

NAVIGATING MEDIA

- **Research the various media outlets in your community**
 - Television, Radio, Print, Community Blog
- **Create a relationship**
 - Invite them to lunch to start a relationship
 - Promise them always the first lead of a story and a free lunch.
 - Invite them to become a member of your Club!
- **Contact them with the Press Release (2-6 weeks ahead of time)**
 - Be Prepared & Be Professional and have your PRESS RELEASE
- **Call the Assignment Desk of local TV Stations (and reporter if you have relationship)**
 - Ask to be added to the calendar for the specific day of event
 - Email the Press Release and ask for confirmation of receipt
 - **Call back the day of the event to make sure you are on the calendar**

IT IS NOT JUST **WHAT** WE DO...
IT IS THE **WHY** WE DO IT!
THE TIME TO **SHARE** IS **NOW!**

DAY OF EVENT / PROJECT

- ✓ Signage
- ✓ Action Photos
- ✓ Rotary Shirts
- ✓ Video
- ✓ Go-Live
- ✓ Check-in



Brochures & Business Cards

Our Projects

Each year a new Board of Directors is elected into office and it is their job to direct our club in the volunteer efforts for that year. This give us the opportunity to have fresh ideas and a diversified collection of projects. Below is brief list of some of our most recent opportunities for service.

- Big Brothers & Big Sisters
- Galindo Elementary –Mentoring and Books
- Capital Area Food Bank
- Camp RYLA
- International Youth Exchange
- Local Student Scholarships
- National Alliance on Mental Illness
- Medical supplies for clinic in Nicaragua
- The Horse Boy Foundation—Elgin, TX
- Economics rebuilding in Philippines
- Auditory and Visual testing in Mexico

THE ROTARY EFFECT



Through **PolioPlus**, Rotary's most ambitious program to date, Rotary has played a leadership role with the World Health Organization, the U.S. Centers for Disease Control and Prevention, and UNICEF in bringing the world to the brink of polio eradication. Rotary's **END POLIO NOW** campaign promotes public awareness and fundraising for the program. The Bill & Melinda Gates Foundation has given Rotary \$355 million in challenge grants to support **PolioPlus**, and has pledged up to \$35 million per year more through 2018 for the final push to eradicate the disease worldwide.

Learn more and donate at www.endpolionow.org

WE ARE ROTARY

Rotary brings together people like you — from all walks of life — who want to use their expertise for good. People whose sense of responsibility inspires them to give back to their communities. At Rotary, we connect for good — and form lifelong friendships in the process.

Together, we empower youth, improve health, promote peace, and advance our communities in all corners of the globe. With 1.2 million members in 34,000 clubs worldwide, our global community's impact has never been greater —and it continues to grow.

MAKE A DIFFERENCE

Belonging to a Rotary club provides members with an opportunity to give back to their communities and to connect with like-minded leaders and friends.

People join Rotary for many reasons, including community involvement, personal development, professional networking, and camaraderie. But perhaps the most important benefit is the satisfaction you gain from making a real difference in your community and in the world.

OUR CLUB

Our club gives you an opportunity to join leaders to take action on important issues affecting our community, our nation, and the world. We also have a lot of fun — whether we're socializing or working together on service projects.

Members of our Rotary club connect at weekly meetings and learn from business experts, political and civic leaders, and entrepreneurs, who help us stay informed on topics that are relevant to our community.

We have a structure that focuses on action and positive results.

Together, we make great things happen.

My experience with our club has been truly valuable. I've made lifelong friends and important connections that have helped me succeed in my business.
—Amber Scarborough

Our Fundraisers

Our Club loves to provide opportunities for service in our community and around the world. We are able to fund these projects through 2 annual fundraisers that our members organize and run.

Christmas Tamales Sale
We sell and deliver the finest tamales in Texas to our friends, families, co-workers, and neighboring Rotary Clubs.
This is a really fun, rewarding, and tasty project!

Annual Casino Night
This is the Party of the Year! Full Casino experience, food, drinks, dressing up, and raising money! The raffle and silent auction are legendary and everyone leaves feeling like a WINNER!

GET TO KNOW US

Rotary Club of South Austin
Meetings – Wednesdays at noon
Opal Divines Penn Field
3601 South Congress Avenue
Austin, TX 78704
www.southaustintrotary.com




Join us to take action in communities, like yours, and around the world.



