



Rotary Club of South Hall Public Image Plan 2020-2021

PI Chair Mandy Volpe

Objective

South Hall Rotary's objective is to increase our public image channels and methods to tell our club's Rotary story so that we will build our both Rotary International and our own club's brand awareness, message of service, impact on our communities, and reach new individuals in our community who value putting service above self.

Method.

We will create an effective public image platform that will make the RC of South Hall more visible throughout our community and beyond. Through our public image efforts, we aim to promote Rotary's core values and present a unified image that will be an inspiration and strengthen the Rotary brand. Rotary's Mission

"The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders."

Timeline – **JULY**

- Meet with Club President to discuss club goals, citation goals, budget, and service project ideas
- Identify a PI Chair
- Update Club Brochure with New Officers and Events
- Update Club Channels with the new theme

AUGUST

- Utilize Clubs Largest Fundraiser (Annual 5K Event) to invite media, promote our club and how it is used to support local community organizations
- Meet with board and event chairs to discuss new ways to use PI to enhance Rotary's Image
- Use social media to promote for classifications we are looking to add to our club

SEPTEMBER

- Increase use of social media (Facebook and LinkedIn) to promote Rotary and share weekly club meeting topics to the public to generate more interest and expose to our club to potential new members. Focus on food insecurity and literacy projects
- Align PI Goals with Zone and District PI Goals to make sure PI efforts help support club goals.
- Use Shore Sweep as an opportunity to promote People of Action Campaign
- Support the Annual Empty Bowl Lunch and cross promote on Social Media

OCTOBER

- Use our website, social media, and weekly meetings to promote World Polio Day Efforts
- Plan an event to raise funds to World Polio Day and promote to media.
- Post Club plan on both endpolio.org and our Rotary Channel
- Post pictures afterward supporting People of Action Branding.

NOVEMBER

- Use our social media channels to support our efforts for the Foundation and service project for the month. Use those promotions to support Rotary's message of service above self during November.
- Promote food drive.

DECEMBER

- Showcase clubs annual bell ringing with Salvation Army on Facebook Live
- Use the pictures from our Interact Students at our Chicopee Woods Christmas Party to promote the service from young leaders in our community.
- Invite and promote local health expert to talk about Hep C and COVID-19 – Plan for Hep C Awareness Day
- Drive our focus on CART giving this month at our Christmas Party.
- Showcase Rotary Service Efforts by sharing the story with the local media and sending to District for Rotations.
- Promote the new fundraiser Gala

JANUARY

- Use our meetings centered around vocational efforts in our community to invite potential new members to our club through our meetings.
- Use our social media channels, website, and networking connections through our support and participation with the Chamber of Commerce to invite to our monthly social network event at a local eatery.
- Use Vocational Month to focus on Just People and The Way – Promote on Social for outside participation.
- Promote the new fundraiser Gala on social media, website, and District Page.

FEBRUARY

- Partner with our focus organization – UNG Food Pantry- to support their expansion efforts and professional closet and hygiene efforts- Share on Social
- Conduct Peace Pole Ceremony – incorporate community and share through traditional media and digital channels.
- Promote Gala on social, website and through traditional media.

MARCH

- Invite UNG Food Bank into our club to culminate our yearly partnership by presenting them with a check for their organization. Use the event as an opportunity promote our service efforts with local media, social media, and showcase our partnership with the organization.
- Participate in Spring Service Activity – share on social media, website, and District Page – people of action branding opportunity.
- Participate in international project – promote on social media, website, and District Page.

APRIL

- Promote the Spring Service Campaign (City Earth Day Pick Up Trash) – social, web, and district
- Rotary Days event with Homeless focus - share on social media, website, and District Page – people of action branding opportunity.
- Promote guest speakers on all channels
- Encourage and promote District Conference Participation at Fun in the Sun

MAY

- Promote our clubs' efforts with Interact and Laws of Life
- Promote Hep C Awareness Day
- Highlight RYLA Participants and talk about what RYLA is....
- Participate in LCCA Award Banquet to award the College and Career Academy's Only Scholarship (Betsy & Chuck Clausen Scholarship) use the opportunity to promote via local media and on social channels.

