

TEAM COVID-19 RECOVERY INITIATIVE



D7620 VISION PAPER: BOOSTING D7620 & ROTARY REPUTATION (May 2020)

Introduction

This paper is intended to provide ideas of best ways to ensure our District and Club public awareness is relayed effectively to our communities, as well as platforms available to hold your virtual meetings.

As you try out the suggestions noted below, thanks for sharing feedback with the authors as to your outcomes, lessons learned, and things you think should be done differently. The intent is to open a dialog and share your suggestions with D7620 Rotarians.

Our Rotary reputation, built since our inception in 1905, affects every aspect of our Clubs and District, as well as Rotary International. Now, more than ever, it is imperative that we use all available and up-to-date broadcast resources to relay the essence of Rotary and the core messages of our Clubs, our District, and Rotary International. We must tell our Covid-19 story by delivering clear and concise, yet attractive, messages that portray the spirit of Rotarians: what we do, why we do it, and why people would want to join us.

This includes effectively messaging our impressive Covid-19 accomplishments to date to both Rotarians and non-Rotarians: The District, and its 62 clubs, have worked together to deploy \$366,000 in community projects. Nearly \$200,000 was provided by D7620 funds, and the remainder was provided by Rotary Clubs, Rotarians, and community supporters. With these funds, Rotarians throughout central Maryland and DC have supported food distribution efforts, supplied and distributed personal protective equipment, responded to the special needs of our senior and most vulnerable populations, and supported our front-line workers and first responders.

Video and Online Conferencing

In the May D7620 Covid-19 Survey, 87% of our clubs said they are using online video conferencing, whether through Zoom, Google Teams, Go-To-Meetings, WebEx, or other platforms. When using these platforms, ask these questions:

- Do you record your meetings to post on social media or your website?
- Do you follow a pre-determined and professional meeting agenda?
- Do you have interesting and informed speakers?
- Is your contact information front and center or easy for a guest to find?
- Are you inviting guests to attend your online meeting?
- How are you inviting guests to attend? Personal phone call invitation, email invitation with meeting link, social media invitation?

Social Media

Our social media platforms must be upkept on a regular basis. Here are several social media 'best practices':

- Short, no more than 30-second videos showing what you are doing in the community and why

- Photos that show actions, and not just your Club handing someone a check
- Announcing your upcoming speakers and tagging them, as well as asking them to share your post
- Send out invitations to invite people to attend your online meetings
- Announcing your fundraiser or virtual event, and why someone would want to participate
- Thank-you videos from scholarship recipients or organizations you have done a project with
- If your Club is affiliated with local Chambers of Commerce, make this visible
- Showcase your projects, both domestic and international

Print

Print is not dead! Print remains an excellent option for getting your message out! Here are some good options:

- Press releases – be short and specific; ensure names are listed and spelled correctly
- Advertise in local directories – business association, chambers, etc.
- Post cards – reach out to your community, invite them to your virtual event or fundraiser
- Rack cards – place them in convenience stores, dry cleaners, on grocery store bulletin boards
- Posters – place them on store fronts, local businesses
- Letters – direct mail

News Media

There are many options to consider to secure news media involvement:

- Commercials – check with local community media centers
- Billboards – companies have an allotted number of boards on hold for PSAs, and may offer boards to non-profits at reduced prices
- TV – call or email a local reporter and ask them to cover your event
- Radio – stations also reserve an allotted number of minutes for PSAs and may like to offer time to non-profits
- Press Release – Be short and specific; ensure names are listed and spelled correctly

Conclusion

As we enter the Covid-19 Recovery phase, we must think differently and make sure we are using as many up-to-date platforms as are available. Our goal: to reach the public in real time and to relay our essence and the spirit of Rotary. Remember not all Rotarians utilize the same communications platforms. Know your audience and promote to them on the platforms they frequent.

Rotarians and Rotary prospects are keen to get involved in meaningful activities. Rotary offers these activities in abundance. We need to make sure they know what we are doing in our communities and the value proposition we bring to them to get and keep them involved.

Questions/Comments

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