



District 6040 Service Day September 20, 2008

District 6040 Service Day

District Governor 2008-2009 Elizabeth Usovicz has designated Saturday, Sept. 20, 2008 as District Service Day, a day that all District 6040 clubs are asked to plan and conduct a service activity of their choice.

Just imagine how exciting it will be when all District clubs and their members provide a service in their respective communities on the same day! The result could be wide-spread media coverage of Rotary. The direct benefits to your club are:

- Heightened awareness of your club in your community that could potentially attract new members.
- Solidarity with other clubs in the District.
- Meeting the Presidential Citation requirement.
- Providing a stimulating new activity for your club membership.

This activity is intended to not only offer needed services in each of our communities, but to also provide opportunities for Rotary publicity in each community throughout the district. The 2008-2009 Presidential Citation includes a requirement that clubs initiate a local or international project targeted to reducing child mortality. While any Rotary service project will “count” on September 20, the District Service Day is a perfect opportunity to meet the Presidential Citation Requirement.

This packet contains all of the materials and information you will need to publicize your event in your community and provide for reporting at the October 4 District meeting.

It is very important that you collect data on your project, such as person-hours spent, dollars raised, number of people who will benefit, etc. This information will be used in a news release that will be sent to media District-wide following the event. Creative metrics are strongly encouraged! Have fun and try to think of creative ways to quantify the service your project provided.

You should also plan to take advantage of this activity to publicize Rotary in your community. Instructions for issuing a press release and a sample release are included below. If you have any questions about publicity, please contact Beth Paulsen at beth@paulsencomm.com.

Also, please plan to have some digital pictures taken of your event and e-mail them in with your reporting forms. If there are recognizable people in them, you should have releases from those individuals. A release form is attached below.

The completed reporting form, digital photos, and release forms should be e-mailed to Kile Morrison at kmorrison@gossenlivingston.com as soon as possible after your service project, but no later than Friday, September 26, 2008. We will use this information in a slide show to highlight all of the participating clubs at the District meeting on October 4.

Below is a schedule to follow for Service Day activities:

Saturday, September 20, 2008 District 6040 Service Day – Be sure to get digital photos



**District 6040 Service Day
September 20, 2008**

(We recognize that some projects will occur on another day or over multiple days)

Thursday, September 25, 2008

All submissions to media complete

Friday, September 26, 2008

Send the completed reporting form and at least three digital photos to Kile Morrison at kmorrison@gossenlivingston.com

Saturday, October 4, 2008

District meeting – all clubs will report on their project



Project Reporting Form

Thank you for providing information on your Club's Service Day Project. We will compile the information to use in a report summarizing the District's service projects. Information also will be used in a news release that will be sent to area newspapers. Please print – feel free to expand this to more pages if needed.

Club Name: _____

Club City: _____

Name of Club President: _____

Phone number: _____ **Email address:** _____

Name of Service Day Chairperson: _____

Phone number: _____ **Email address:** _____

Description of Service Day Project: _____

How many Rotarians participated? _____

How many hours were devoted to the project per person? _____

How many people were served by your project? _____

What is the estimated dollar value of your service? _____

List other related measurements, i.e., size of the park, gallons of paint used, number of clothing items or books donated, etc. (Be creative!) _____

If available, please provide a quote from the organization your club helped:

Please complete this form and return to Kile Morrison as soon as possible after your event, but no later than Friday, September 26, 2008.

Email: kmorrison@gossenlivingston.com Fax: 816-444-4355



Publicizing Your Service Day Project

One of the many benefits of participating in the District's Service Day is the resulting media coverage of your club and project. You might even get some new members from people who heard about the project! Below are easy steps to follow to publicize your club's Service Day Project:

1. A sample news release is included in this packet. Customize the release to provide information on your club and project.
2. Print the news release on your club's letterhead.
3. Fax the news release to your local newspaper and television stations. Send the news release to the attention of the newspaper's editor and the assignment director at the television stations. You can get names and contact information either by calling the media outlet, or conducting a Google search for the outlets' websites. Most media websites include contact information.
4. You can also email the news release to the media. It is best to cut-and-paste the release within the message text rather than sending as an attachment. Most media will not open attachments.
5. Send the news release to print media about one week prior to the event; send the news release to television stations 1-2 days prior to the event.
6. Call the media contacts soon after you send them the news release. Ask if they have questions and encourage them to write an article or air a story on the project. Depending on the nature of the project, it could be a great photo opportunity. If so, you will want to let the newspaper's photo desk know of the project.
7. Be prepared to be interviewed by the media. Determine who your spokesperson is and make sure that person is available to talk with the media. Media often call at the last minute for an interview and are on short deadlines. Try to be as responsive as possible.
8. Take your own photos of the project and send them to the print media. The photos should be high resolution and emailed in a jpeg format. Be sure to include the names of the people in the photo. Use the enclosed photo release form to secure permission from the people in the photo to send it to the media. This is a great way to secure publicity after the event.
9. Obtain copies of any newspaper articles and make note of television coverage, including the name of the station and the time and date the story aired. Please send copies of print news stories and information on other media coverage to District 6040's public relations chair, Beth Paulsen, 9300 Cherokee Place, Leawood, KS 66206, or fax to 913-648-1883. If you have questions, feel free to call Beth at 913-648-1710, or email beth@paulsencomm.com.



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Sample News Release

FOR IMMEDIATE RELEASE

For more information, contact:

Contact information and phone number

Rotary Club *Name* among 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, are providing much-needed services in their respective communities today.

(Provide details of your club's activity, i.e, what it is, number of members participating, time of activity, location, and other details.)

"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.websiteaddress.

Rotary is a worldwide organization of business and professional leaders that provides humanitarian service, encourages high ethical standards in all vocations, and helps build goodwill and peace in the world. Approximately 1.2 million Rotarians belong to more than 32,000 clubs in more than 200 countries and geographical areas. For more information on Rotary District 6040, visit www.rotary6040.org.

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COPYRIGHT LICENSE AGREEMENT

Thank you for allowing Rotary District 6040 to use photos taken of you during the Sept. 20, 2008, Service Day Project. You understand that your picture has been taken voluntarily, and will be used without consideration or compensation of any kind, including the payment of royalties.

You grant to Rotary District 6040 a nonexclusive copyright license throughout the universe in all languages and in perpetuity to use and exploit all or any part these photo(s) in the promotion of the District, in any format or version, by any means and in any media, whether now known or hereafter developed.

Nothing in this agreement shall limit or restrict your right as the subject of these photos to publish them or to grant additional nonexclusive copyright licenses to other persons or entities to publish them.

To acknowledge acceptance of these terms, please sign, date and return this agreement to Rotary District 6040.

Sincerely,

Beth Paulsen
District 6040 Public Relations Chair
9300 Cherokee Place
Leawood, Kan. 66206

By my signature below, I accept all the terms set forth above.

Signature _____

Date _____

Printed Name _____