JUNE

- Host a Year End Party to celebrate our clubs' successes over the past year and recognize our Rotarian of the Year
- Showcase our Summer Service Projects to promote the People of Action Campaign.

- Identify and transition to the new PI Chair for the next club year.

Goals

Use brand guidelines and templates to strengthen Rotary's image with logo, theme and people of action campaign materials.

1. Improve Community Awareness of the South Hall Rotary Club through our service projects and partnerships.
2. Host World Polio Day Event
3. Host a Disease Awareness and Prevention Day
4. Host a Gala focused on people/company's in our community who demonstrate service above self
5. Use Social Media to post and invite to meetings
6. Host a Networking Social Once a Month at a local restaurant to invite new potential members "Rotary Lunch" that focuses on networking and relationships and not traditional meeting format.
7. Host a Quarterly Rotary Means Business in lieu of a networking social at breakfast to invite new members and promote business networking and development.
8. Continue to place The Rotarian at the Spout Springs Library and Northeast GA Medical Center in Braselton.
9. Create Generic Rotary Images to use in a "We Want You" Campaign for classifications
10. Continue to promote club on social media 4 times per month
11. Actively participate in the 10 Million Meals Campaign
12. Send major event press releases to local newspaper, radio station, and submit for the district newsletter.
13. Send out weekly newsletter updates to members to keep them informed and encouraged.
14. Align PI activities to accomplish district and zone goals for PI and support community and vocational goals.
15. Cross promote South Hall Rotarians outside accomplishments such as industry awards on Rotary channels to show the impact Rotarians have on the community.
16. Use Social Media to post speakers and invite to meetings through events.
17. Host a Networking Social Once a Month at a local restaurant to invite new potential members "Rotary Lunch" that focuses on networking and relationships and not traditional meeting format.
18. Continue to place The Rotarian at the Spout Springs Library and Northeast GA Medical Center in Braselton.
19. Create Generic Rotary Images to use in a "We Want You" Campaign
20. Continue to promote club on social media 4 times per month
21. Actively participate in the 10 Million Meals Campaign
22. Send major event press releases to local newspaper, radio station, and submit for the district newsletter.
23. Send out weekly newsletter updates to members to keep them informed and encouraged.
24. Align PI activities to accomplish district and zone goals for PI and support community and vocational goals.
25. Cross promote South Hall Rotarians outside accomplishments such as industry awards on Rotary channels to show the impact Rotarians have on the community when possible.

Projects

Identify landmark projects your club will accomplish this year and how you will use to promote Rotary's Public Image.

1. Rotary Book Drive for United Way
2. Rotary plaques for the trees we planted at Cherokee Bluff's Park
3. Toilet Paper Drive

4. Hep C Awareness Day
5. Keep Oakwood Beautiful Event
6. Little Library Project
7. Food Drive with Interact?
8. Diaper Drive for Diaper Bank
9. Peace Pole Project
10. Be open to new projects of need in our community

Identify fundraisers and other events your club will accomplish this year and how you will use to promote Rotary's Public Image. Don't forget to connect with sponsors and supporters to leverage their social media channels.

1. Awesome 80's 5K
2. Rotary Gala
3. Shore Sweep
4. Chicopee Woods Christmas Party
5. Grant for UNG Food Pantry
6. Professional Clothes Day for UNG Food Pantry
7. Vocational Tours with Local Business Community
8. Rotary Means Business

Other Activities

Identify other activities your club participates in and promote these to enhance your public image.

1. Bell Ringing with Salvation Army
2. New members and Business of the Month recognition
3. Rotarian Spotlight (Classification Talk)
4. LCCA Scholarship
5. RYLA Students
6. Secret Santa Car Show
7. Public Service at Oakwood Park
8. RLI, District Conference, PETS

Budget

Put together a list of expenses. Identify costs to the club and costs which will be picked up by sponsor donations, in-kind, other sources of funding/support.

- 1) Awesome 80's 5K – Cost \$2000 | Sponsorship \$ 10,000 | Profit Goal for Year \$10,000 - In-Kind and Club Donated Items account for other activities.
- 2) New Gala – Projected Costs - \$ 4000 | Sponsorship \$8,000 | Profit Goal for Year \$10,000 - Ticket Sales and Silent Auction Promotion hopefully donated in kind items.