# THE WHY AND HOW OF COMMUNICATING ROTARY

District Training Assembly – March 18, 2017

# THE WHY AND HOW OF COMMUNICATING ROTARY

In the next 60 minutes Bob and Sean will:

- Explain WHY communication about your Rotary Club is so valuable to your members, service projects and Club growth.

- Explain HOW to communicate internally and externally.

ROTARY:
MAKING A
DIFFERENCE

# WHY DO YOU NEED TO COMMUNICATE

- Build public awareness **NOW**!

- Put your organization's name into the community's subconscious

- Put your organization's **key message** points in the community's subconscious

- Inform the public of your **Service Above Self** initiatives

- Build public interest for fundraising support, membership growth, etc.

- ***Become a source to the media***

# WHAT DO YOU COMMUNICATE?

Key Messages about your Club with:

• Immediacy -- relevance to the present time, place, purpose

• Proximity -- is it happening here?

• Significance -- the importance to our lives, the consequences

• Prominence -- what are "prominent" people doing?

• Suspense -- what will happen when?

• Conflict -- is there an opposing opinion?

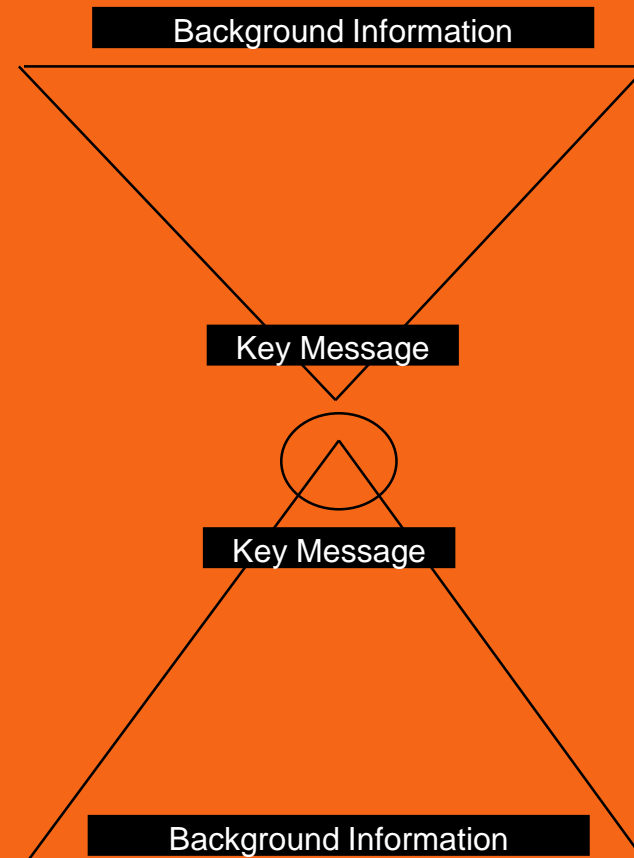• Human interest feature/slice of life/the offbeat

# KEY MESSAGES DESIGNED FOR IMPACT

Key Messages about your Club with:

**Inverted Pyramid Style:
Rationale then first then
conclusion equals
CONFUSION OR
MISSED MESSAGE**

Background Information

Key Message

Key Message

Background Information

**Pyramid Style:
KEY MESSAGE first
then justification or
conclusion**

# KEY MESSAGES DESIGNED FOR IMPACT

Key Messages about your Club with:

- Messages you can speak or read in 7 to 12 seconds
- Using 6<sup>th</sup> grade language levels

# KEY MESSAGES DESIGNED FOR IMPACT

Key Messages distributed via:

- Newspapers – their print and online, news delivery apps
- Radio – their on air and online, news deliver apps
- TV – their on air and online, news deliver apps
- Community cable – they're on air and online

# KEY MESSAGES DESIGNED FOR IMPACT

Build relationships with:

- Newspapers – reporters and editors/publishers
- Radio – assignment editors, anchors, reporters
- TV – assignment editors, anchors, reporters
- Community cable – news directors
- Call and introduce yourself and your Rotary Club
- Mention Key Messages and send a copy

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