

2002 - 2003



District 9200

77TH District Conference and
Assembly

Presidents-Elect Training on
Public Relations

PP Tusu

Rotary Club of Kampala North

Learning Objectives

- Develop and Implement a Public Relations plan for the club to:
 - ◆ Increase community awareness of Rotary and its service activities
 - ◆ Support the club's membership recruitment strategy
- Be aware of the Resources available thru RI to help carry out these responsibilities



What is Public Relations?

- *Creating a public image or public perception of an entity that helps the entity in the achievement of its objectives*
- *Example: The Mafia!*



STEPS:

- **KNOW** the objectives of your club
- **DEFINE** the desired image
- **COMPARE** the Desired to the current image, **IDENTIFYING** the positive and negative attributes
- **DEVELOP** a strategy for creating the desired image: *improvement of current or total reconstruction?*



The Current General Perception:

- *Rich people who, between **wining and dining**, use their **spare cash** to **help the disadvantaged**.*
- **Negative:** Rich; **wining and dining**; **spare cash**
- **Positive:** **Help the disadvantaged**
- Let us find out about the current perception by surveying (eg, the gardener and his boss)



What image do we want:

- *People who:*
- *Are rich at heart*
- *Share their limited resources with the disadvantaged*
- *Are selflessly doing their best to restore dignity and hope to the underprivileged*
- *Link needs to resources*
- *Worry about sustainable exploitation of the environment*
- *Are concerned with proper development of the new generations*



Develop a strategy (1)

- *Rich? Publicise membership profiles that show the ordinary man and woman as Rotarians; Use appropriate dress codes.*
- *Wining and Dining? DO NOT invite the press to the wine and dine functions (eg Governor's Banquet, Installations).*
- *Spare Cash? Publicise individuals who share the little they have, including time*



Develop a Strategy (2)

- *Help the Disadvantaged? Promote this part of the image; widely publicise all service projects*



HOW?

- *Recruit Public Relations Professionals in Your Club*
- *Budget for Public Relations generally: the money will be well spent!*
- *Use the very rich resource of professionally developed aides from the RI Website*
- *Use cost-effective media*



Resources: Where?

- RI has a *dynamic* wealth of online downloadable resources:
- Go to www.rotary.org
- Enter *Club Public Relations* in the search box and click **GO**
- Read at Leisure!
- See, for example:
- <http://www.rotary.org/newsandinfo/downloadcenter/pdfs/258en.pdf> (Page 6)

