**CLUB LEADERSHIP OBJECTIVES**

Date: January 5, 2016

POSITION TITLE: PUBLIC RELATIONS CHAIR

DISTRICT EXPECTATIONS:

1. Implement any PR initiatives as outlined in the district strategic plan

2. Reply promptly to District communications

2.1 Share related District communication to club members

2.2 Share Rotary International communication with club members

2.3 Increase awareness on Foundation projects and grants

3. Cooperate with District PR initiatives.

3.1 Share quarterly a success story or the impact your club had in the community or within its own members.

4. Attend District Meetings

Before your year begins:

1. District Training Assembly

2. District Conference

During your year:

3. Summer Seminar

4. District Conference

BEST PRACTICES:

1. Provide regular periodic newsletters or announcements to the club to increase member engagement and communicate important Rotary information.

2. Implement “One minute Rotary time” for announcements pertaining to the district or global projects.

3. Collaborate with the other chairs such as the Foundation Chair, Service Project Chair, Rotaract Chair, Interact Chair, Vocational Chair etc. by gathering their information and sharing it in a newsletter or email to the members.

4. Ensure the Club has a vibrant social media presence by posting fresh content once or twice a week. Periodically ask your club members to share your club's posts onto their own social media pages.

5. Seek regular presence through local media. Some of your success depends on who you know in the media world, but most is based on giving the news outlets what they want to hear when they want to hear it and knowing who to send it to. HINT: Don't know a soul at your local newspaper? Invite the Publisher / Editor / or main City Reporter to be a speaker at your club meeting. Same for a TV or Radio personality – they make interesting speakers and then you have a chance to have a one-on-one conversation with that person to get your foot in the door for future coverage. They may be willing to pass along whatever news you have to their editor(s). Also, when you reach out to the media, you should ask yourself "why should the public care?" "What's the interesting story here?" The more unique the story, the more likely the news media will cover it.

6. Maintain an up-to-date website, clubs contact information, club hour meetings, location etc.

7. Always have photos and videos taken at club events to be posted on social media and website.

Share project pictures with the District website.

6. Share photos of service projects with your local media. A short story can be added or just send in a descriptive paragraph, just enough information for the Newspaper to print it or for a local radio station to share it on their website.

7. Invite local media to join and attend the club meetings.

8. Ask community partners to write a press release when receiving volunteering support or a grant from your club or after an event. [This could be included on the grant form as part of one of the requirements]. This will help increase your clubs presence in the community. Ask the question why is the Rotary Club’s support important for your organization? You can send these testimonial letters to the District for the monthly newsletter.

9. Encourage your members to wear their Rotary pin on a regular basis.

10. Encourage your members to invite one guest and to share at least one thing about Rotary with their family, friends and colleagues on a regular basis.

11. Attend the Rotary Leadership Institute