

PR Power

How to Use PR to Grow Membership



What is PR?

Managing the flow of information between an organization and its key target audiences.

A key audience for Rotary is prospective members: women, young professionals, business owners

PR Value for Rotary

- **Enhances public awareness of your club within your community**
- **Helps retain members**
- **Helps grow members**

“When dog bites man, that’s not news. When man bites dog, that is news.” John Bogart, *New York Sun*

Just because you did it doesn’t mean it’s news.

News Is...

- **Change**
- **Controversy**
- **Trends**
- **Impact**
- **Prominence**
- **Proximity**
- **The Unusual**

News Stories Must. . .

- Paint a 'picture'**
- Tell a story**
- Be newsworthy**
- Be timely and interesting**
- Have local interest**

Service Day Project: A Great Opportunity!

Do good and tell others about it!

Your Service Day Project and other club activities are opportunities to promote your club to your community.

News Story Ideas . . .

- **Changing of the Guard: new officers and committee members**
- **Grants and fundraising activities**
- **Community service projects**
- **GSE team visits**

Tell Your Story!

- **Begin with a news release:**
 - **Who – Your Rotary Club**
 - **What – Describe your project/event**
 - **When – Give date and time of project/event**
 - **Where – Give location**
 - **Why – Describe Rotary's commitment to service and giving back to community**

Sample News Release

Rotary Club Name among 53 Clubs in Missouri Participating in District 6040 Service Day on Sept. 20

CITY NAME, STATE (Sept. 20, 2008) – **Rotary Club Name** is **(describe service activity)** today (Sept. 20) as part of Rotary District 6040's Service Day. A majority of the District's 53 clubs in Missouri, representing **XX** members, are providing much-needed services in their respective communities today.

(Provide details of your club's activity)

Sample News Release

“Because Rotary is a service-oriented organization, **Rotary Club Name** is very excited to participate in our District 6040’s Service Day,” said **Name, club president**. “Our members are committed to giving back to our community in a way that makes an impact. That is why we selected to **(activity)** as our Service Day project,” **he/she added**.

Rotary Club Name was organized on **(date)** and has **(xx)** members. The club meets each **(day)** at **(time)** at the **(location.)** For more information, visit [www.website address](#).

Get the Word Out!

- **Determine who your spokesperson is.**
 - **Qualities: well-versed on project; articulate; comfortable talking with print/broadcast media.**
- **Gather phone numbers and email addresses of print and broadcast media.**

Get the Word Out!

- **Email your news release to reporters several days before event.**
- **Follow-up emails with phone calls.**
- **Call media day of event.**

What Next?

- **Invite media to come to event.**
- **Take high-resolution photos of event.**
- **Get first and last names of people in photo.**
- **Obtain permission from those in photo to send photo to media.**
- **Email photo and caption to print media.**

Leverage Media Coverage

- Share news clips at next club meeting.
- Post articles, news links on club website.
- Send copies of articles to prospective members, visitors.
- Begin a scrapbook of news and feature stories on club and members.

Enjoy the Publicity!

- Your members will enjoy the publicity.
- Talk about the publicity with colleagues, friends, neighbors.
- As more people hear about your club and what you do for the community, the more prospective members you will attract!

Questions?

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