

Editor's Column

DEAR ROTARY DISTRICT 1100 MEMBERS,



Welcome to the Public Image Department's debut newsletter. The intention is to keep you up to date with the latest news and developments, relating to public image in our district as well as nationally and internationally. The newsletter will also reflect upon the great work of your clubs, so that we can all learn from each other during this strange time and beyond. We are therefore relying on your participation: Please send us photographs of projects, which you have carried out/held/run during the past three months, together with a short description (no more than 150 words) with the headings: 1. Name and purpose of your project; 2. How was this exercise executed (did you meet up, did you plan online etc.); 3. What was the (end) result/outcome (X-amount money raised; x- hours spent; press coverage – please also send photograph of article if you can). Please send any information you want to have displayed, to my email address: rotary1100@gmail.com. I hope this newsletter will come to life with the help of all of you!

With best wishes
Bernd

24 October – WORLD POLIO DAY

Great News: Polio only remains endemic in two countries Afghanistan and Pakistan.



What a tremendous story if every Rotary club across Great Britain and Ireland organised an event in their area on **24th October to mark World Polio Day** and be a part of a global health legacy.

The polio programme is something of which every Rotarian can be really proud; not just for the work for a polio free world, but in so many other ways, including the amazing contribution the polio programme has made to the COVID-19 response in many countries. We must not stop our fundraising efforts for the polio campaign, not stop having fun face to face (obeying Government rules) or online on the 24th October.

To help with this, download our [World Polio Day Toolkit](#), including social media posts and template press release, as well as all the [other suggested activities](#) such as purple lighting, planting purple crocus corms, holding a World's Greatest Meal or just simply making a donation. Remember every £1 = £3 (Bill and Melinda Gates Foundation), and no donation is too small or too large.

UPCOMING EVENTS

XX October 2020

This section will give an overview of club events / projects but also of Rotary International. Therefore, I rely on you to send me the dates and the title of your event, please.

02 October 2020

Social Media Webinar

Details how to register at the end of this newsletter

24 October 2020

World Polio Day

November 2020

Rotary Foundation Month

December 2020

Disease Prevention and Treatment Month

Membership advertisements for hyper-local publications in your area



You stepped up at a time when your community needed you most and made a real difference throughout the COVID-19 pandemic.

But now is not the time to slow down, your skills and enthusiasm are still needed. At Rotary we have a unique position of being rooted within our own communities, but with a global outlook, ready to tackle challenges at home and abroad. Join Rotary and channel your volunteering energy into projects which are transforming lives and making a difference in your area.

Turn your ideas into change - Whatever causes you care about, Rotary helps you turn your ideas into lasting change.

Global outlook - With over 1.2 million members, you'll be part of one of the world's largest humanitarian organisations.

Grow your network - Rotary is a great way to meet new people, make lasting friendships and expand your personal and professional connections.

Membership - Joining Rotary costs as little as £2.50 per week, with lots of benefits to being a member.

Personal development - Share your skills and learn new ones by collaborating with others.

A trusted reputation - We have been making a difference in our communities for over 110 years.

So what are you waiting for - Join today
rotarygbi.org/join

Contact your local Rotary club to find out more:

Paul Harris - Rotary Worcester
Email: paul@rotaryworcester.co.uk
Mobile: 07990 123 456



Across the country there are thousands of localised, community focused publications and magazines. These are usually A5, featuring hyper-local news, events, activities and organisations and are often delivered through people's letterboxes.

They may serve a specific town, village or even postcode area, and offer Rotary clubs an opportunity to reach a large number of local people for a potentially modest investment.

