

REVERSE CALENDAR for CLUB PRESIDENTS
For planning & executing
Your Club's PUBLIC RELATIONS/PUBLIC IMAGE EFFORTS

1. When thinking about HOW to “Tell your Club’s Story”, first ask yourself the following questions:

- What is/are your Club’s SIGNATURE projects? What are you known for? Who does it help and how? (*Put a human face on the project*)
- Answer the question: What would your town look like without your Rotary Club?”
- WHO in your club is making a difference?
- With which other organizations are you partnering so your messaging and their messaging is mutually supportive?
- What significant events are occurring in your community which you are supporting and with which you can piggyback PR (i.e., cancer walk).

2. PLAN: HOW will I get this story out and TO WHOM?

You have the following tools: club website, club newsletter, local paper, local radio stations, local TV stations, Face book and other communications media, club meetings and hands-on projects, community events and signage.....*plus more that you can envision.*

WHO are you targeting?

- Rotarians
- General public
- Young people (Youth Exchange, RYLA, Interact, etc.)
- Rotary Foundation & program alumnae
- Potential Members (under age 50)
- Potential members (Baby Boomers and over age 50)

HOW could you reach them?

- Club E- newsletter, Club web site, programs & events, programs at the club. *What else?*
- Newspaper, TV, Radio, community events, community signage. *What else?*
- Events, Leadership Training opportunities (RYLA), Face book communications, radio stations that appeal to the younger demographic, club programs. *What else?*
- Club E-newsletter, Club web site, programs & events, Face book and other communications tools, club programs. *What else?*
- Club website, club Face book, local business journals (electronic & paper), club programs, Rotary Leadership opportunities made available to them. *What else?*
- Newspaper, radio stations that appeal to this demographic, Club website, community events and community structures. *What else?*

3. Create a schedule for the next year.... and start now.

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A few thoughts..

- ✓ Put stories on your (effective!) Club website, with photographs. Put Humanity in Motion videos on club web site.
- ✓ Send out “e-messages” to club members, former members, foundation alumni—telling the story. You can use e-mail, Face book invites, etc.
- ✓ Send press releases with compelling story and photographs to local papers and TV
- ✓ Invite media to attend a hands-on project with you (and tell your story)
- ✓ Arrange with local television and radio stations to use Rotary's Public Service announcements. Piggy back your story with another related community event.
- ✓ Schedule club programs which highlight an important topic, your clubs programs, and your youth. Invite others, including the press.

Oh, don't forget to get written permissions to use photographs of children or young adults!

Date	Event or topic	What you could do—some ideas
February 2011	<p>Presidents elect attend PETS</p> <p>Plan “something special” to celebrate February 23 (Rotary Birthday).</p>	<p>Have a picture taken (alone, with classmates, with Rotary leaders). Send to local newspaper with story about your attendance at this significant training event (with 600+ other club presidents!)</p> <p>Make sure you wear your Rotary pin next week. Buy <u>After the Rains at PETS</u>: a film about Polio eradication in Ethiopia. Show it at your club! Provide to local TV station.</p>
March	<p>March 8 International Women's Day</p> <p>This is Rotary's Literacy month</p>	<p>Does your club fund programs for women? Have them give a talk at the club. Use this opportunity to tell about Microcredit projects or programs to improve women's health.</p> <p>Is your club giving dictionaries to 3rd or 4th Graders? Publicize it when you give out the books AND publicize it again this month! Send article with photographs to local paper. Post on Web site (<i>be cautious about identify children by name!</i>)</p>

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	<p>March 22 United Nations World Water day</p>	<p>Use this opportunity to describe Rotary's projects. Arrange for a speaker. Tell the story about club-funded programs to bring water and improved sanitation. If there are strong local community groups which undertake water projects, piggy back a press release or public meeting to tell about the need. Rotary clubs and WASRAG will have videos, which you could "shop" to TV stations.</p> <p>Schedule a Rotarian to speak to high school classes about international projects to make clean water available (with photographs, videos—and even asking students to try to carry a heavy bucket with water).</p>
<p>April</p>	<p>Many clubs and Districts have a Rotarians at Work day: a day when all clubs take on local community service projects</p> <p>April 4 International day for mine awareness and assistance in Mine action</p> <p>April 7 World Health Day April 22 Earth Day April 25 World Malaria Day</p>	<p>Invite local media to see the event. Take pictures & video, and provide them to media. Post the projects on the site. Have your Interactors tweet about the project---as it is happening!</p> <p>Many Rotarians are involved in Mine action. Are members of your club? What local mine action programs do you fund (i.e., PeaceTrees Vietnam)? Have them give a program. Do you have retired military members in your club? What is their experience with mines? Ask them to arrange a program. Contact Veterans groups to help with the program.</p> <p>IF your club is doing something in any of these areas, please publicize it (and piggy back on these dates and other coverage)</p>

