

ROTARY PR TIPS

Rotary in the News

Many Rotary clubs face challenges when trying to recruit younger members. Laurie Sears Deppa and her husband decided to take action by starting an evening club - the third club around Annapolis, Maryland, USA. [Read how they're reaching out](#) to younger civic-minded professionals and bringing them into Rotary.

August is Membership and Extension Month



On the Rotary calendar, August is dedicated to membership and extension. Clubs and districts are encouraged to share with their communities what it means to be a Rotarian. For starters, read [Rotary Basics](#), and consider using it to develop a press release, letter to the editor, or newspaper supplement. Be sure to add information specific to your club and district.

Working with other organizations

Tip provided by Pauline Leung, assistant general coordinator, RI [Public Image Resource Group](#)

In a world of constantly changing environments, businesses are subject to scrutiny regarding their social responsibilities as corporate citizens. Corporate philanthropy has become increasingly important to gain public confidence. Companies are trying to contribute to more than just local community efforts, with many firms

PR Resources

[Rotary's PR Grant](#)

[Public Image Resource Group](#)

[Rotary's Key Messages](#)

[Media Crisis Handbook](#)

[Rotary's Fact Pack](#)

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donating funds to further environmental protection, health care, education and other humanitarian causes.

Because Rotary clubs are already committed to these issues, they're advised to identify opportunities to raise awareness and work with companies in their communities that are willing to join hands with Rotary. These collaborations benefit both parties, who can share resources and maximize results.

[Learn how Rotary works with other groups](#)

Promote Rotary through a press conference

The organizers of the [presidential membership conference](#) in South Bend, Indiana, USA, used the event as an opportunity to hold a press conference that generated some great news coverage. The Rotary Club of South Bend arranged for RI President Wilfrid J. Wilkinson to present a check in support of its Hurricane Katrina housing effort on the Gulf Coast. Rotary Foundation Trustee Louis Piconi, who scheduled the press conference, is willing to serve as a resource if your club chooses to organize a similar event. [Watch the news story](#)

Rotary PR Tips, an international resource

Did you know that Rotary PR Tips reaches nearly 4,000 people in 115 countries from Afghanistan to Zimbabwe? It's a great opportunity to learn how the media works and how other cultures promote their projects. What PR tip would you share with readers? Send it to pr@rotary.org.



