



Rotary 

# D5500 Club Public Relations/Communications Training

17 May 2025    Leo Lawrenson

# AGENDA

- Club Public Relations (PR)/Communications Duties
- Things to Think About
- Tools for Club PR/Communications
  - DACdb/ClubRunner/My Rotary and Other Digital Tools
  - Additional Club PR/Communications Resources
- Questions/Sharing



# PR/COMMUNICATIONS DUTIES (from MyRotary)

## CLUB PUBLIC IMAGE COMMITTEE JOB DESCRIPTION



As part of your club's public image committee, you tell Rotary's story. This means raising awareness of who we are, how we collaborate to solve problems, and how the work we do together makes a difference in our communities.

One way you'll do that is by developing and implementing strategies to promote your club's projects, events, and other activities. Your overall responsibilities include:

Participating in your district training assembly
Participating in the district vibrant club workshop
Setting public image goals and developing a plan to achieve them
Making sure that the club's website and other communications, such as pamphlets, newsletters, and social media, use Rotary's voice, visual identity, and logos correctly
Using the resources in the Brand Center to enhance Rotary's public image
Using People of Action materials to illustrate who we are and how we engage with our communities
Using social media to raise awareness of Rotary and your club
Promoting club events and projects to members, local media outlets, and people in your community

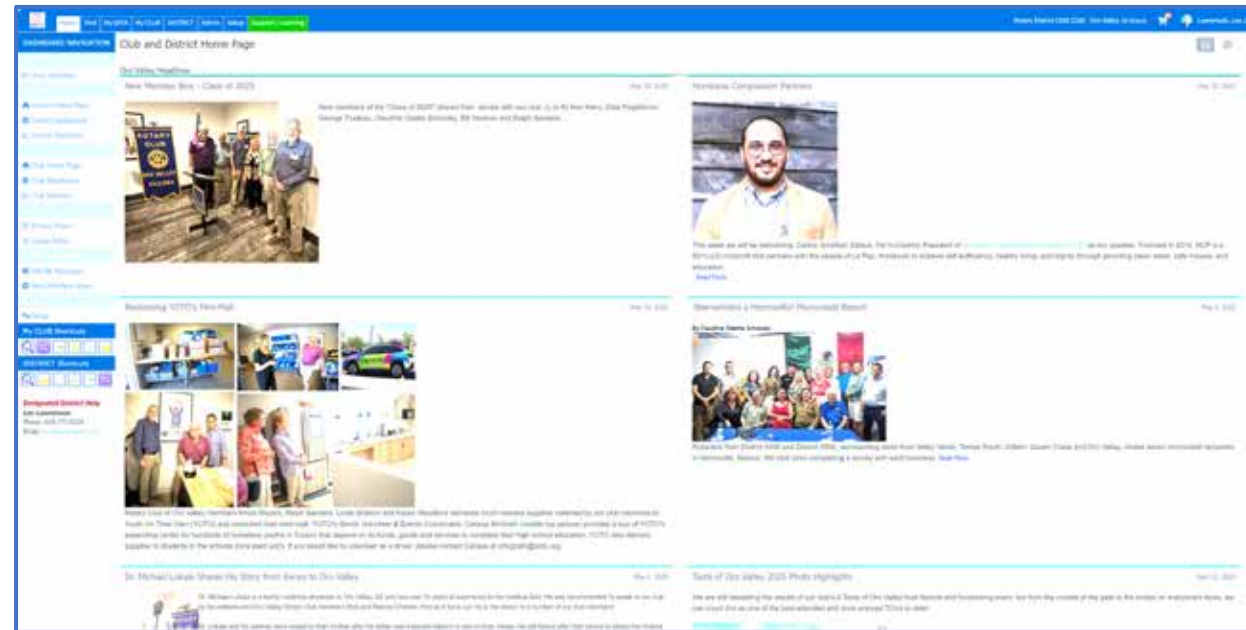
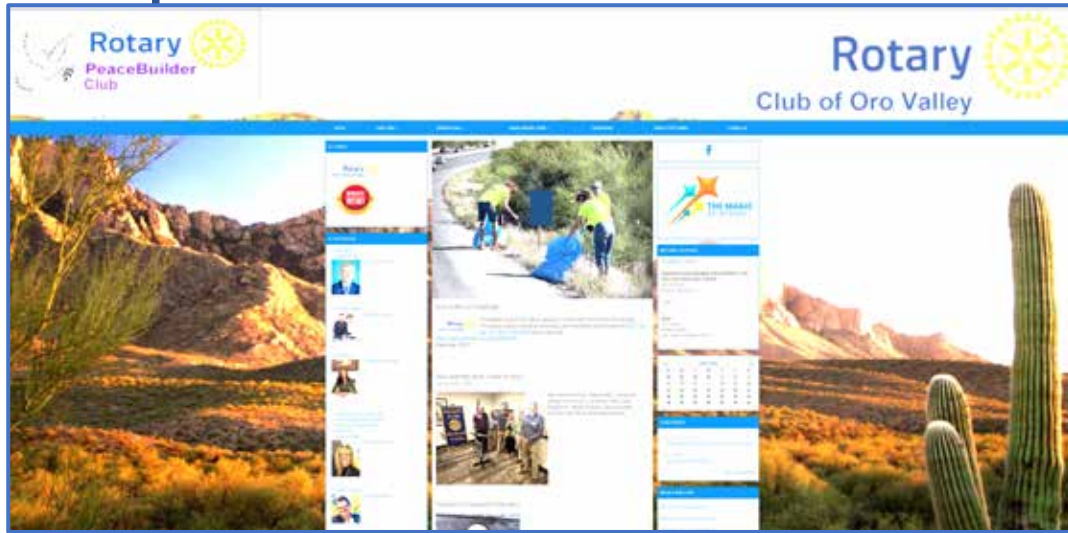
# PR/COMMUNICATIONS DUTIES

