

*We hope this list will inspire you to take action and have a successful project!*

## Planning Your Event's Media Outreach

### Increase Rotary's Impact through a Compelling Story and Advertising\*

- News hook to relate to current events, issues or trends
- Timeliness of upcoming or ongoing action
- Proximity to community
- Prominence of special guests
- Human interest for emotional response
- Visually compelling using action-oriented images
- Supported by data such as statistics and research

Crafting an **Event Description**, **Press Release**, a **Letter to the Editor**, or an **Opinion Piece** using a “Who/What/Where/When/Why” framework\*

- Event host and attendees
- Topic and purpose and why it's important
- Date and time
- Location and registration information
- Contact information

\*Excerpted from the **Rotary PR Guide** - download the full guide at [https://www.dacdb.com/Rotary/Accounts/5020/Downloads/999800136/RotaryPRGuide\\_EN18.pdf](https://www.dacdb.com/Rotary/Accounts/5020/Downloads/999800136/RotaryPRGuide_EN18.pdf)

**Sample Media Contact Lists** - [the City of Duncan uses this one](#), and the Duncan Chamber of Commerce has info on their website (<https://www.duncancc.bc.ca/list/ql/advertising-media-26>)

**>>> Make Your Own “Who’s Who” List** with the following in mind:

Expand Your Reach with a Wider Audience - Build Awareness Through Collaborations!

- First Nations
- Local Government
- Business Associations / Chamber of Commerce
- School District
- First Responders and Health Care (also for Appreciation)
- Law Enforcement (also for Guidance)
- Community Policing
- Other Rotary Clubs, Rotact and Interact Clubs (and even other Service Clubs)
- Rotary Action Groups

*We gratefully acknowledge the traditional custodians of Showe'luqun, the Hul'q'umi'num speaking peoples, who hunted and gathered in this area, respecting their caring connections to each other and the places where we live, work and play.*

### Types of Media to Engage (Print/Digital)

- Newspapers
- Newsletters
- Magazines
- Radio
- Television
- Billboards and Menu Boards
- Public Transit and Taxis
- Websites
- Social Media photo/video posts and “Live” posts
- Create a Facebook Event (shareable and actionable for joining online meetings too!)
- Share with the Facebook Groups and Pages in your community

### Types of Gear to Promote Your Event

- Signage, Banners
- Posters/Prints
- Clothing and Accessories (Shirts, Aprons, Hats, Scarves, Lanyards, Badges)
- Cards and Bookmarks
- Giveaways and Goody Bags

### Communication on the Day of the Event

- Identify Help Line of Organizer / Event Marshals to field any questions
- Encourage participants to use event hashtags in their photo posts
- Interview participants, get quotes, photos, video clips (a photo booth or wall is fun!)
- If permitted, drone footage is spectacular!
- Provide a Feedback Notebook at Registration table for "Comments and Suggestions" to make future events a greater success!

### Event Follow Up

- Create and Send THANK YOUs (a tremendous opportunity to build goodwill and better friendships!)
- Share Outcomes afterwards (including additional write ups for publication)
- Salute your Event Heroes (offer awards and special recognition at a club meeting)
- Identify any potential Guest Speakers and Future Members from your collaborations!

*Did this list help you and can you think of any other ideas to try? Please let us know!*  
We've included the D5020 Public Image and our EcoClub's **contact information** on the last page.

*We gratefully acknowledge the traditional custodians of Showe'luqun, the Hul'q'umi'num speaking peoples, who hunted and gathered in this area, respecting their caring connections to each other and the places where we live, work and play.*

*Questions about District 5020 Public Image and the Rotary Brand? Please contact:*

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**Caleb Summerfelt, DG Nominee**  
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*Thank you for your service to your community - and beyond!*

***“Together We Grow” through Community Service, as People of Action***

*We would be happy to connect with your club members for future meetings and project planning. We invite you to follow our stories online and we look forward to hearing yours . . .*

Gratefully,

**The Rotary Club of Shawnigan Lake EcoClub**

*Chartered June 2021 | Sponsored by the Rotary Club of Duncan*

[Facebook](#) - [Twitter](#) - [Instagram](#) - [YouTube](#)

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We are Canada’s first Rotary EcoClub, part of a growing network of EcoClubs worldwide. We are based outdoors and devoted to environmental stewardship and sustainability practices. We believe in honouring our First Nations and other community stakeholders, actively networking to build collaborative relationships and sharing knowledge, and developing strategic implementation of our *Think Shawnigan* community assessment recommendations through hands-on community projects. Visit our website at <https://shawniganrotaryecoclub.ca/learn-more/>

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