



CurbAppeal

District 5550 Public Image Newsletter

Edition 2 - September 2020

IS YOUR CLUB'S PUBLIC IMAGE HEALTHY?

Public image is the public's perception of your organization. It is your reputation in the community. In your community what do people think when they hear Rotary? Do they first think about the local park or facility that bears the Rotary name? Do they think about an event your club runs annually? These are positive images. It means people know that Rotary contributes to the well being of the community.

Do people know what Rotary has done in your community over the years? Is there Rotary signage on things that Rotary has contributed to in your community? Now is the time to start informing the public of all the good that Rotary does in your community. One way to start...is with Branding.

WHAT IS BRANDING?

Branding is a marketing practice in which an organization creates a name, symbol or design that is easily identifiable as belonging to the organization. This helps to easily identify and distinguish it from other organizations.

WHY IS BRANDING IMPORTANT?

The most important reason branding is important to an organization is because it is how the organization gets recognition and becomes known to the public. The logo is the most important element of branding as it is essentially the face of the organization.

branding

(verb)

the **art** and **science** of influencing perception about a product, service, or organization.

Rotary is a worldwide organization with a positive image and reputation. People associate Rotary with making a difference locally and globally. When people see the Rotary brand on a poster, sign, billboard, shirt or hat, they already have a positive image of that organization.

THINK BRANDING DOESN'T MATTER?

Good brands are instantly recognizable and either conjure up a positive or negative image about that brand. Can you identify these brands without the lettering? Do you have a positive or negative feeling when you see these brands?



HOW CAN OUR CLUBS IMPROVE OUR BRANDING?

Fortunately each club does not need to create their own brand. Rotary International has already created a logo and has a number of mottos to use for our club branding: “Service Above Self”, “People of Action”, or “Rotary Opens Opportunities”.

1. Printed Materials (online and offline)

Each club needs to ensure they use the positive image of Rotary International to their advantage. Include the Rotary logo and/or motto on all your printed materials like posters, letterheads, newsletters, minutes, agendas, notices, or newspaper ads. The viewer should know at a glance that they are viewing a Rotary document. Also include the Rotary logo on social media posts, your club website, your email signature, and all electronic forms of communication.

2. Branded Merchandise

Another way to display your brand is with branded clothing and promotional merchandise. Check with your local companies to see if they can put the Rotary logo on shirts, hats, jackets, pens, mugs, etc. Maybe your club could give a pen or a mug to speakers at your meetings. Could you donate a Rotary gift package (t-shirt, hat, mug) to a local fundraising event?

3. Signage

It is also important that when your club makes local improvements in the community that your brand is associated with that project. Put up Rotary signage wherever possible. Have you planted a row of trees? Can you put up branding near the trees? That one time project can provide years of publicity with proper signage.

Rotary has a strong brand with a great worldwide reputation. Each club needs to decide how to leverage this brand to their advantage. Get started today by adding the Rotary brand to your letterhead or minutes.

Are you using the right Rotary logo?



NO



YES



YES

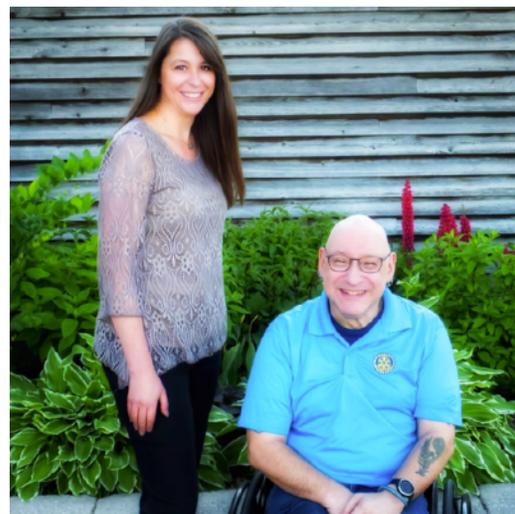
IT MATTERS!

[CLICK ON THIS TEXT TO SEE MORE APPROVED ROTARY BRANDING](#)

TALKING ROTARY - A ROTARY PODCAST



First, congratulations Peter Tonge and Mandy Kwasnica from the Rotary Club of Winnipeg Charleswood on starting a Rotary podcast. At the time of writing this article, two podcasts of around 35 minutes each have been completed. One is on Peace and the other topic is Shelterbox.