OUR CLUB



GET INVOLVED

Learn how you can make a difference. For more information about our projects and our upcoming events please visit www.southaustintrotary.com.





District 5870
Central Texas

Rotary District 5870 – Central Texas
www.rotarydistrict5870.org

Amber Scarborough
RYLA Chair & Cell 512-423-6868
Public Image Team Home 512-551-3001
2016-2017 aicar35@gmail.com

New & Improved Templates in MyRotary.org – Brand Center



OUR EVENTS

Date — event description, location, time.
 Date — event description, location, time.
 Date — event description, location, time.
 Date — event description, location, time.

Join our next meeting or service project.
 Contact our club president to schedule your visit.
 We look forward to meeting you!

INSERT YOUR CLUB NAME

Insert name of your club president
 Insert phone number
 hello@rotaryclubsite.org
 www.rotaryclubsite.org



INSERT CLUB NAME

Rotary  www.rotary.org



PEOPLE OF ACTION

Our club offers opportunities for our members — and those interested in making a difference — to get involved. Through meetings, social events, and volunteer projects, our members learn about the issues facing our community and communities all over the world, partnering with local, national, and global experts to exchange ideas about potential solutions and to draw up action plans to respond. Along with these opportunities to serve, members also are able to regularly network, resulting in lifelong friendships and business connections.

Our club is a proud part of this community and of Rotary International. Rotary is a global network of more than 1.2 million members who believe that great things happen when dedicated minds come together. We are community and business leaders representing different professions, experiences, and perspectives but with a shared desire to connect with others to address the challenges affecting our community and communities around the world.

MAKING A DIFFERENCE

Solving real problems takes real effort, commitment, and vision. Rotarians work to protect communities from preventable disease, keep women and children healthy, improve education and economic outcomes, create safe water and sanitation infrastructure, and make our community and the world a more peaceful place.

We are working with various partners on the following projects:

- Local project name — project description, outcome/impact
- Local project name — project description, outcome/impact
- International project name — project description, outcome/impact
- Ending polio — Partnering with the Bill & Melinda Gates Foundation, the World Health Organization, and UNICEF to end polio, once and for all

GET INVOLVED

Becoming a member enables you to meet your community's leaders and to make an impact both here and around the world. We invite you to visit our club and find out more about us and the opportunities we offer to get involved.

Our members have found that it's a truly rewarding experience.

My experience with our club has been immensely valuable. I've made lifelong friends and important connections that have helped me succeed in my business.

— Club member

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— Club member

It's OK to get creative... just use RI Guidelines

Rotary Club of Greenville



Rotary International exists because of people like you working together, to accomplish extraordinary things in the community and across the world.

OVER  **1.2 Million**
**Business, Professional,
Executive & Community
LEADERS**
in over 33,000 clubs
—in more than—
200 COUNTRIES

Rotary works hard to give back.

93%
of Funds
Given
Locally!

We strive to create a better future and make a difference and the biggest benefit you'll find from Rotary is the great feeling of knowing you're making a difference.

As an added bonus, you get to network with business, professional, executive and community leaders—locally and abroad.

Join us for one meeting and see if you can make Rotary work for you. **It's time to experience Rotary for yourself!**

ROTARY DUES are \$65/month*—Invoiced¹ quarterly to you or your company and includes **Wednesday Rotary Lunch and more.** *This Covers the Foundation, Local Dues, Fundraisers, Lunch, and Local Veterans Fund. ¹First Invoice includes \$40 New Member Fee.

All it takes is a willingness to get involved.

Business &
Community
LEADERS
are found Here



Network and Socialize

- » Every Wednesday: Rotary Lunch Meeting at Noon
- » 1st Wednesday of the Month: Rotary Social
- » 3rd Thursday of the Month: Business After Hours with the Chamber of Commerce, expanding your networking reach!

Benefits of Rotary Membership

- » Network & Business Development
- » Personal and Professional Growth & Development
- » Continuing Education & Guest Speaker Insights
- » Leadership Development & Prestige
- » Friendship and Fun
- » Join Committees of Interest & Expand Skills
- » Make Announcements with "Happy Bucks"
- » The Opportunity to Serve & Make a Difference

Happy Bucks

- » Every Wednesday Rotary meeting you have the opportunity to talk about anything you'd like!
- » It starts at a buck—add more if you have a lot to say! Perfect for bragging or a quick promotion! Proceeds go to local charities.

