**Rotary District 5500 Ad Word Awareness Campaign**

Rotary District 5500 used the Zone 26/27 grant to engaged a digital marketing company, Anchor Wave, to help us develop and manage a District-wide Google Ad Word campaign and Google Business Profile training for each of the District 5500 clubs. Ad placements are being paid for via a Google Ad grant.

The Rotary District 5500 Ad Word program was launched in November 2024 and will end in May 2025. The display and text ads reflected language and images that were developed with the input of over 20 clubs throughout District 5500. The ads were made to be active, inclusive and multigenerational. Here is an example of one of the display ads that has been running.



**Results**

At the end of March 2025, Anchor Wave reported on the ads’ Impressions (number of times the ad was shown in Google search), Clicks (the number of times someone clicked on the ad and went to the D5500 landing page) and Click Through Rate (CTR).

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| **Nov 2024-Mar 2025**  **Impressions** | **Clicks** | **CTR** |
| **9,754** | **1,009** | **11.89%** |

An almost 12% average CTR over those months for a nonprofit ad is considered good, especially including the holidays, when most people were distracted by shopping online. After the holidays, we saw the average CTR jump from 9.33% to 14.45%, which was a nice increase. The keywords that were mostly used throughout the campaign included “Rotary,” “Volunteer” and “Service Organization” terms, which you would expect.

**Contact Form Fills**

Even though this was mainly an awareness building program for our District, we did include a contact form on our landing page for the Google Ads. We only saw 6 viable leads from people filling out the contact form that we provided on the District 5500 landing page from the Google ads. We targeted the ads at Arizona zip codes, however, so many people from different states winter here, we saw mostly people from out of state filling out the forms looking for Southern AZ Rotary clubs.

One very high interest lead came through to the Oro Valley club and was contacted by its Membership Chair. Unfortunately, the club’s meetings were too early in the morning for that person. We plan to follow-up with the other clubs on the progress of their leads that were given to them by our District’s Membership Chair.

**Google Business Profiles**

Another aspect of this campaign was to encourage the District and its clubs to create a Google Business Profile. The District Communications Chair created the District 5500 profile. The Rotary Club of Oro Valley also created its profile and, just in the first quarter of 2025, has welcomed six new members; four out of the six found the club on Google. So we would highly recommend that District clubs continue to post their business profiles on Google to be found by perspective members.

**Summary**

This awareness campaign with Google Ad Words showed us that digital media and advertising is an important part of our District’s and its clubs overall awareness building, though it would be good to see more tangible metrics in the number of contact form fills. And we will continue to encourage our clubs to develop Google Business Profiles that drive prospective members to our clubs.