



# Best Practice Newsletter: **CLUB MARKETING PLANS**

## **Welcome to the Newsletter**

We are committed to bringing you monthly information on how to improve your club's public image. Our common goal is to increase awareness in the community about Rotary and to ensure our club's members are fully engaged.

## **Public Image is... EVERYTHING**

Public image is crucial to a club's success. Public image, which is often overlooked, provides the basis for receiving funds and getting the public involved in our events. It's also important internally in factors such as member retention and satisfaction. As PI leads in Rotary, we need to take time to start thinking deeply about how our clubs are perceived and what we want to change about those perceptions.

### **What is a Club Marketing Plan?**

A club marketing plan is made to assemble your team's thoughts about public image into one easily accessible space. It consists of your club's goals, public image strategy, competition, target audience, brand, tactics, and a SWOT analysis of your club's current state.

### **How Can We Assemble a Plan?**

Host a visioning session with your PI team and/or your board and discuss the applicable topics. A template to follow along with can be found [HERE](#).

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## Why make a Club Marketing Plan?

- **Organization:** A marketing plan lists out exactly what you need to be thinking about in terms of public image in an organized, easy-to-read format.
- **Accountability:** A marketing plan includes goals so your team can see what you planned to work on and stick to it.
- **Focus:** A marketing plan lists exactly what you need to think about and the steps you need to be taking.
- **Engaging club members:** Presenting a quick overview of your marketing plan can better inform members of what you're doing and how they could be helping.

## Setting Public Image Goals

Your team may not be used to setting goals, but it is important to sit down and put into writing exactly what you want to accomplish. These public image goals can range in size and have varying levels of reachability.

### Goal Topics

Amount of posts to release, numbers of follows/likes/shares, trying out new social media platforms, redoing your website, amount of tabling events, amount of club sign-ups, amount of lives impacted, number of partnerships formed, amount of press releases.

### Something to Keep in Mind

We can all improve our public image. Even if you think your PI is near perfect, consider taking the time to go from "good" to "great."