Wednesday Rotary at Noon

- » The Landmark on Lee Street
2920 Lee Street, Greenville, TX, 75401
- » NE corner of King & Lee—Downtown Greenville

For More Information

- » Please contact rotary@printgreenville.com
- » www.GreenvilleTexasRotary.org
- » www.facebook.com/GreenvilleRotary

All it takes is a willingness to get involved.

INTERACTING with the MEDIA DAY OF EVENT

- **Assign a Media Liaison**
 - To welcome and walk them through the event
 - Be sure to point out important angles and information that you want covered
 - Give them the **“STORY” or the “HOOK”**
- **Designate an On-Camera Person** to be interviewed by the media
 - Have specific **talking points ready**
 - Echo press release points (**Who, What, When, Where, WHY**)
 - **Represent** Rotary and your specific Club

FOLLOW UP with the MEDIA – POST EVENT

- Follow up with reporter, producer, or camera person asking to get a **digital copy/link** of the story to share on your social media.
 - Make sure to share with the District so we can also share your success!
 - Ask for **reciprocal link** on their site that leads the viewer back to your club's website.
- Post to ROTARY SHOWCASE!
 - This gives the project a **“place to live.”**
 - **Share** that link on your social media pages
- Write up the story and **resubmit to any Press** unable to cover it.
 - Include High Resolution Photos and or Video... **“THINK PEOPLE OF ACTION!!”**
- Please connect your media contacts with the District PR team.

Rotary SHOWCASE

Rotary Showcase


Welcome Amber Scarborough Share

Making a difference

Rotarians are improving lives in communities around the world every day through thousands of service projects. Browse projects to explore the good work that Rotary clubs are doing locally and globally. Share your own with the Rotary community and your Facebook friends.

[Add a new project](#)

SHOWCASE HIGHLIGHTS



Plantation Drive
Again a new step for green by Rotary club of Thane Urbania

Search Browse Latest Projects

Search for projects by selecting criteria from the drop down list.
Search project(s) by:
 Search Browse Latest Projects

[Rotary Showcase](#) [My Club Showcase](#)

AJAX Error: Error retrieving projects. Please use the 'Contact Us' link below to report this issue (error)

ENGAGEMENT TRACKER

Total volunteer hours	Number of volunteers	Total cash contributions	Total in-kind contributions
109,492,909 Hours	616,054,019 People	1,069,136,480 USD	492,945,818 USD

From 176250 projects added since Showcase launched in 2013

ADD Your Projects

Search other projects

Track your Club

Add to the Rotary International Quantifiable Tracking


ENGAGEMENT TRACKER

Total volunteer hours	Number of volunteers	Total cash contributions	Total in-kind contributions
109,492,909 Hours	616,054,019 People	1,069,136,480 USD	492,945,818 USD


From 176250 projects added since Showcase launched in 2013

SHARE YOUR SHOWCASE LINK!!

Public Posts




 **Rotary District 5870 - Central Texas**
October 14, 2016 · 🌐

Just uploaded our project from July onto the [Rotary Showcase!](#)
[#1DistrictStrong](#)



African Entrepreneurs Celebrate Nelson Mandela Day
This unique project was created by multiple clubs within Rotary District 5870-Central Texas and in cooperation with The University of Texas and the Mandela Washington Fellowship for Young African Leaders Initiative, a flagship program of...
[MAP.ROTARY.ORG](#) | BY [ROTARY INTERNATIONAL](#)

18 people reached [Boost Post](#)

 Like  Comment  Share

 **Jennifer Klingenberg McCann** shared [Harker Heights Rotary's](#) post.
January 3 at 8:48am · 🌐

Joshua McCann April Cloud Lauren Leigh Hallmark

 **Harker Heights Rotary**
January 3 at 8:45am · 🌐

Check out our project on [Rotary Showcase!](#)



Blankets for the Elderly
Our satellite club held a blanket drive for one month via social media and through all of our members. We collected over 350 blankets, of all sizes, to donate to the residents of Indian Oaks Nursing home. We exceeded our goal...
[MAP.ROTARY.ORG](#) | BY [ROTARY INTERNATIONAL](#)

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 Like  Comment  Share