

CLUB PRESIDENT-Elect and next year's CLUB PRESIDENT

1. When thinking about HOW to "Tell your Club's Story", first ask yourself the following questions:

- What is/are your Club's SIGNATURE projects? What are you known for? Who does it help and how? (*Put a human face on the project*)
- Answer the question: What would your town look like without your Rotary Club?"
- WHO in your club is making a difference?
- With which other organizations are you partnering so your messaging and their messaging is mutually supportive?
- What significant events are occurring in your community which you are supporting and which you can piggyback PR (i.e., cancer walk, World Malaria day)?

2. Create a schedule for the next year

3. Then decide: HOW will I get this story out?

- Put on your (effective!) club website, with photographs.
- Send out "e-messages" to club members, former members, foundation alumni—telling the story.
- Send to local paper as a press release
- Invite media to attend a hands-on project with you (and tell your story)
- Arrange with local television and radio stations to use Rotary's Public Service announcements
- Schedule club programs which highlight the subject

Oh, don't forget to get written permissions to use photographs of children or young adults!

<i>Date</i>	<i>Event or topic</i>	<i>What you could do—some ideas</i>
February 2011	Presidents elect attend PETS	Have a picture taken (alone, with classmates, with Rotary leaders). Send to local newspaper with story about your attendance at this significant training event (with 600+ other club presidents!)
	Plan "something special" to celebrate February 23 (Rotary Birthday).	Make sure you wear your Rotary pin next week.

REVERSE CALENDAR
FOR PLANNING A CLUB'S ROTARY PUBLIC RELATIONS/PUBLIC IMAGE EFFORTS

<i>Date</i>	<i>Event or topic</i>	<i>What you could do—some ideas</i>
March	March 8 International Women's Day	Does your club fund programs for women? Have them give a talk at the club. Use this opportunity to tell about Microcredit projects or programs to improve women's health.
	March 22 United Nations World Water day	Use this opportunity to describe rotary's projects. Arrange for a speaker. Tell the story about club-funded programs to bring water and improved sanitation. If there are strong local community groups which undertake water projects, piggy back a press release or public meeting to tell about the need. Rotary clubs and WASRAG will like have videos, which you could "shop" to TV stations. Schedule a Rotarian to speaker to high school classes about international projects to make clean water available (with photographs, videos—and even asking students to try to carry a heavy bucket with water).
	This is Rotary's Literacy month	Is your club giving dictionaries to 3 rd or 4 th Graders? Publicize it again!
April	Many clubs and Districts have a Rotarians at Work day : a day when all clubs take on local community service projects	Invite local media to see the event. Take pictures & video, and provide them to media. Post the projects on the site. Have your Interactors tweet about the project---as it is happening!
	April 4 International day for mine awareness and assistance in Mine action	Many Rotarians are involved in Mine action. Are members of your club? What local mine action programs do you fund (i.e., PeaceTrees Vietnam)? Have them give a program. Do you have retired military members in your club? What is their experience with mines? Ask them to arrange a program. Contact Veterans groups to help with the program.
	April 7 World Health Day April 22 Earth Day April 25 World Malaria Day	IF your club is doing something in any of these areas, please publicize it (and piggy back on these dates and other coverage)

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Spring	Your club holds a Fundraiser and raises funds for some specific projects	Take pictures at the fundraising event. Send the pictures of your Rotarians AND a description (or photograph) of the beneficiary programs to local press.
May	Quantify the value of the community service your club provided this year. (Do in concert with City Club President). Quantify the value of the international and youth programs your club has supported this year. May 15 UN International Day of Families	Use this information during your year. OR help the President to publicize at the end of his/her year. Celebrate your Rotarians families this week and at this meeting. Hold a fun, family oriented meeting with kid friendly food.
May or June	Rotary's international Convention is held	If someone from your club attends, ask them to have their pictures taken at the "House of Friendship". Post the pictures and related stories on the club website. Have the Club website link to photographs and images from the international convention.
June	June 5 World environment Day	Does your club do something in the local community? A park? Community clean up? Schedule a hands-on event to improve your community—and acquire press coverage. Involve Interact and/or Youth Exchange students. Have them tweet during the project, invite friends on Facebook, post pictures on Facebook.
July You are officially club president!	You are officially club president!	Arrange a TOP NOTCH speaker for your first meeting. Invite the media. Make sure there is a story and photograph in the local paper BEFORE and AFTER the speaker. Send an article to the local media (paper) or local Business Journal that Rotarian XXX (YOU) is now president of your Rotary club.
Summer	Youth exchange are inbound and outbound	Celebrate and publicize the arrival or departure of Youth Exchange Students. Include Youth Exchange in 4 th of July or Canada Day parades and celebrations (with appropriate Rotary attire).