- Set club public image goals and develop plan to achieve them
- Manage club website/homepage, newsletter, social media , pamphlets
- Work with local news media (e.g. newspapers, TV, radio, community websites, podcasts)
- Interface w/ D5500 Communications Chair (*Kasia Yuska, David Lenox*)
  - Articles, ads for weekly D5500 ezBulletin IMPACT!
  - Possibly serve on D5500 Communications Committee



# THINGS TO THINK ABOUT – Club Website / Homepage

- Determine target audience (*Club? Public? Both?*)
- Decide what to communicate (*Your club? Rotary? mix?*)
- Choose your platform (*e.g. DACdb, ClubRunner, GoDaddy, etc.*)
  - Use a webpage builder tool or a webmaster
- Keep it current!



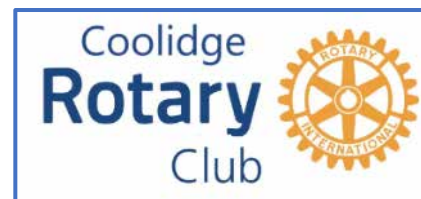
# MORE THINGS TO THINK ABOUT – Club Website / Homepage

- Adhere to Rotary Int'l branding guidelines!
  - Mark of Excellence – not to be used alone, never altered
  - Masterbrand – generally reserved for RI use
  - Club logo
  - Colors & Fonts

NOT allowed!



Only THREE Colors for Mark of Excellence!



Allowed

**Rotary**  
District 5500



## Color Formulas

### Rotary Royal Blue

As seen in the word "Rotary" in the Masterbrand Signature  
PMS 286C  
C100 M84 Y12 K3  
Hex #17458f  
R23 G69 B143

### Rotary Gold

As seen in the wheel in the Masterbrand Signature and the Mark of Excellence  
PMS 130C  
C0 M41 Y100 K0  
Hex #f2a81b  
R247 G168 B27

### Azure

As seen in the one-color version of the Masterbrand Signature and the Mark of Excellence  
PMS 2175C  
C100 M56 Y0 K0  
Hex #0067c8  
R0 G105 B200

### Sky Blue

As seen in the Interact logo  
PMS 2202C  
C96 M11 Y2 K0  
Hex #00a2e0  
R0 G162 B224

### Cranberry

As seen in the Rotaract logo  
PMS 214C  
C13 M100 Y37 K0  
Hex #d41367  
R212 G19 B103

## Primary Fonts

### FRUTIGER LT STD

47 Light Condensed  
57 Condensed  
67 Bold Condensed  
77 Black Condensed

### FRUTIGER

45 Light  
46 Light Italic  
55 Roman  
56 Italic  
65 Bold  
66 Bold Italic  
75 Black  
76 Black Italic  
95 Ultra Black

### OPEN SANS CONDENSED

Condensed Light  
Condensed Light Italic  
Condensed Bold

### OPEN SANS

Light  
Regular  
Italic  
Bold

### ARIAL NARROW

Regular  
Italic  
Bold  
Bold Italic

### ARIAL

Regular  
Italic  
Bold  
Bold Italic

## Secondary Fonts

### Sentinel

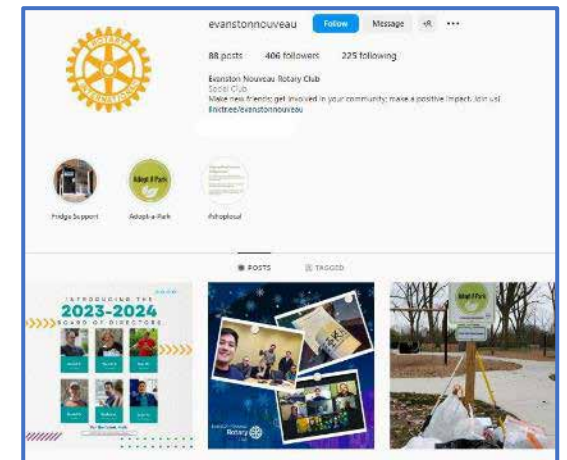
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Light Italic  
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Black  
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### Georgia