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Spring	Your club holds a Fundraiser and raises funds for some specific projects	Take pictures & video at the fundraising event. Post on club website. Send the pictures of your Rotarians AND a description (or photograph) of the beneficiary programs to local press.
May	Quantify the value of the community service your club provided and the value of the international and youth programs your club has supported this year. (Do in concert with Club President). May 15 UN International Day of Families	Use this information during your year and help the President to publicize at the end of his/her year. Celebrate your Rotarians' families this week and at this meeting. Hold a fun, family oriented meeting with kid friendly food. Publicize the fun.
May or June	Rotary's international Convention is held	If someone from your club attends, ask them to have their picture taken at the "House of Friendship". Post the pictures and related stories on the club website. Have the Club website link to photographs and images from the international convention.
June	June 5 World environment Day	Does your club do something in the local community? A park? Community clean up? Schedule a hands-on event to improve your community—and acquire press coverage. Involve Interact and/or Youth Exchange students. Have them tweet during the project, invite friends on Facebook, post pictures on Facebook.
July You are officially club president!	You are officially club president!	Arrange a TOP NOTCH speaker for your first meeting. Invite the media. Make sure there is a story and photograph in the local paper BEFORE and AFTER the speaker. Send an article to the local media (paper) or local Business Journal that Rotarian XXX (YOU!) is now president of your Rotary club.
Summer	Youth exchange are inbound and outbound	Celebrate and publicize the arrival or departure of Youth Exchange Students. Include Youth Exchange in 4 th of July or Canada

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		Day parades and celebrations (with appropriate Rotary attire).
August	<p>Summer youth exchange are inbound or outbound</p> <p>August 12 is UN International Youth Day</p>	<p>Celebrate and publicize the arrival or departure.</p> <p>Consider piggy backing UN Int'l Youth day with youth focused programs at your club, with youth invited to your club or to a club BBQ. Take pictures for local papers or your web site.</p>
September	This is Rotary's New Generations month.	<p>Another opportunity to focus on Rotary's 5th Avenue of Service: YOUTH or New Generations. Feature Rotaract Club and their projects. Invite prior youth scholarship winners, youth exchange, & children of Rotarians to meetings with topics of interest to them. Schedule another event with these youth.</p> <p>Arrange speakers on subjects related to education and invite community leaders interested in the topic. Involve youth leaders in some fashion.</p>
October	Oct 24 is " World Polio Day ".	<p>Schedule a speaker or program to increase awareness about polio virus and to encourage further actions to reduce it from spreading.</p> <p>With District Governor and District Polio Chair, arrange a district walk/run to emphasize the issue.</p> <p>Arrange radio interviews of persons who have recently been on Polio NID or who are Post Polio syndrome. Rotary & individual Rotary clubs have videos about Polio NID's, which you could "shop" to TV stations. Show <u>After the Rains</u>, which you purchased at PETS.</p>
November	This is Rotary Foundation month	<p>Schedule several speakers on your club's international projects. Invite prior Rotary Foundation scholars to speak. Invite media.</p> <p>Take the opportunity to re-publicize the positive impact of your projects. Put stories in the newspaper; arrange radio interviews;</p>

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		Pull Rotary Foundation images from the RI Web site for your club website.
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November/ December	Your successor is elected as Club President for the incoming Rotary year.	Place notice with up-to-date photograph in local newspaper or local Business Journal “ <i>XXX has been selected President of your Rotary Club effective July xxxx. The ABC Rotary club is known in our community for xxxxx</i> ”. Put a notice of new President selection on club website (with up-to-date photograph).
December	Organize a community service project during the holidays. Christmas and other religious holidays are opportunities to tell Rotary's story of “ <i>Doing good in the world</i> ”. December 5 is International Volunteer Day	Publicize your community projects in local paper or on local radio (<i>food gathering, hands-on projects, winter coats, etc.</i>). Send action photographs as well. Do a press release to your local paper regarding your projects. Invite media to attend event. Honor volunteers in your community. Consider awarding a framed Paul Harris Fellow (take a picture!) Publicize on radio, in paper, on web.
January 2012	January is Rotary Awareness month.	How about “shining the light on your club's signature projects”? Invite media to a club meeting where the year's projects are highlighted or to participate in a project. Invite recipients (once again). Highlight the projects on your website. Send out an e-mail to your expanded database reminding them of everything that has been done this year!

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February	<p>Plan “something special” to celebrate February 23, 2012 (Rotary Birthday).</p> <p>Feb 4 World Cancer Day</p> <p>This is Rotary's World Understanding Month</p>	<p>Ask your Mayor & City Council to pass a resolution establishing ROTARY DAY. Have it published in the local paper (along with photographs of key community projects). If your club has a Rotary Flag, ask the City to fly the flag along with your Country Flag on February 23.</p> <p>Are your club or members are raising awareness or funding? Ask them. Get a photograph and tell their story in local media. Ask Rotarians to wear Rotary shirts or Rotary identification to cancer related events. Arrange a program at the club and invite community organizations interested in the topic.</p> <p>Schedule several programs which highlight world understanding.</p> <p>Invite Rotary scholars to meetings and ask them to share their insights.</p>
March	<i>See above...you get to start over..and do it even better!</i>	

And then there is **RYLA!** It is held at different times with difference age groups being the focus. Make a big deal of this Leadership opportunity with stories in the paper, stories on your web site, arranging radio interviews with the youth leaders, and more.