TALKING POINTS – PR/PI/PUB

* How might the effectiveness increase if PR is considered from the very beginning of project planning?
* Logically it makes sense that PR should be part of an ideal, thorough, well-thought-out planning process.
* Benefits include:
  + - More effective use of people, materials, and funds
    - Maximizing return of capital or results
  + Barriers exist as well and might include:
    - Limits on time, resources, personnel, and expertise
    - Differing priorities and methods
    - Lack of leadership and will among key members
* How can club members be part of a PR strategy?
  + Generating knowledge of the strategy within the club
  + Inviting participation
  + Creating competitions and measurable benchmarks within the club for PR related activities
  + Establishing an open environment within the club for creating, reviewing, challenging, and modifying PR strategy
  + Seeking input from the club and community on PR results that is then shared with members.
* All Rotarians are walking, talking public relations opportunities - good or bad.
* It is more likely to be good if the club has a PR strategy and makes the members part of it.

**CLUB PUBLIC RELATIONS COMMITTEE MANUAL – 226C-EN (512)**

* The role of the club public relations committee is to inform the public about Rotary and promote the club’s service projects and activities. Having strong public relations ensures that communities around the world know that Rotary is a credible organization that meets real needs
* When a Rotary club has a positive public image, current members are motivated to be active and prospective members are eager to join
* The responsibilities of the club public relations committee are:
  1. Develop committee goals to achieve the club’s public relations goals for the coming year
  2. Promote Rotary and your Rotary Club in your community
  3. Work with Rotarians in your club to maximize public relations efforts
  4. Understand the components of public relations that will help you promote Rotary
  5. Know Rotary’s key messages and be able to use them when speaking in public