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Italic  
Bold  
Bold Italic

# THINGS TO THINK ABOUT – Social Media

- Set Goals
  - Specific and measurable (e.g. *increase followers by 15%*)
- Choose your platform (e.g. *Facebook, X, Instagram, LinkedIn, etc.*)
  - Start with ONE (*based on target audience and community use*)
- Decide what to communicate (*your club? Rotary? mix?*)
  - Don't use acronyms (e.g. *PETS, RYLA, PE, DG*)



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- Decide what to communicate (*Your club? Rotary? mix?*)
  - Don't use acronyms (e.g. *PETS, RYLA, PE, DG*)
  - Keep meeting info to minimum- show members in action!
  - Use hyperlinks & hashtags to allow people to find out more

Good! ->



<-Not so good!



# MORE THINGS TO THINK ABOUT – Social Media

- Choose ONE domain/username/handle that reflects your club
- Post 1-3 original posts per week (*keep it fresh!*)
- Adhere to Rotary Int'l branding guidelines!
  - Mark of Excellence – not to be used alone, never altered
  - Club logo
  - Colors & Fonts

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# MORE THINGS TO THINK ABOUT – News Media

- Make sure you and your club's image is in line with Rotary's public image
- Learn key points for talking about Rotary and use them when speaking in public
- Share your club's Rotary stories with the local media



## Press Releases & Media Alerts

- **Press Releases:** An informational article with quotes that announces an organization change, event, milestone or partnership - either before or after the fact. Keep press releases to major news.
- <600 words in narrative format– could be more with quotes.
- **Media Alerts:** Brief announcements about an upcoming event or activity.
- <300 words in either bullets or narrative format
- No quotes

## Press Releases

Header

Headline

What, When, Where

Why (Importance & Impact)

Quotes (someone from your organization)

- Rotary Club Logo
- FOR IMMEDIATE RELEASE or HOLD UNTIL <DATE>
- One sentence, 70 characters with spaces
- Can also include sub-head with one sentence with more info
- Date of the press release and the city it is coming from
- Name of your event and/or what you are announcing
- Date and time of event or announcement (day, date, time – AM or PM)
- Where is it being held (place and address)
- What/who are you celebrating?
- Why should the public attend if it is an event?
- What is the impact/benefit of the event/announcement?
- Typically from Club President or Vice President
- Excitement for the event/announcements and its impact and praise for the beneficiary organizations and partners



## Press Releases

Quotes (an external spokesperson)

Participant/Partner information

Activity Information

Call to Action

- Typically, a C-level of a beneficiary organization or partner – try to limit to two partner quotes if possible
- Recognition for the Rotary Club's work and the impact of the outcome
- List other participants and partners that are involved in the event or announcement.
- Background history of what you are announcing if applicable
- List any activities that are happening during your event or as a result of the announcement.
- What do you want the reader to do? Attend an event, donate, volunteer, go to a website for more information?
- Provide URL (typically written out) for website or registration page and QR code.



# MORE THINGS TO THINK ABOUT – News Media

## Press Releases

About

PR Contact

Photo

- The About describes your club's mission and impact.
- 1-2 sentences with club's website url at the end.
- Partner(s) About(s) if need
- Publicity contract for media and others to get more information or interviews. Name, title, email, phone number.
- Have an approved photo with caption that illustrates your event or announcement (300 dpi, jpeg format)



*Steve Witthoeft (far right), Edge Board of Directors, and a Past President of the Rotary Club of Oro Valley, presents an \$8,000 check to Edge High School from the 2023 Taste of Oro Valley proceeds.*



## Media Alerts

Header

Headline

What, When, Where  
(can be a narrative or bullets)

Why

Who

Call to Action



- Rotary Club Logo
- MEDIA ALERT – IMMEDIATE RELEASE (or HOLD UNTIL <date>
- One sentence, 70 characters with spaces
- Can also include a sub-head sentence to provide more information
- Date of the media alert and city/state it is coming from
- Could be narrative or bulleted information:
  - Name of the event/announcement
  - Date and Time
  - Place (with address and any identifying landmarks)
- What is the event/announcement?
- Why should people attend/learn about it?
- What is the impact/who does it benefit?
- If you have entrainment or a speaker, include description and picture
- Provide URL (typically written out) for website or registration page and QR code.



