



District 5300

2020

Public Image Training

Rotary Brand Workshop

Zeb Welborn and Nicolle Mendoza



What is Brand?

- Defines you
- What you stand for
- Identifies you

Think of the most recognizable brands.



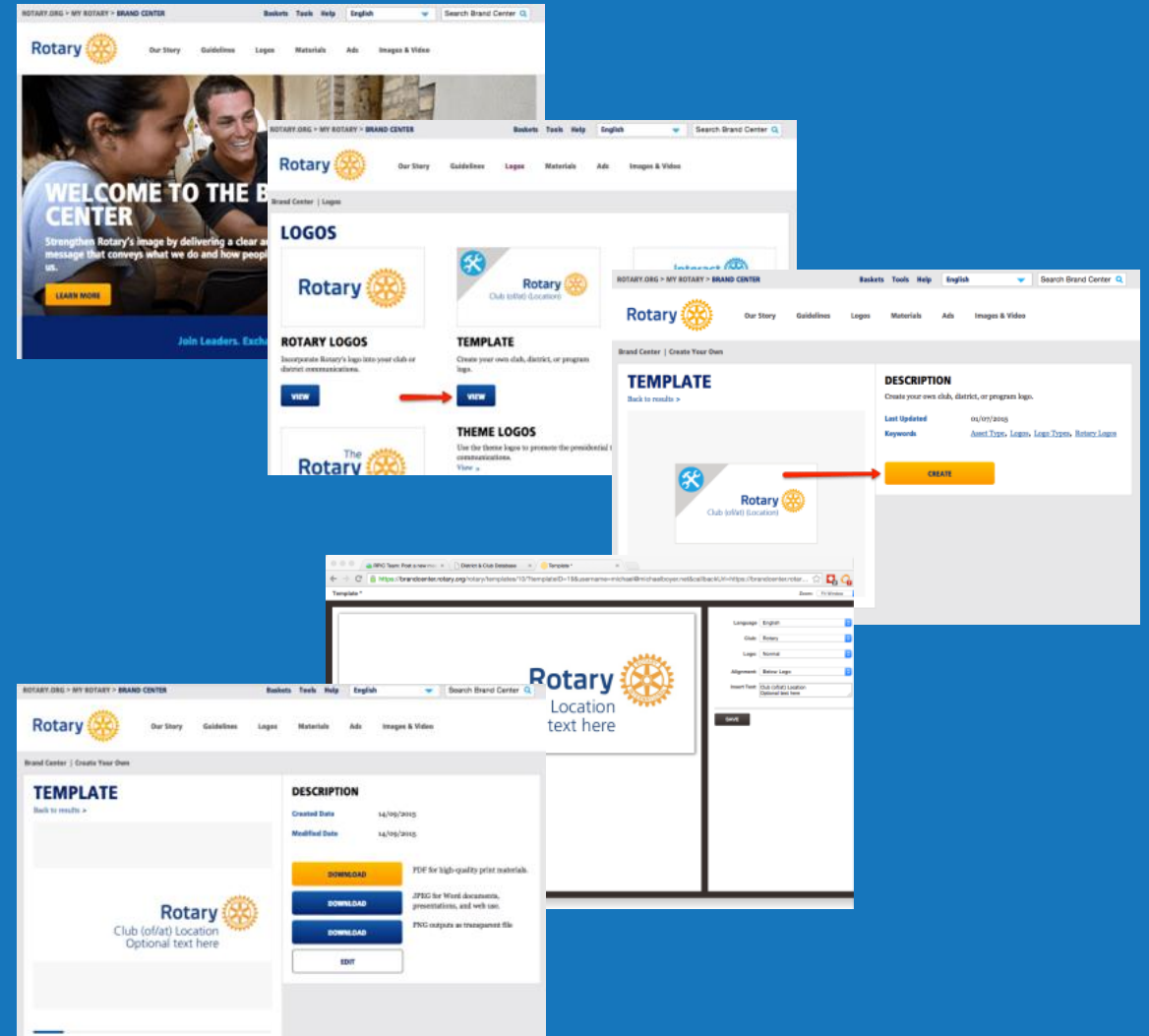
Do you recognize this
brand?

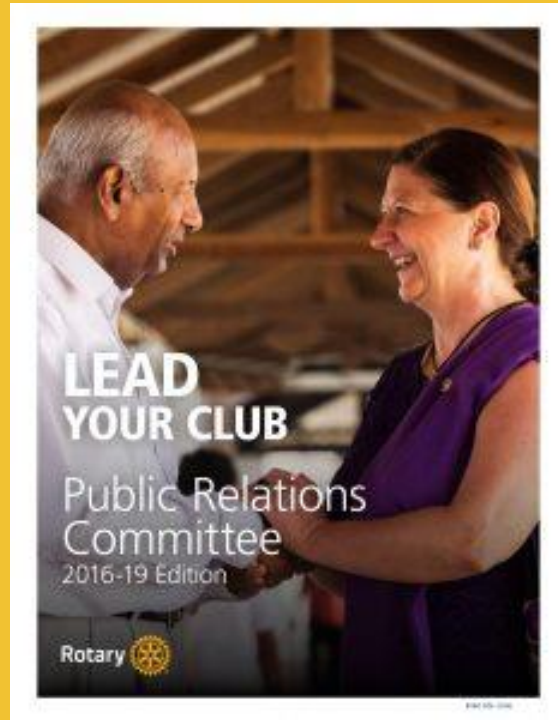


Updating Your Club Logo

- Does your club logo need a lift?

