



Club Public Relations Plan 2016-2017

- Increase integration of internal and external communication
- One media recognition opportunity per month between Rotaract, Interact and Rotary
- Increase awareness of community partnership events
 - Mayport Coastal Sciences Middle School
 - Beaches 3rd Grade Dictionary Project
 - Fletcher Football banquet
 - Teach of the Year recognition day
 - Beaches Habitat/Oceanside Rotary Builders Class Golf Tournament
 - Project Storybook
- Increase awareness of Rotary signature event in Conjunction with Ponte Vedra and Ponte Vedra Sunset Rotary Clubs and promote it to the Beaches community
 - Beaches Health Jam
- Increase external knowledge of club guest speakers
- Utilize multiple forms of print, electronic and social media to reach a larger audience
- Enhance website