

Lead the Way in **PUBLIC RELATIONS:**

*Effective as ever,
but quiet no more . . .*

Let Rotary's light shine



OBJECTIVE: To create greater understanding of what Rotary is and what Rotary does among the general public, and to provide for education/re-education of Rotary members.

BENEFIT: Effective public relations will enhance membership development and retention; and increases opportunities for effective partnerships in community and world service.

- Provide information about Rotary's work in your community and in the world to your speakers and the recipients of your donations/scholarships:
 - RI publications: "This is Rotary," "Rotary Facts" etc.
 - Club publications: a folder or booklet that tells about your club;
 - A letter containing statements about what Rotary is and what Rotary does;
 - Invite the recipients of scholarships/awards and their families to a club meeting.
- Wear Rotary identification when working on projects in the community:
 - Embroidered caps, shirts, jackets, etc.
- Affix Rotary wheel stickers with a dedication page message to books donated to libraries, hospitals, nursing homes or schools (e.g. Student Dictionaries).
- Sponsor a community-wide event(s) in which Rotary's work in your community/world is told:
 - Business/Vocational Fair/Community Round-Table
 - Concert/Play/Benefit/Sports Event
 - Other
- Sponsor a community awards and recognition program through which people learn about Rotary:
 - Vocational awards (teachers, law enforcement, volunteers, young professionals, etc.)
 - Scholarships and student achievement
 - Citizenship, sportsmanship, volunteerism, community advocacy
- Sponsor Rotary placemats; a window, mall or airport display; a Rotary booth at your county or state fair/business expo, or participate in a parade(s) with Rotary identification and promotion.
- Publicize Rotary activities in your community and the world through free or paid media time/space in newspapers, on radio or TV, or in movie theatres.
- Sponsor one or more Rotary billboards in your community.
- Post the Four-Way Test in school auditoriums, classrooms and public venues.
- Give members the framed "Declaration of Rotarians in Businesses and Professions" to display at their places of business.
- Other