Have you visited our *Brand Center*?





- The Public Image Chair is responsible for all public communication including press releases, digital media, media relations and public signage.
- Need a committee for support

Designate Public Image Chair/Committee



Digital Presence

- Increases reach and accessibility
- Club websites
- Club Runner/DACdb

How would you rate your
digital presence?



Social Media Engagement

More than 23 percent of consumers from the age of 18-32 prefer social media when learning about organizations

- Monitor
- Post consistently
- Respond to every comment
- Have members share
- Involve all your members!





“Follow me!”

Rotary Community Signage

More than 23 percent of consumers from the age of 18-32 prefer social media when learning about organizations

- Monitor
- Post consistently
- Respond to every comment
- Have members share
- Involve all your members!



3 Tips to Promote Rotary Through Social Media



A photograph of several people working in a warehouse or storage area. In the foreground, a man with grey hair is seen from the back, wearing a dark blue t-shirt with the text "ROTARIANS AT WORK" in yellow. To his left, another man in a red vest is working. In the background, a third man in a red vest is visible. They are surrounded by cardboard boxes, some of which have labels like "HYDRO-COOLERS" and "IMPERIAL'S GARDENS".

Do Stuff



Document & Share



Collaborate

People of Action

- Great way to reach people outside of Rotary
- Let people know what Rotary does!
- Customize to your club



Want to do more?
Join your district PR team!



Call
Zeb!

Zeb Welborn:
(909) 973 - 9089
zeb@welbornmedia.com

Thank You!

Go and make your club great!

Keep In Touch!

Zeb Welborn:

(909) 973 - 9089

zeb@welbornmedia.com

Facebook, Twitter, LinkedIn, and YouTube:

@ZebWelborn

Nicolle Mendoza:

(760) 818-6165

nmendoza@tumbleweedsocial.com

Facebook, Instagram, LinkedIn: @tumbleweedsocial



COMMUNITY, COMMERCE, CAMARADERIE

Rotary



The Object of Rotary is a philosophical statement of Rotary's purpose and the responsibilities of Rotarians.

The concept of Vocational Service is rooted in the *second object*, which calls on Rotarians to encourage and foster:

- High ethical standards in business and professions
- The recognition of the worthiness of all useful occupations
- The dignifying of each Rotarian's occupation as an opportunity to serve society

Giving back to
our members
by turning
Vocational
Service around
180 degrees

“Service to Our Members”

- Vocational Craft Talks
- Paper placemats with member’s business card ads
- Member Business Directory with listing by vocation on website and as pdf
- Professional Development Seminars
- Encourage doing business with each other and giving leads and referrals

Summerlin Rotary
Club's new brand
statement.



COMMUNITY PARTNERSHIPS

- Relationships with **local non-profits** to assist each other
- **UNLV Fine Arts College**
“Arts Transform Lives” Development Director became member
- **Discovery Children’s Museum**
“Together We Learn” CEO became member
- **Communities In Schools** CEO became member
- **UNLV Hospitality College** Newest member asked to join us - New Rotaract Club & Interact Club at West Tech HS

Professional Development Series Seminars

- Bi-Monthly At Library 60-90 Minutes
- Instructors usually Rotarians
- Invite members, members guests, other Rotarians 25-30 attendees
- Topics such as Developing Centers of Influence, Using Linked-In, Marketing/Branding, Internet Safety
- Super Event – Major Community Leader
200 attendees at TPC including 30+ members of the non-profit community
- Members' businesses sponsor events to cover costs and get exposure



THIS
DOES
NOT

- ***Leave out RETIRED MEMBERS***
 - Can be a source of training and mentoring
- ***Replace service projects***
 - This has raised the profile of our club in our community and attracted new members. Members are the resources for our service activities
- ***Require you to be a large club that meets at a country club***
 - Brainstorm raising your profile in the business community by promoting your members' businesses

David Cabral
david@bfc.vegas
702-427-4769



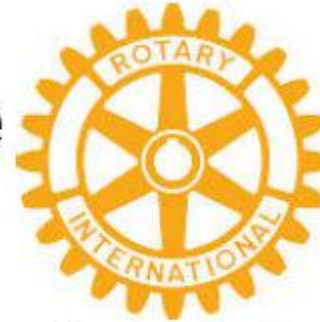
COMMUNITY, COMMERCE, CAMARADERIE

Rotary District 5300 Peace Conference





Rotary Rose Parade Float Committee



Rotary Rose Parade
Float Committee, Inc.



"This is the largest Public Image project by Rotarians promoting Rotary. We hope you will support us by watching the Float in the Rose Parade and by donating what you can."







EXPERIENCE THE MAGIC

Jan 1, 2021

YOUR MESSAGE ...

"I CARE FOR YOU SO
MUCH ... I SAW THIS
POSTCARD DOWN THE ROSE
PARADE ROUTE TODAY ON
A FLOAT! TAKE CARE!

YOUR NAME

GRANDCHILD - CHILD
DEAD TO BE DEPARTING
ANYONE UP & CARE
FOR IN THE SNOW
BEST! BE GENTLE
AND THANK YOU!

Thank You!

Go and make your club great!