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August	<p>Summer youth exchange are inbound or outbound</p> <p>August 12 is UN International Youth Day</p>	<p>Celebrate and publicize the arrival or departure</p> <p>Consider piggybacking on this day: with youth focused programs at your clubs, with youth invited to your club or to a club BBQ. Take pictures for local papers or your web site.</p>
September	<p>This is Rotary's New Generations month.</p>	<p>Another opportunity to focus on Rotary's 5th Avenue of Service: YOUTH or new Generations.</p> <p>Arrange speakers on subjects related to education.</p> <p>Invite prior youth scholarship winners, youth exchange, children of Rotarians to meetings with topics of interest to them. Schedule another event with these youth.</p>
October	<p>Oct 24 is "World Polio Day".</p>	<p>Schedule a speaker or program on this topic to increase awareness about polio virus and to encourage further actions to reduce it from spreading</p> <p>With District Governor and District Polio Chair, arrange a district walk/run to emphasize the issue.</p> <p>Arrange radio interviews of persons who have recently been on Polio NID or who are Post Polio syndrome</p> <p>Rotary clubs and District 5030 have videos about Polio NID's, which you could "shop" to TV stations</p>
November	<p>This is Rotary Foundation month</p>	<p>Schedule several speakers on your clubs international projects. Invite prior foundation scholars to speak.</p> <p>Take the opportunity to re-publicize the positive impact of your projects. Put stories in the newspaper: arrange radio interviews.</p> <p>Pull Rotary Foundation images from the RI Web site for your club website.</p>

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Date	Event or topic	What you could do—some ideas
November/ December	You are elected Club president OR your successor is elected	Place notice with up-to-date photograph in local newspaper or local Business Journal <i>"XXX has been selected President of your Rotary Club effective July xxxx. The ABC Rotary club is known in our community for xxxxx"</i> . Put a notice of new President selection on club website (with up-to-date photograph)
December	Organize a community service project during the holidays. Christmas and other religious holidays are opportunities to tell Rotary's story of <i>"Doing good in the world"</i> . December 5 is International Volunteer Day	Publicize your community projects in local paper or on local radio (<i>food gathering, hands on projects, winter coats, etc.</i>). Send action photographs as well. Do a press release to your local paper regarding your projects. Invite media to attend event. Honor volunteers in your community. Consider awarding a framed Paul Harris Fellow (take a picture!)
January 2012	January is Rotary Awareness month.	How about "shining the light on your clubs signature projects"? Invite media to a club meeting where the year's projects are highlighted or to participate in a project. Highlight the projects on your website. Send out an e-mail to your expanded database reminding them of everything that has been done this year!

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February	Plan "something special" to celebrate February 23, 2012 (Rotary Birthday). Feb 4 World Cancer Day Are your club or members are raising awareness or funding? Ask them. This is Rotary's World Understanding Month	Ask your Mayor & City Council to pass a resolution establishing ROTARY DAY. Have it published in the local paper (along with photographs of key community projects). If your club has a Rotary Flag, ask the City to fly the flag along with your Country Flag on February 23. Get a photograph and tell their story in local media. Ask Rotarians to wear Rotary shirts or Rotary identification. Arrange a program at the club and invite community organizations interested in the topic. If cancer survivor is in your club, help them arrange radio interview (<i>and ask them to identify self as Rotarian</i>) Schedule several programs which highlight world understanding. Invite Rotary scholars to meetings and ask them to share their insights.
March	See above...you get to start over..and do it even better!	

And then there is **RYLA!** It is held at **NOVEMBER FOR HIGHSCHOOL LEADERS**. Make a big deal of this Leadership opportunity with stories in the paper, stories on your web site, arranging radio interviews with the youth leaders, and more.

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