Telling Your Rotary Story

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Avenues for Storytelling

- **Traditional Media:** Newspapers, Radio Stations, Billboards, and TV
- **Social Media:** Facebook, Instagram, etc.
- Chambers of Commerce, Tourism Development Authorities
- Partnering with Local Organizations and Community Clubs
- DACdb ezStory & ezBulletin
- Clothing and Gear, Thank You Cards

Become a Billboard for Rotary

Order and Wear Rotary themed clothing.

Great conversation starters!

https://www.bestclubsupplies.com/

Keeping the Story Focused: Branding

- **Consistent branding help builds brand recognition helping Rotary grow**
- **Presenting a unified Brand helps enforce unity and focus, and shows that local clubs are part of a bigger picture**
- Follow brand guidelines to keep image uniform everywhere
- Rotary Brand Center: brandcenter.rotary.org

Let's Take a look

ROTARY.ORG > MY ROTARY > BRAND CENTER

Rotary
Zone 33/34

Public Image Toolkit

D7670

- Current Rotary Theme logos
- Templates and Examples
- Logos/Graphics and Guidelines
- Brand Guide
- People of Action Photo Editor
- Logo Creator
- Public Image Group on Canva

- Rotary Resources
- Brand Center
- Rotary International Blog
- Helpful Guides
- Rotary Fact Sheet
- Event Planning Guide
- Webinar Archives

# https://www.rizones33-34.org/toolkit/
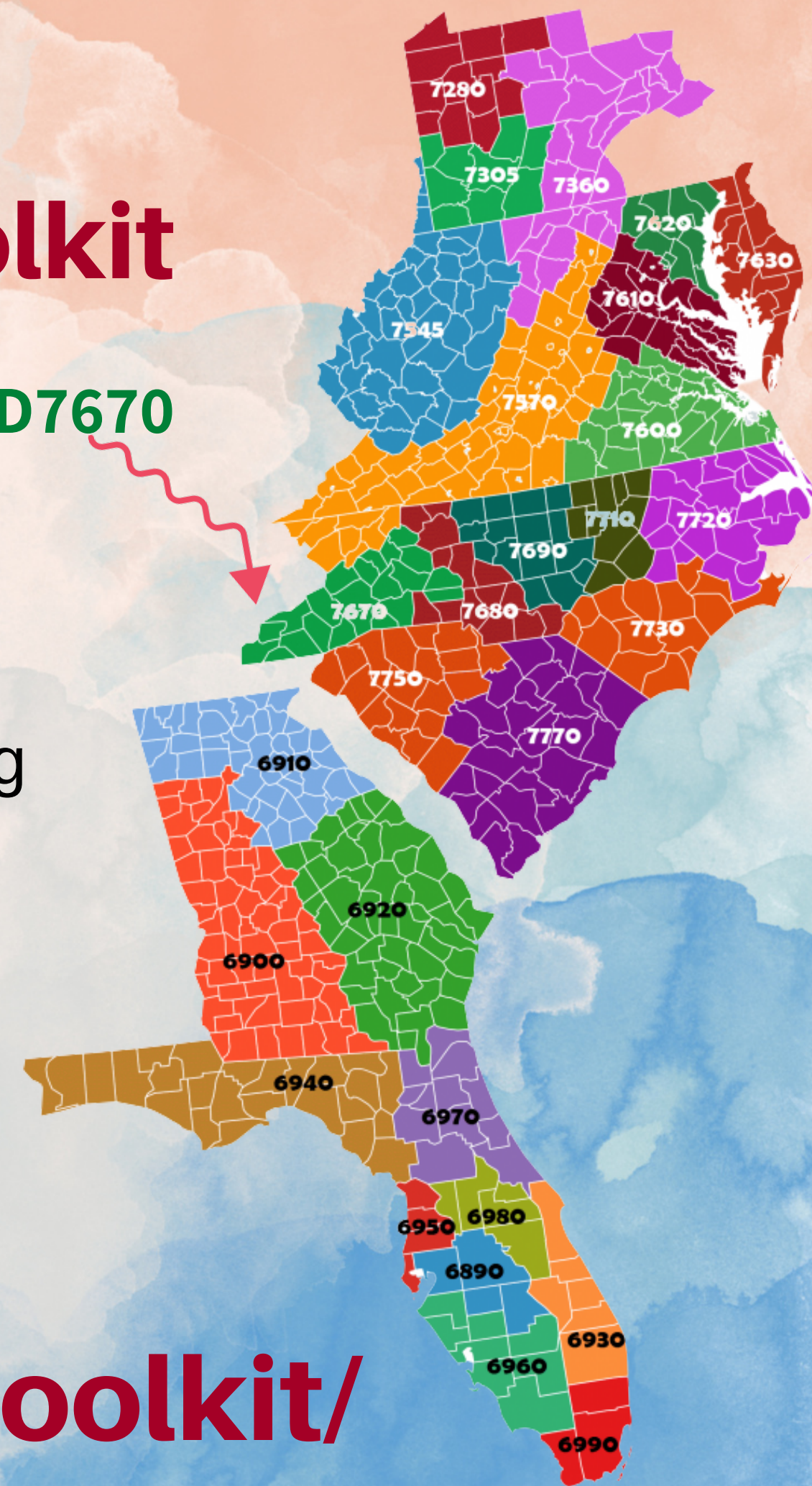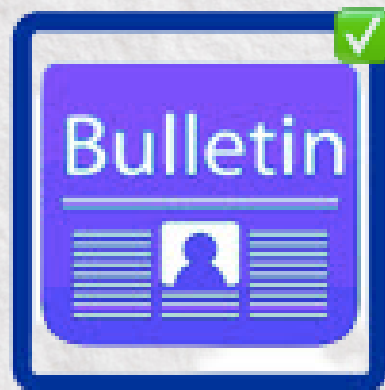
Your Storyteller Toolkit

