



Communications Plan for Rotary Club of XYZ

This plan is a statement of the aims for communications for the Rotary Club of XYZ. It outlines an action plan for the year 2011-2012 and is intended to work in with the Club Leadership Plan and the other strategies that form part of that plan.

Goals:

- To increase public awareness of Rotary in our area.
- To communicate better with our members and with our local community.
- To utilize communications to assist in the club's other strategies, such as membership recruitment.

Target Audience:

Primary – Our local community, in the widest sense, but particularly those who have made donations

Potential members - especially 30 – 45-year-olds

Business leaders and potential contributors (funds and in kind services)

Rotary Alumni

Our members

Secondary -

Schools (youth programmes)

Local and Central government

National and international Rotarian communities

Action Plan:

Immediate -

- **Obtain the Tool Kit put out by national or district PR officer for the year**
- **Sign up to www.rotary.org to get PR Tips each month**
- **Check all PR resources available via www.rotary.org**
- **Download latest Rotary logos (theme images) from the NZ ToolKit and/or www.rotary.org and create letterhead template for club use, add all contact details**
- **Get RI fact sheets**
- **Ensure all communications on brand fit the RI directives**

During the year -

- Utilise and/or monitor internal communications
- Bulletin –print and e bulletin (produce or assist where required, especially dissemination to all media)
 - Emails – set up distribution groups for other directors if help required
 - Meetings – alert media to top speakers
 - Face to face – set up introductory meetings between President/Project leaders with local media contacts
 - Website – check potential of local club format
 - E Clubs – research and see if applicable to own club via website
 - Rotary's official regional magazines – contribute articles
 - Get Rotary Video Magazine – screen to club up to four times a year
- Check Rotary's page on YouTube for clips to add links to your club website or download to play at club meetings



External Communications:

We need to tell the local community about how we use the money it has donated to us. How to do that? Through local media or if necessary a paid advert. Quarterly? Research and meet with local media to establish contact with:

- All forms of local media – not just mainstream traditional media but online media, business assoc, shopping malls,
- Develop relationships with journalists (get names and contact numbers/email address and keep on hand); invite journalists to newsy meetings; send bulletin and any other relevant communications
- Investigate regular contributions – columns, radio spot, local TV, Rotary’s regional magazines.
- Research joint local PR efforts with neighbouring Rotary clubs.
- Distribute regional magazines to community and business leaders, professional offices, take out subscriptions for school and civic libraries.

Consider various forms of advertising (material for printing available via Rotary disks):

- Banners
- Flags
- Posters
- Billboards
- Cinemas
- Purchasing Pull-Up banners (approx \$390each incl print)
- Adshell, bus backs etc

Meet with local business leaders and alumni to establish potential for joint advertorial:

- Teeshirts/ hats
- Safety vests with Rotary over it
- Think young for branding ie memory sticks/flash cards (with first 30sec Rotary ad)
- Trade Me – one club sold Christmas Puds
- Online media opportunities (to attract new generation of members)

Work with membership team to develop collateral (a club brochure):

- Develop key messages about Rotary and your club
- Induction kit – brochure about club, facts about Rotary, stories about some successful projects; maybe a profile on an interesting member. Review and modernise where require
- Invitation cards – to prospective members (on disk or downloadable from rotary.org)
- Develop template for Thank you letters – to guests and speakers

Work with club teams, or ask your district PR committee for guidance, to develop:

- Tee shirts/ vest etc
- Posters for events
- Club branding

Attend district PR briefings such as those to prepare for Rotary Awareness Week, or crisis/ issues communications training or media training.



Timelines:

Develop timelines for various events involving the community such as vocational awards or community service awards once every six months.



Budget:

Co-ordinate with Club President and management the PR needs for the year – club and district.

Discuss potential district wide advertorial plans or local JV with other clubs in appropriate media.



Evaluating Success

How will you know if you have succeeded and met your objectives? How are you going to evaluate your

- success, what performance indicators and evaluating measures will you use?

External

- Have you achieved your objectives (i.e. raise funds, create awareness...etc)?
- Did you reach the right audience?
- Did you use the right tools?
- Were decisions taken as a result?
- Did you come in on budget? If you didn't, why not?
- Etc

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Internal

- Did you reach the right people within the organization?
- Did they understand what the message was - did they do what had to be done?
- Did you use the right tools?

**Remember, nothing is achieved by those that don't try.
Much is achieved by those who keep trying until they win.**