



What's Next

- This is your **August PIPR Update**
Things To Do, Upcoming Key Events, and General Communication

INSIDE THIS ISSUE

- Upcoming Key Dates
- Monthly Theme
- Newsletter Article REMINDER
- LEARN Rotary
- Working with your Local Media
- Suggested Press Releases

UPCOMING KEY DATES

- **District TRAINING EVENT September 17 8:30 to 12:30**
See Event Notice
We hope you can be there - you are a third of the presentation
- Consider sending a **Press Release** about your club's Leadership Transition, as well as special projects, etc. etc.
A Press Release Template is further down in this email.

SEND IN YOUR NEWSLETTER ARTICLES

- Deadline: **25th**
- Club Presidents and PI/PR Chairs – Send in Club Articles
District Leaders – Send in Committee Articles
- Use <https://tinyurl.com/7680districtnewsletter>
or email to john.tabor@hdrinc.com

Monthly Theme



Learn Rotary



LEARN ROTARY

IMAGINE

how Membership, Foundation
and Public Image can make
your club vibrant?



SEPT 17

Saturday 8:30 AM to 12:30 PM
Gaston College ~ Kimbrell Campus in Belmont



Register

<https://tinyurl.com/7680mfpsummit>

MEMBERSHIP

Learn how everything in Rotary
starts with a member. Innovative
membership strategies will
enhance growth and
service to others.

FOUNDATION

Learn more on fundraising,
outreach and Foundation
projects

PUBLIC IMAGE

Learn how to improve your Club's
image and outreach
internally and externally

Reach Out to Local Media



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WORKING WITH LOCAL MEDIA

- Research your media contacts – editors, reporters
- Create a MEDIA DATABASE
 - With names, salutations, emails and information about each person
 - Use Mail-Merge to send out press releases or announcements (meeting notices, etc.)
- Outreach to the Media
 - Visit Face to Face
 - Ask if he/she are looking for stories from time to time
 - Explain Rotary Overall and down to your club level
 - Invite them to meetings, invite them to be a speaker, invite them to be a member



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WORKING WITH LOCAL MEDIA

- Reach out with every Project and Meeting
 - Automated, but direct is more personal
- District PI/PR may develop a story/article every month or two
 - You can make an article about Rotary helping your community

Press Release Template

<<Name of Rotary Club>> Introduces New Board Members

<<Name of Club President>>, <<vocation>> of <<business>> has been elected President of the <<Name of Rotary Club>>, which meets at <<Location>> on <<Day and Time>>. <<Short Intro about Club President>>.

Joining <<Name of Club President>> on the board are:

<<list names of other board members>>

The Club looks forward to continuing the great work it has been doing in the <<local area>>. Some of our upcoming goals and projects for the 2022-2023 year include:

<<bullet points>>

It is also an exciting year for Rotary International.

Building on its theme of Diversity, Equity and Inclusion, Rotary has elected Jennifer Jones as its first ever Woman Rotary International President in 117 years. A member of the Rotary Club of Windsor-Roseland, Ontario, Canada she understands how important it is to follow through on Rotary's Diversity, Equity, and Inclusion commitment. "I believe that diversity, equity, and inclusion ... begins at the top and for us to realize growth in female membership and members under the age of forty — these demographics need to see their own reflection in leadership," Jones said.

Imagine Rotary is the theme for the 2022-23 leadership teams. As Jones remarked - "Imagine, a world that deserves our best where we get up each day knowing that we can make a difference."

Can you Imagine yourself as a Rotary member? If so, please attend our weekly meeting at <<Location>> on <<Day and Time>> and contact our new membership chair about joining. Help enrich and diversify our Club in this new Rotary year.

About Rotary

[Rotary](#) unites a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges and creating lasting change. Rotary connects 1.4 million people of action from more than 46,000 Rotary clubs in almost every country in the world. Their service improves lives both locally and internationally, from helping those in need in their own communities to working toward a polio-free world. For more information, visit [Rotary.org](#).

About District 7680

District 7680, covers 14 counties in central west North Carolina with 56 Rotary Clubs and 2,400 Rotarians.

