



humanity in motion

rotary in London/district 1130
district governor Clive Amos

PR TIPS FOR CLUBS

If you are representing Rotary at a public event sharing the “stage” with another voluntary sector body, charity or business, have something visual to show that you are Rotary and what Rotary is about.

When sharing the stage with a well known organisation, use the opportunity to tell the audience who we are. Too often we fail to let the public know about Rotary at these events.

PR KIT - Large posters and pull-up stands are ideal items to have ready and waiting in a promotional tool kit. Pull up stands can be ordered via the Rotary in London website - costing £117.50 INCLUDING VAT -details are under the Communications and PR section on the Rotary in London website

(<http://www.rotaryinlondon.org/prcomm/forms/pullupsnov05.pdf>).

Various Rotary Pull-Ups can also be **OBTAINED FREE ON LOAN**, with a £25 deposit, from RIBI.

ENSURE your President and PR person knows what is going on and will be in the right place at the right time. **GET** Rotary or your Club name into the event title and keep using it.

- **PLAN ahead** but don't leave reminders until too late.
- **Letter getting the event in newsroom diary** - a month ahead.
- **Press release for pre-publicity** - not less than three weeks ahead.
- **Note two weeks ahead** for newsroom picture desk/diary giving location, time and who the photographer should ask for.
- **Telephone call one week ahead** to see 'if there is any more information you need.'

FIND OUT the real deadlines for getting copy and pictures in with a fighting chance of being published.

NOMINATE a photographer and discuss what will make a picture that will sum up the event and promote Rotary. Give them a decent camera to use and, even outdoors, take some photos using flash (especially on sunny days when everyone is wearing baseball caps!). Don't be shy of posing or creating the picture you want.

ALWAYS double space typed copy. State the day and date. Give first and surnames (not initials). Provide a picture caption identifying who is where.

NEVER opt for the cheque handover or handshake shot. It is good to hand over hard earned cash at Club meetings but a better picture is the President being where the charity action is happening.

MAKE SURE the media can take copy and pictures by e-mail before sending them. Try a test message. Check the best dpi for digital pictures. Be ready to fax copy or deliver pictures.

KEEP cuttings and find a time to say thanks for the coverage.

WHO ELSE should you be telling? Copies of press releases to the organisations you are working with, local MP, councillors, etc.



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SEND your news and pictures to the District Editor for the magazine – and the District Webmaster for the Rotary in London website - but we want the news behind the news. Why did you organise the event? What triggered it off? Include any special organising, human interest or funny stories? Would you do it again? Should other clubs try it? Add colour pictures.

This is the new stationery for Clubs to use with the new Rotary branding. It can be downloaded from the RIBI website.

Letterheaded paper, compliment slips and envelopes can also be bought from RIBI Headquarters.

A tip for getting into the news and spreading the message.

TRY TO THINK OF IMAGINATIVE PROJECTS THAT ENGAGE THE LOCAL COMMUNITY.

For example, my Club, Redbridge, was involved in organising a Tea Dance, where the Editor of our local newspaper was challenged by one of the paper's readers to take a Ballroom dancing exam, judged by the BBC's "Strictly Come Dancing" judge Len Goodman (the "nice" judge). This ensured the Club received weeks of newspaper coverage. The event raised money for the Mayor's charity, who attended the event. A local ballroom dancing school performed at the event and the youngsters' parents were also there as well as people attending the Tea Dance, Rotarians and Len Goodman, of course. So we reached out with the message about Rotary to a wide cross-section of people.

COMMUNITY NEWSLETTER

How about starting a Community Newsletter to let local people know what activities your Club is undertaking and hopefully generate interest in the Club. The Rotary Club of Hanwell and Northfields has a very good Community newsletter, which it distributes to local schools.

Why not start one in your Club and distribute it in the local area, and, after getting the relevant permission, leave it in libraries, doctors surgeries, etc. or put it through letterboxes?

Eve Conway
District Communications & PR Chairman
District Marketing Officer