DACdb (District And Club database) - DACdb.com

- DACdb is an online toolkit & resource with helpful internal public image tools: **ezStory** & **ezBulletins**

- **ezStory:** Create stories for your DACdb home page and to use in ezBulletins

- **ezBulletins** Can be easily created and emailed to club members to keep them updated on club happenings
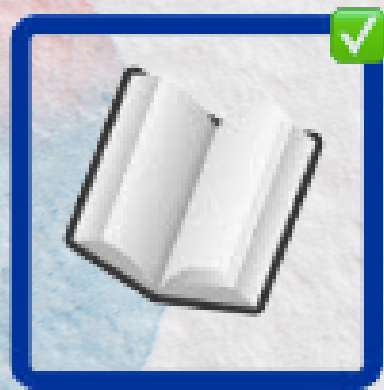
Club ezStory   Club ezBulletins

Let's Take a look

A Picture is Worth a 1,000 Words

- Join Rotary District and Zone Facebook page and groups. You can also find other Facebook groups for other great ideas such as
    - **Rotary Club Members: Public Image, Graphics & Ideas Hub:** https://www.facebook.com/groups/1595163847383932/
- Canva! - easy to use program for building graphics.

Let's Take a look

Stories Worth Sharing - Using Social Media

- Choose one or two platforms to focus on
- Update/post often. Aim for 2 to 3 posts a week
- Use #hashtags
- Include images and keep text short
- Interact, comment, and build community
- Use Facebook's Page Manager and Publishing tools

Let's Take a look

Useful Links

- **Rotary Brand Center:** brandcenter.rotary.org/en-GB
- **Brand Elements:** brandcenter.rotary.org/en-GB/Brand-elements
- **Promoting Rotary Guides:** brandcenter.rotary.org/en-GB/Promote-Rotary
- **Zone 33/34 Toolkit:** rizones33-34.org/toolkit/
- **Canva:** canva.com
- **Rotary Store:** bestclubsupplies.com/
- **DACdb:** dacdb.com