Mandy Kwasnica and Peter Tonge

Second, congratulations on the logo created for your podcast. What a great example of branding. The Rotary logo and colours are incorporated into your brand.

Find the podcasts at <https://talkingrotary.org/>

Rotary
Brand Center



Have you been to Rotary's Brand Centre? There you will find logos and materials like posters, brochures, flags, banners, backgrounds for meetings, certificates, and newsletters. You can also find ads for print, online, or radio as well as images to use for your materials and even video to promote Rotary.

You will need to log in to My Rotary to use the brand centre. Login [HERE](#).

IDENTITY AT A GLANCE

Consistent branding is important. What colour is the Rotary font? What font is used for the word Rotary? What shades of blue and yellow are official Rotary colors? The answers are all found on Rotary's "Identity at a Glance" document.

Rotary's identity at a glance contains basic elements:: Rotary logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework.

Find the "Identity At a Glance" document [HERE](#).

COMING SOON

The Public Image Team is working with the District Training Team to implement an in-person and/or online **Public Image/Public Relations Workshop** providing all day training in the use of Audio/Video, Desktop Publishing Production tools as well as training for using social media including Facebook, Instagram, YouTube etc.

BUILDING YOUR IMAGE

In the previous issue of CurbAppeal we suggested that for clubs to build their image they start focusing on developing stories that appeal to human interest and personal experience. We encouraged clubs to do things of value for your members and for your community and keep telling your stories with lots of images to build your Brand. The Rotary Club of Saskatoon North was featured in the May 23, 2020 edition of the Saskatoon Star Phoenix. The article is reprinted here.

This article below was in the Saskatoon Star Phoenix on May 23, 2020.

COVID-19 has Sask community organizations missing senior volunteers

Supporting seniors has been some of the most fulfilling work Bob Anderson has done with the Rotary Club of Saskatoon. “We make lifelong friends in this group. I found kindred spirits in Rotary,” said Anderson, a member for 33 years and president of Rotary Club of Saskatoon North.

The most prolific members of Canada’s volunteer workforce are older adults like Anderson. Of the 12.7 million Canadians who volunteer every year, adults 55 and up dedicate an average of 200 hours each; people between the ages of 65 and 74 spend the most time volunteering.



Bob Anderson and Priscilla Mah serving chilli to needy core area high school students as part of their Club's nutrition outreach program.

Rotary’s work in the community hinges on its older adult volunteers; about half of the club’s 130 members in Saskatoon are 65 and older. But COVID-19 has led to many of those volunteers remaining homebound in order to protect themselves from the virus. While Saskatchewan approaches the second phase of its reopening plan on June 8, Premier Scott Moe has encouraged vulnerable groups like seniors to remain inside if possible.

Nearly 95 per cent of the Saskatoon Council on Aging’s senior volunteer force is stuck inside in recent months; staff have realized the importance of adapting how the organization provides support. “It’s a little bit of a cliché, but they’re priceless. Like many organizations, we couldn’t do most of what we do without the work of volunteers,” said Virginia Dakiniewich, communications coordinator for the SCOA. “They provide expertise in basically every, every facet of what we do.”

Aside from creating an online library and phone line, two volunteers have been in regular contact with the organization’s Century Club for people over 90, to reduce social isolation. The organization aims to expand on that approach to connecting, teaming up with other community organizations to start a telephone buddy project where older adults would receive weekly phone calls.

“There’s always been a need for it because there’s still many older adults that can’t access the internet or aren’t comfortable using it,” Dakiniewich said. “The only contact that they have is over the phone; it’s like a lifeline for them. So when COVID-19 hit, it highlighted that need even more.”

Anderson recently sent members a video highlighting the club’s volunteer work, to remind them of all of the good they can do in more certain times. For the time being, the Rotary club is planning to open its community garden for volunteers to tend while respecting social distancing. “The message is it’s not all just about hunkering down behind closed doors,” he said. “There’s still many things that we can do, and we can be proud of what we have accomplished.”