For more information, visit [Rotary7680.org](#).

About Your Club

Write a paragraph about your club, its location, history, and major service projects, and other information. For more information, visit [your club's website](#).

GREAT PRESS RELEASE ON JENNIFER

Feel free to glean parts of this and send a Press Release from your club to your local media.

EVANSTON, Ill., June 29, 2022 /PRNewswire/ -- [Jennifer Jones](#), member of the Rotary Club of Windsor-Roseland, Ontario, Canada, will be the first woman to take office as Rotary International President in the service organization's 117-year existence on 1 July 2022.



Jennifer Jones, Rotary International incoming President Rotary International

During her one-year term, Jones will focus on building new relationships and establishing collaborations with organizations that share Rotary's commitment to driving impact through humanitarian service and to developing leaders around the globe. She has also made Rotary's commitment to diversity, equity, and inclusion a key part of her presidential platform.

"Diversity has long been one of our core values and continues to serve as a foundation for how we interact with each other and our communities," said Jones. "I know that my experiences and perspective as a woman mean that I bring a different lens to how I see and approach opportunities and challenges for our organization. I hope to be a catalyst for similar opportunities for leaders from all backgrounds that comprise the global mosaic of our organization. We are stronger, more creative, and more effective when we ask for and leverage those diverse perspectives to tackle the world's most pressing challenges."

As a professional communicator with more than 30 years of experience, Jones will also use her vocational strength as a storyteller to shine a light on the positive and lasting impact Rotary clubs are making to improve lives and strengthen communities across the globe. "This year, we are going to bring Rotary service projects center stage around the world. We will put a special focus on visible, high impact acts of service across our areas of focus, drawing attention to the incredible work that Rotary members are doing." said Jones.

Jones officially takes office as Rotary International President on 1 July 2022 in Ottawa, Canada at the mid-point of her cross-country tour. Dubbed [Imagine Rotary Canada](#), Jones is traveling coast-to-coast, stopping at twelve hubs along the way to meet with local officials and participate in projects that address pressing issues including food insecurity, plastic and litter in waterways, and the safety of seasonal guest workers.

Jones will also mark her year as president by touring model examples of Rotary's impact in action. Throughout the year she will connect with Rotary members and clubs spanning the globe to explore and share learnings from Rotary projects, with a focus that includes:

- the vital role of women health workers in the efforts to end polio in Pakistan;
- a day in the life of a community health worker helping to reduce malaria in Zambia;
- the efforts of 600 Rotary clubs to improve education for underserved students in Guatemala;
- a former refugee who is now a Rotary Peace Fellow at the Rotary Peace Center at Makerere University, in Uganda;

- health workers reaching children with life-saving vaccines in remote islands in the South Pacific; and
- Rotary's efforts to bring clean water, sanitation, and hygiene to all of Haiti.

As president, Jones will oversee Rotary's top goal of eradicating polio. "When we harness our connections, deepen our relationships, and create new partnerships - our collective efforts can change lives for generations," said Jones. "There is no better proof point of our impact than our effort to eradicate polio."

Alongside its [Global Polio Eradication Initiative](#) partners, Rotary has achieved a 99.9 percent reduction in polio cases, and contributed US \$2.4 billion to protect more than 3 billion children from this paralyzing disease. Nearly 19.4 million people are walking today who otherwise would have been paralyzed by this vaccine-preventable disease, and 1.5 million people are alive who otherwise would have died. With the infrastructure Rotary helped create to end polio, a lasting global health legacy is now being used to protect millions of people from other diseases – including Ebola, malaria, and COVID-19.

About Jennifer Jones

Jennifer is the Founder and President of Media Street Productions Inc., a 25-year-old, award-winning media company in Windsor, Ontario. She has received many honors and recognitions including Rotary's Service Above Self Award and the Citation for Meritorious Service, the YMCA Peace Medallion, the Queen's Diamond Jubilee Medal, and Wayne State University's Peacemaker of the Year Award – a first for a Canadian. Jennifer is married to Rotarian Nick Krayacich, a family physician.

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SOURCE Rotary International