

District Assembly 2014

Marketing, PR and Communications

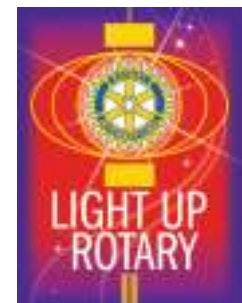
Presenters: David Pedlar and the District MPRC Team
Date: 5th April 2014



David Pedlar

How MPRC can help

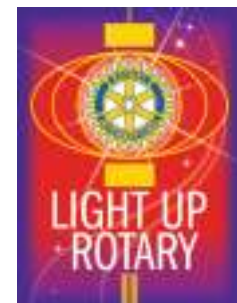
“Light up Rotary”



Marketing, PR and Communications

Light up Rotary

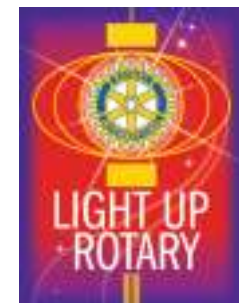
- The role of Marketing, PR and Communications (MPRC)
 - Light up your club
 - Light up your members
 - Light up your community
 - Light up local business
- This session is about helping you achieve that



Marketing, PR and Communications

MPRC

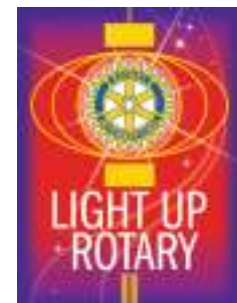
- At the heart of every club
- Strong meaningful committee
 - Marketing Officer – to promote the image of Rotary
 - PR Officer – to create the newsworthy stories and raise the profile
 - Bulletin Editor – to inform internally
 - Webmaster – to create and maintain the external club image
 - Social Media Officer – to get the local community talking about Rotary
 - Photographer – to make every story come alive



Marketing

Rotary Image

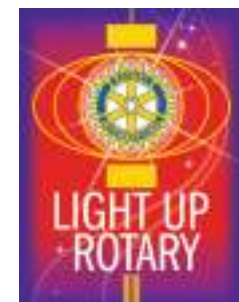
- Internally
 - Club bulletin
 - Committee and project communications
 - Closed user group social media
- Externally
 - Website
 - Press releases
 - Public facing social media
 - Letters



Marketing

Rotary Image

- New Rotary branding
 - Available from RI and RIBI website
 - Customisable to include club name
 - RIBI templates for letterhead, memo, compliment slip and business cards
- RIBI “We’re for communities”
 - Helps the public understand what we do

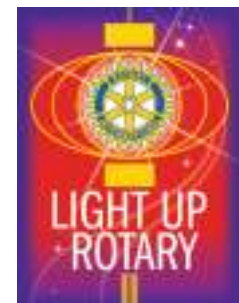


Marketing

WE'RE FOR COMMUNITIES

ARE YOU?

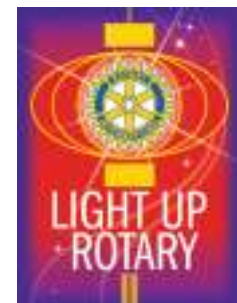
The Video



Marketing– We're for communities

Use it

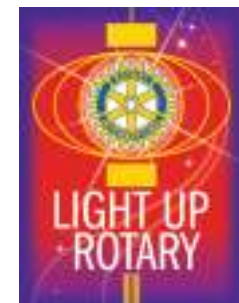
- The video
 - Home page of your website
 - Link to it from social media
- The logo
 - Press releases – Standard RIBI PR template has a statement
 - Website
 - Facebook etc.
 - Stationary



Marketing– 2014-15 theme

Light up Rotary

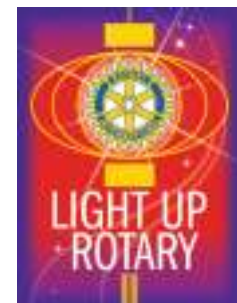
- Internal facing logo and theme
 - Use it to motivate members
- Not for external communications
 - No relevance to the public



Photography

Attract attention

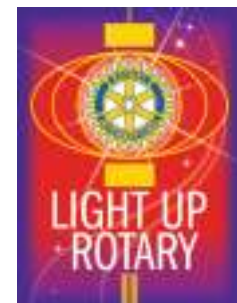
- Grab an editors attention
 - They are the publisher
- Grab a readers attention
 - They are your target
- A good photograph is the key



Photography

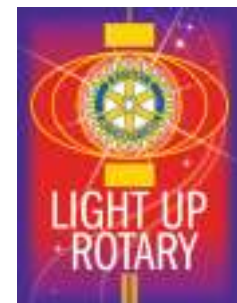
A picture tells a story

- Take a professional approach to photographs
- Modern digital cameras make life easy
- Composition is the key
 - Think!! - what is the story?
 - What single photo will convey it?
 - Stage manage the photo or use action shots
 - Always get a Rotary related item such as logo in the shot
 - If not add it later



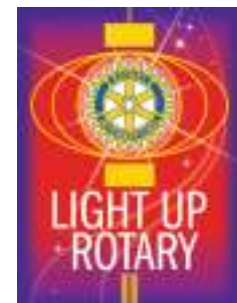
Photography

What's wrong with this photo?



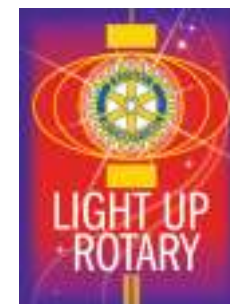
Photography

What's right and wrong with this photo?



