



PUBLIC IMAGE. DEFINING WHO WE ARE WHILE GIVING VOICE AND IMAGERY TO WHAT WE DO

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The reasons why we need to define who we are came home to me during a recent activity aimed at celebrating Rotary's birthday, while giving a face and voice to Rotary in South Australia.

We chose February 23 and placed ourselves in Adelaide's Rundle Mall armed with pull-up banners, pamphlets, a business card draw, 300 cupcakes and a bevy of Rotarians willing to engage the public in conversations about Rotary.

The cupcakes were a hit, but very few people had any knowledge of Rotary, our purpose, our programs and the like. Most were reluctant to engage in a conversation and the business card draw saw more people willing to donate money than hand us their business card.

Was it a success? We achieved our aim of a public celebration of Rotary's birthday. Did people walk away with a greater understanding of Rotary? Some did. Was it an effective membership marketing strategy? No. Why? Because we were confused about our purpose.

Effective public image campaigns are informed by clear goals, with well-defined strategies that are time sensitive and engage everyone in their delivery.

Is a display in a business district the best way to engage potential members? Probably not?

A social media campaign is more likely to succeed when aligned to a specific club.

MAKING FRIENDS TO BUILD ROTARY'S PROFILE

The Rotary Club of Mobilong, SA, has introduced the Friends of Rotary program to liaise with local businesses and build Rotary's profile in the community.

The club invites businesses to become 'Friends', which involves a payment of \$250 per annum. Businesses are then able to affiliate with other engaged community and professional groups, attend club meetings and activities and advertise in the club bulletin. When the club promotes their projects in the local paper, they make certain to mention the supporting businesses there also.

So far \$26,000 has been raised through this program, with 43 businesses now signed up and that number is set to increase. It has become an avenue for businesses to invest in the local community and give back.

The Mobilong club was surprised and gratified when Flight Centre took it upon themselves to donate a percentage of the sales of flights booked back to the club thanks to the Friends program.

Friends of Rotary has become a means of raising financial assistance as well as growing the number of volunteers on hand for club events. It is also a prime pathway for potential new members to learn about Rotary and take on membership.

FUTURE CLUB CONFIDENTIAL TOPICS WILL INCLUDE:

- Partnerships that have helped build Rotary's profile
- Modernising club meetings
- How clubs can utilise The Rotary Foundation to achieve their aims

To submit articles (200 words) and photos or to provide ideas for future topics email clubconfidential@rotarydownunder.com.au