

Billboards to Support and Celebrate District 7390 Clubs

In the coming year, District 7390 will assist each club in reaching their goals with the support of traditional and/or electronic 12x24 billboards. Specifically, we seek to encourage our Clubs to excel in three specific areas: Membership Development, Polio Plus Support and Service Project completions.

Club Presidents are urged to deploy these billboards noting that a nominal charge of \$100 per billboard utilized will be invoiced by District office to offset production and that Lamar Advertising has graciously donated the billboard rentals. Please note that we hope to be able to secure one billboard maximum per Club for each initiative appreciating that it is possible an available billboard cannot be secured. Once your Club approves the art and details on locations are provided and the copy is displayed, you will receive an invoice for \$100 payable to District office.

Membership Development:

Energize your members to invite a friend to join your Club. Push this important topic at your meetings noting that new members added to your roster between July 1 and December 31 will be featured in a group photo on a billboard close to your meeting venue early in 2022. We wish you such success in growing

membership and note that as Club President you may look to host a raffle of new members to appear on the billboard when you add more than say 5 or so members. Your Club will send the photo to Lamar and they will provide the artwork based on the template shown here for consistency across the District.



Polio Plus Support: We are “this close” to eradicating Polio---let’s encourage our members to join the Polio Plus Society by awarding them the lapel pin and explaining that a group of these supporters will be photographed and featured on a billboard close to your meeting venue during World Polio month in October.

Two notes here: first, we love the “We are this Close” gesture and encourage you to capture your members with that pose and second, as noted above we hope your Club needs to host a raffle to select as many as say five or your members to celebrate your efforts. Send your photo to Lamar and they will provide the artwork based on the template shown here for consistency across the District.

Club Projects: Our District is blessed with great Clubs doing great deeds. In your big year, let's plan to tout your project on a billboard. This is your chance to tell everyone about an upcoming Club event or, just as importantly, to perhaps celebrate the success of an event on a local billboard. Dated events provide the biggest challenge for Lamar to support as inventory may be limited for the specific dates that work best to tell everyone about your event. The best strategy is to send your event details to Lamar as much as two months prior so that artwork can be created and approved and options for timing and location can be maximized. We are limited to one billboard per Club but if you have more than one event that makes for great PR, work with Lamar to determine if the timing of one event may be easier to support as flexibility is important.



Let's go big in 2020-21--- and tell everyone about Rotary and your Club efforts to grow membership, to support the eradication of Polio, and to provide service above self in your communities. As you look to take advantage of this unique opportunity, please plan to coordinate directly with Andy Rebeck via e mail arebeck@lamar.com with details on copy to be shown so that Lamar might provide you a billboard proof for approval and details on the location and posting of the respective billboard.