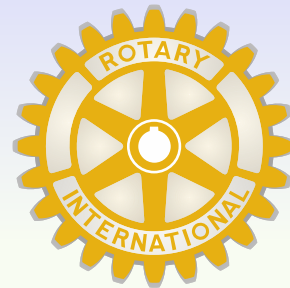


# Reaching Young Professionals

**Gema Mora**

Public Relations Chair  
Rotaract Club of Tampa



Join Leaders • Exchange Ideas • Take Action





# ROTARACT COMMUNICATIONS

By: Gema Mora

Tampa Rotaract, Vice President

Head of Public Relations Committee

# OVERVIEW



- ▶ Tampa Rotaract Communications review
  - ▶ Internal Communications
  - ▶ External Communications
- ▶ Types of Messages
- ▶ Know Your Audience
  - ▶ College Based
  - ▶ Community Based
  - ▶ Other Audiences
- ▶ Engagement
  - ▶ Storytelling
  - ▶ Forms of Engagement
- ▶ Summary



# TAMPA ROTARACT



- ▶ Tampa's First Community-Based Rotaract Club
- ▶ Our members range from 21-35
- ▶ Caters to young professionals
- ▶ Average between 20-30 members
- ▶ Most Recent Project: Wheelchair-accessible volleyball court for Rotary's Camp Florida

# INTERNAL COMMUNICATIONS

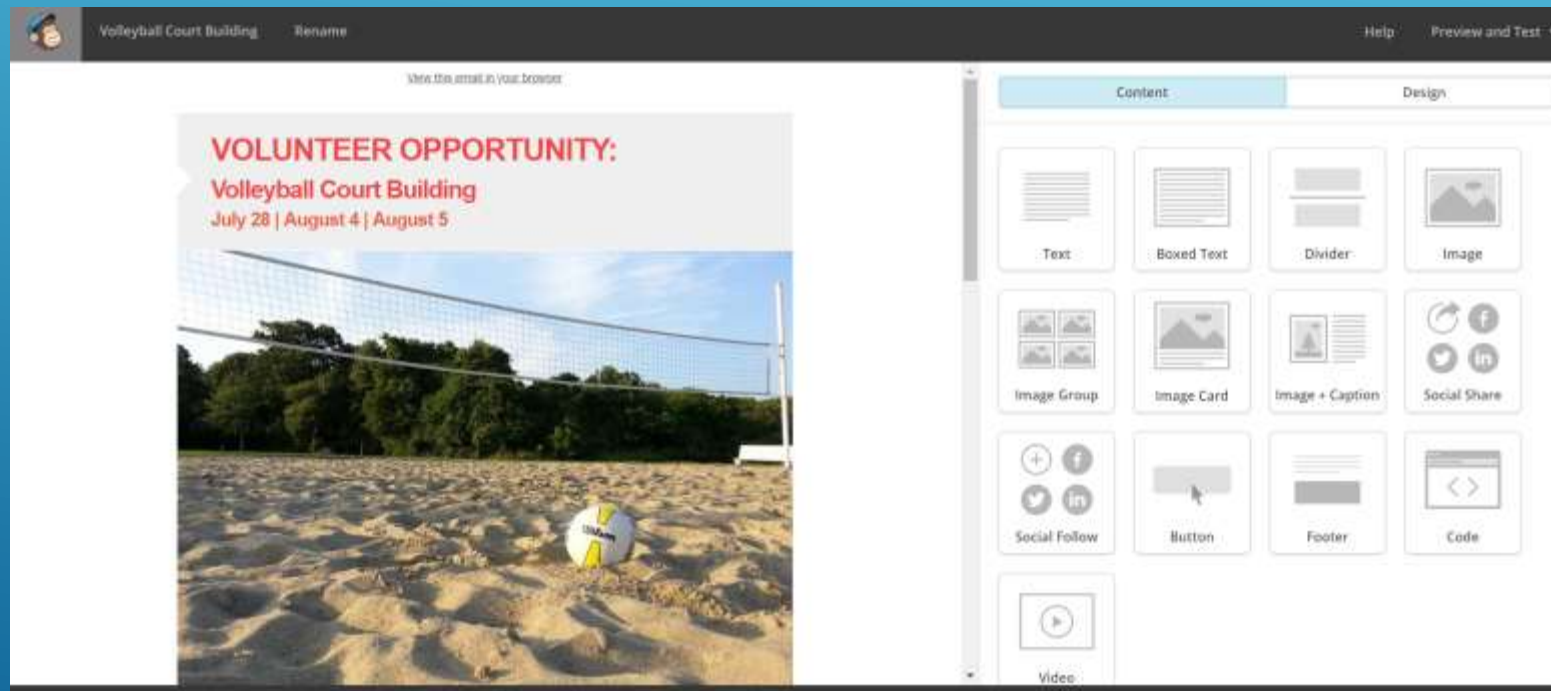


- ▶ MailChimp & Gmail
  - ▶ MailChimp for event announcement
  - ▶ Gmail for weekly newsletters
- ▶ Facebook page & group
  - ▶ FB Pages are public
  - ▶ FB Groups can be set to private (members-only exclusivity)
- ▶ Venmo: dues and event page
  - ▶ Mobile payment service owned by PayPal
  - ▶ For member and event dues
  - ▶ For donations
- ▶ SurveyMonkey
  - ▶ Votes for member awards
  - ▶ Collect member opinions



## MAIL CHIMP

- Easy to use (click-and-drag)
- Send to your entire contact list, or sections of it.
- Shows open rates, click-through rates (good for judging the effectiveness of your message)



## 2. Please rate your satisfaction with the following:

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Club Speakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meeting Location (Downtown Library)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fellowship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking Opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Periodic surveys are a great way to find out if your events, volunteer events and network opportunities have reached your members' expectations.