The RIBI Public Image team have therefore created a [membership advertisement](#) template for clubs to use, specifically designed for these publications, available in colour and monochrome. The [PDF's are interactive](#), for you to enter your own details, and include all bleed and crop marks necessary for publication. **Give them a try!**

TIPS FROM THE PUBLIC IMAGE TEAM

Especially in these weird times pay attention to these three points:

Impact

Three Points:

1. Telling Your Story
2. Your Shop Window
3. Resources



Tell YOUR Rotary story



We have to adapt our acting:

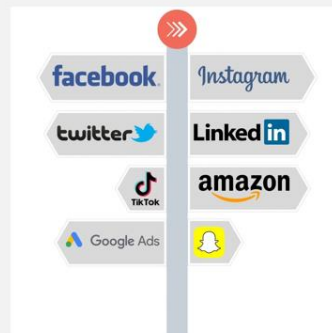


Rotary stands on the cusp of re-inventing itself, changing its outlook, and presenting an opportunity to a generation who had previously not seen Rotary as an organisation which they would want to join



It's all about signposting

- For Rotarians: think about signposting from either Facebook or Twitter to your webpage.
- The webpage is your Rotary club's **shop window**

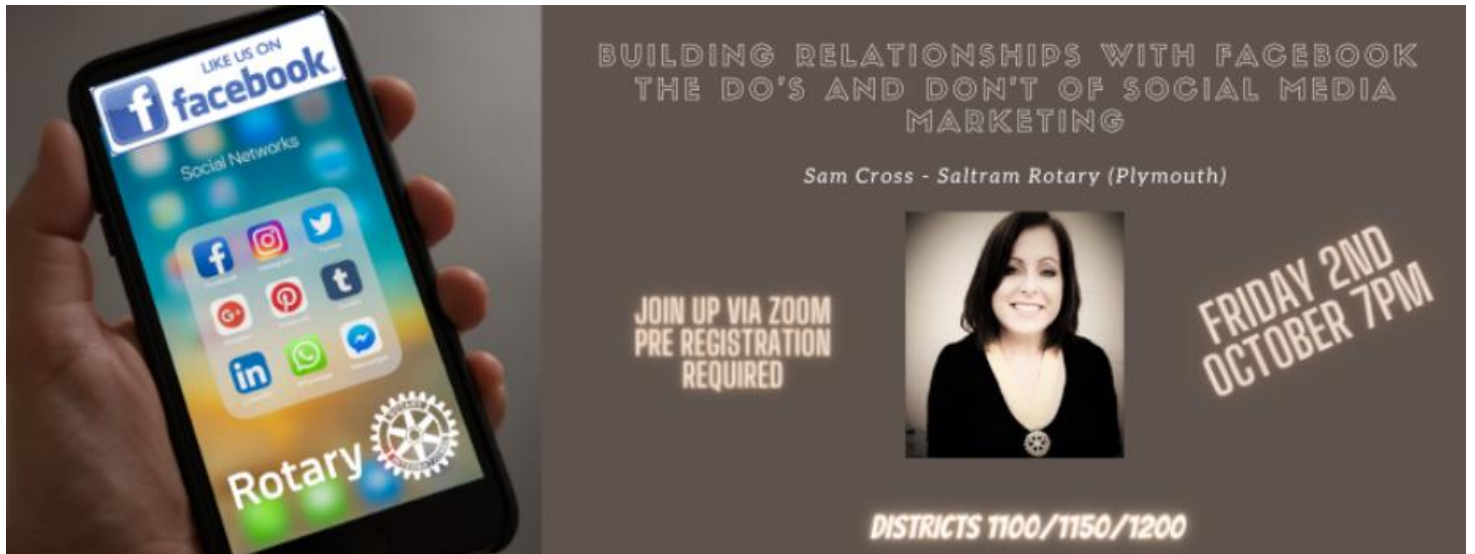


Tips:

- Work on the basis your audience knows nothing about Rotary.
- Don't numb them with boring stats, tell them a story!
- Keep it simple – an enquiring audience will always want more.



Keen to learn more about of the 'do's' and ' don'ts' of Social Media Marketing? Join our next Webinar on Friday, October 2nd:



You are invited to a Zoom meeting.
When: Oct 2, 2020 06:30 PM London

Register in advance for this meeting:
https://zoom.us/meeting/register/tJ0scO2prz0qEtR0x0uzLDTEw3Wj2hrUZU_r

After registering, you will receive a confirmation email containing information about joining the meeting

Contact Us

Submission of articles / pictures are very welcome and need to be in by October 15th.

Please mail to: rotary1100@gmail.com

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