## Media Alerts

About

PR Contact

Photo

- The About describes your club's mission and impact.
- The Speaker's Organization's About
- Publicity contract for media and others to get more information or interviews. Name, title, email, phone number.
- Have an approved photo with caption that illustrates your event or announcement.



*Susan Hartley Ph.D is a peacebuilding activist, Rotary Peace Fellow, clinical psychologist, and an advocate for promotion of population wellness through addressing the social determinants of health. She has extensive experience in gender rights and anti-poverty activism and is a long-time volunteer with not-for-profit organizations that address human rights and gender based structural and cultural violence and will headline a distinguished list of speakers at the Southern Arizona Rotary District 5500 Conference of Rotarians and Friends at Tubac Golf Resort & Spa, 26-27 Sep 2025.*




## Press Release & Media Alert Timing & Frequency

- Quarterly media: 3-4 months prior to the event/announcement
- Monthly media: 2-3 months prior
- Bi-monthly media: 1 month prior
- Weekly media: 3 weeks prior
- It is always good to send a heads-up to the editor as an introduction email prior to sending in the release or alert.
- Ask for word length and deadline guidelines.
- Plan one press release and media alert per qtr.

# TOOLS FOR CLUB PR/COMMUNICATIONs


- [Rotary Brand Center](#)
- Rotary's Social Media Accounts
- [Facebook Help Center](#)
- [X Help Center](#)
- [Instagram Help Center](#)






### Facebook

Rotary International  
End Polio Now  
Rotary Peace Centers  
Rotary International President  
RI General Secretary John Hewko  
Rotary Resources




### X (formerly Twitter)

Rotary International  
End Polio Now  
RI General Secretary John Hewko




### LinkedIn

Rotary International  
Official Rotary Group  
Rotary Reconnect Group  
Rotary Peace Fellowships Group  
Rotary Youth Exchange Group



### Instagram

Rotary International  
Rotary Young Leaders



### YouTube

Rotary International  
Interact

### Other social sites

WhatsApp

# OTHER DIGITAL TOOLS

- DACdb

- Club ezStory
- Club ezBulletins



- AI

- Google/Alexa
- Genesis/MS Copilot



- Photoshop, Canva and other Graphic Design Programs



# OTHER DIGITAL TOOLS

- **Media Monitoring & PR Management**

- **Prowly** – PR software that centralizes essential tools for public relations
- **Meltwater** – Helps track media mentions & analyze brand sentiment
- **Cision** – One of the most widely used PR tools for media monitoring and press release distribution
- **Muck Rack** – Platform for finding journalists, securing press coverage, and monitoring news

- **Content Creation & Editing**

- **Grammarly** – AI-powered writing assistant for proofreading and improving communication.
- **Prezly** – Helps manage press releases and media outreach
- **BuzzSumo** – Helps analyze trending content & identify influencers

- **Social Media & Brand Management**

- **Brandwatch** – Social listening tool that tracks brand perception
- **Hootsuite** – Social media management platform for scheduling posts and monitoring engagement
- **Talkwalker** – Provides AI-driven insights on brand reputation and audience sentiment

# RESOURCES – Learning Center: Public Image Basics

## 7 Recommended Courses: 2h Avg Time

- Building Rotary's Public Image
- The Rotary Brand
- Our Logo: Representing Rotary
- Promoting Your Club as People of Action
- Public Relations and Your Club
- Promoting Rotary on Social Media
- Using Rotary's Trademarks



# RESOURCES – DACdb Learning Center, Webinars & Videos

- [Create an ezStory](#)
- [Add an ezStory](#)
- [Archiving Stories](#)
- [Story Comments](#)
- [Embed a Video in a Story](#)
- [Sharing a Story with District](#)
- [Navigating the RI Brand Center](#)
- [Story Comments](#)
- [Story Display Options](#)



- [Creating a New Bulletin](#)
- [ezBulletin – VIDEO](#)
- [Naming an ezBulletin](#)
- [ezBulletin Getting Started Video](#)
- [Publish Bulletin](#)
- [Add Club Bulletin to Your Website](#)
- [Upload a Club Bulletin](#)
- [ezBulletin - Getting Started](#)
- [Edit a ezBulletin Template](#)
- [Club Bulletin Notification Emails](#)
- [Unpublish Bulletin](#)
- [Advanced Functions](#)



**ClubRunner has similar learning resources!**



# SUMMARY AND QUESTIONS

- Club Public Relations (PR)/Communications Duties
- Things to Think About
- Tools for Club PR/Communications
  - DACdb/ClubRunner/My Rotary and Other Digital Tools
  - Additional Club PR/Communications Resources

Just remember...

Sometimes you're  
a cheerleader!



Sometimes you're  
the town crier!



You're always the  
face of Rotary!



# SUMMARY AND QUESTIONS

- Questions?
- Sharing?

THANK YOU!

My Contact Info:

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Leo@Lawrenson.com