# INTERNAL COMMUNICATIONS CONT'D



- ▶ Trello
  - ▶ Project management applications
  - ▶ To-do list, deadlines, attachments, assign
  - ▶ Integrates with other programs, like Google Calendar, Google Drive and Slack.
- ▶ Slack
  - ▶ A cloud-based set of team collaboration tools and services
  - ▶ Group chat with desktop and phone app options
- ▶ Google Drive
  - ▶ File saving a sharing
- ▶ Google Calendar
  - ▶ Make public and integrate on the site
- ▶ Website
  - ▶ Wix, Wordpress, Squarespace





# EXTERNAL COMMUNICATIONS



- ▶ Facebook Page
  - ▶ General information
  - ▶ Events for all meetings, fundraisers and volunteer opportunities
- ▶ Twitter
  - ▶ 280-characters
  - ▶ Great for reaching the local community
  - ▶ Search by location, hashtags and keywords
- ▶ Snapchat
  - ▶ Each post lasts 24-hours
  - ▶ Great for storytelling
- ▶ Instagram
  - ▶ Instagram stories
  - ▶ IGTV: long-form videos
- ▶ LinkedIn
  - ▶ Great for reaching professionals

facebook

twitter 

 SnapChat



LinkedIn

# EXTERNAL COMMUNICATIONS



- ▶ Meetup
  - ▶ A place where people are looking for things to do
- ▶ Eventbrite/Evensi
  - ▶ Platforms to share your events
- ▶ Press Releases
  - ▶ Share public events and achievements with local publications

Tip: Publish events at least two months prior



THOSE WERE PLATFORMS.  
WHAT ABOUT MESSAGES?



# TYPES OF MESSAGES



- ▶ Club updates (general body meetings, fundraisers, socials, volunteer opportunities)
- ▶ Examples of Fellowship
- ▶ Examples of People of Action
- ▶ Polls
  - ▶ Facebook and Instagram have poll options
- ▶ Internal (to engage current members)
- ▶ External (to engage potential members, local and business community)

# KNOW YOUR AUDIENCE



## College-Based Rotaract Club

- This person is searching for entry-level career opportunities.
- This person might be unsure of where they'll be after college
- Focus on concrete benefits
  - Volunteer hours
  - Resume building opportunities (seminars, volunteer opportunities)
  - Mentorship programs

## Community-Based Rotaract Club

- ▶ This person has settled into an industry and is looking to grow in their professional lives.
- ▶ This person is setting roots in their local community
- ▶ Use more abstract concepts
  - ▶ Fellowship
  - ▶ Professional development
  - ▶ Community involvement

# OTHER AUDIENCES



- ▶ District Rotary and Rotaract Clubs for support
- ▶ International Rotary and Rotaract Clubs for discussions on a global scale
- ▶ Local Media
  - ▶ To promote events
  - ▶ To promote achievements
- ▶ Local businesses
  - ▶ For recruitment
- ▶ Local professional development and/or nonprofit organization

# ENGAGEMENT

- ▶ Invite potential members to subscribe to your newsletter on your website
- ▶ Add your social media links on all platforms
- ▶ Like and share other club's posts
- ▶ Create "shareable" content
- ▶ Use pictures and videos (with closed captions)



Rotary



## The Four-Way Test

*of the things we think, say or do*

- 1 Is it the **TRUTH**?
- 2 Is it **FAIR** to all concerned?
- 3 Will it build **GOODWILL & BETTER FRIENDSHIPS**?
- 4 Will it be **BENEFICIAL** to all concerned?





- ▶ Tampa Rotaract Communications review
  - ▶ Internal Communications: newsletter, FB group, surveys, project management apps
  - ▶ External Communications: social media, Eventbrite, Meetup
- ▶ Types of Messages
  - ▶ Club updates, fellowship, people of action
- ▶ Know Your Audience
  - ▶ College-Based: Concrete benefits
  - ▶ Community-Based: Abstract benefits
  - ▶ Other Audiences: District clubs, local community, local businesses for potential members
- ▶ Engagement
  - ▶ Invite potential members to subscribe to your newsletter
  - ▶ Add all social media links to each platform
  - ▶ Create shareable content, including pictures and videos

# SUMMARY

THANK  
YOU!

CONTACT ME

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HAM BINGO



**FUNDRAISER FOR  
CHILDREN'S HOME  
NETWORK**

Please make reservations  
directly with the  
restaurant: 813-241-6279

Sunday, October 7, 2018 | 6pm | \$10 donation to play bingo +  
50/50 Raffle | Proceeds go towards Children's Home Network  
and International projects  
1600 E 7th Ave, Tampa, FL 33605

