs](#)

Club Websites

District Events

No Upcoming Events

Rotary Links

[Rotary International](#)

Stories



Leadership Academy Coming Soon

Posted by W. Dale Bailey

Leadership Development Academy "LDA", Class of 2014 will begin this September. Registration is now open. LDA is an 8 month interactive study course for Rotarians of all ages. Learn the how's and what's of Rotary.

Go to "the link below" for the Schedule, Registration form and instructions... questions? Give me a call, Dale at 619-298-5340.
<http://www.rotary5340.org/academy/index.html>

June 2013 Newsletter

Posted by Marc McIeran

[Click here to view Newsletter.](#)

5340 Vocational Training Team at work



District 5340
on Facebook

Leadership Resources

[General Information](#)
[2013-14 Rotary Year](#)
[DGE Carl Kruse](#)

Mini Calendar

Aug 2013

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 28 | 29 | 30 | 31 | 01 | 02 | 03 |
| 04 | 05 | 06 | 07 | 08 | 09 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |



Public Image Evolving



- People are exploring and learning about you in ways never thought possible, including phones, tablets, televisions, etc.
- Rotarians need to be willing to change the way we communicate if we are to attract new members, and reinforce the recruitment efforts of our existing Club members
- Focusing right now on your public image and clearly defining your audience will have many benefits later on down the road