Photography

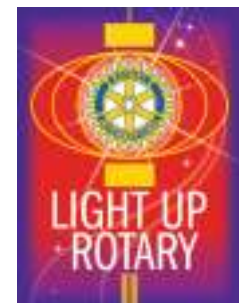
Does this tick the boxes?



Help is at hand

Club websites

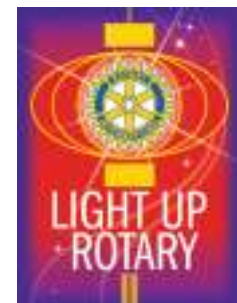
- Make it work for members and the general public
- Keep it fresh
- Make it eye catching especially the home page
- RIBI club website template
 - Alternative to District 1220 microsites that will not be up dated
 - Used by over 1,100 clubs in the UK
 - Maintained with up to date corporate image
 - For more information go to <http://www.rotary-ribi.org/>



Help is at hand

Club promotion leaflets and posters

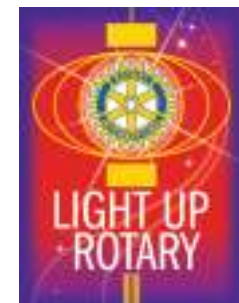
- RIBI can customise “We’re for communities” A5 leaflets and A3 posters
 - Club name, up to 9 of your own photos, contact details etc.
- Available from the RIBI Store
 - Along with many other useful documents and items
 - For more information go to <http://www.ribi.org/shop/>



Help is at hand

Social media

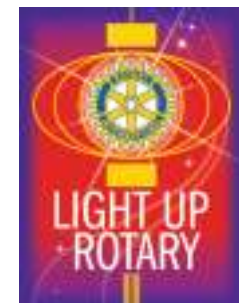
- A powerful medium to raise a clubs profile and engage the public
- MPRC committee have created a guide
 - The benefits and how to build a community
 - Setting up Facebook
 - Setting up Twitter
 - Available on the District website



Moodle – online learning

Online learning for members

- Broad range of topics
 - Mentoring
 - Community Service Projects
 - International Service Projects
 - **Communications and Public Relations**
 - Future Vision for non-Pilot Districts (Rotary Foundation)
 - Running Competitions - New Generations
 - Protection
 - Health & Safety



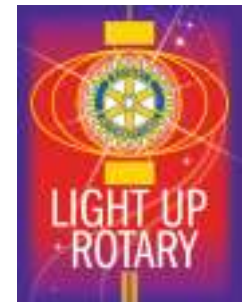
Moodle - MPRC

The screenshot shows a web browser window displaying the Moodle interface for the 'Marketing, PR and Communications' course. The browser's address bar shows the URL www.ribimoodle.org/course/view.php?id=260. The page header includes the Rotary International logo and the text 'Rotary International In Great Britain & Ireland' on the left, and 'RIBI Moodle' on the right. Below the header, a navigation breadcrumb shows 'RIBI Moodle > MarketingPrCommunications'. The main content area is titled 'Welcome to RIBI Moodle' and 'Welcome to the Marketing, PR and Communications Area'. It features a grid of eight course modules, each with a yellow and black icon and a title: 'Communications Home', 'Communications Made Simple', 'Media Crisis', 'MPRC Seminar 2012 + RIBI Assembly 2013', 'Courses, Links and Downloads', 'Press Releases', 'Photography', and 'Exhibitions and Roadshows, Branding, Social Media, QR Codes'. Each icon also includes the text 'COMMUNICATIONS made simple' and 'A MOODLE course for Rotarians'.

Help is at hand

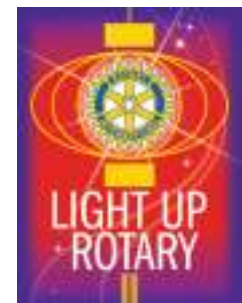
If you need help with anything MPRC

- Both RI and RIBI have the solution
- Both websites are an invaluable source of information and support
 - PR templates (www.ribi.org/downloads-library/public-relations-templates)
 - Stationary templates (www.ribi.org/downloads-library/resource-downloads/stationery-templates)
 - Image libraries (www.ribi.org/downloads-library/resource-downloads/image-library)
 - Rotary logos (www.ribi.org/downloads-library/resource-downloads/rotary-logos)
 - Tutorials (<http://www.ribi.org/downloads-library/resource-downloads/tutorials>)
- District website
 - Visit the MPRC section for this presentation and other useful documents
 - Links to RIBI



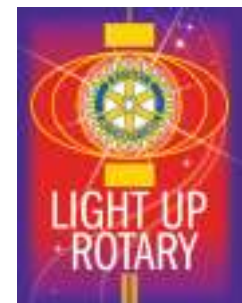
Ian Young

Make the local press work for you



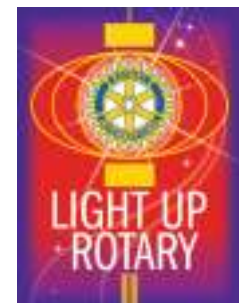
Make the local press work for you

- Identifying your objectives. (A)
- Identifying your target market.(B)
- Getting from A to B



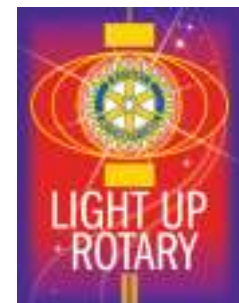
Make the local press work for you

- Identify your Media outlets
- Identify your Media Reader base
- Identify your Local Community



Make the local press work for you

- Understand how these Media outlets work



Make the local press work for you

- Build and maintain Contacts
- Use the Internet/Social Media
- Be Creative
- Sell the Story
- Photographs
- Identify your PRO/ Press Officer

