



PROMOTIONAL GUIDE FOR HUMANITARIAN PROJECTS

DOING GOOD IN THE WORLD

Guidelines for the promotion of projects and activities funded through the humanitarian programs of The Rotary Foundation of Rotary International

Rotarians who serve others through the humanitarian programs of The Rotary Foundation are fulfilling the Foundation's mission of "doing good in the world." But what about the Foundation's mission to advance world understanding, goodwill, and peace? To fulfill the purpose of the Foundation, it's essential to tell the story of Rotary's humanitarian activities to as many people as possible. The most effective way to do this is through the news media and other public relations efforts.

The Foundation's humanitarian programs may involve Rotarians in two or more countries. That means that every story may have at least two media markets.

Using the media in two or more countries to share compelling stories of Rotary service increases

- World understanding and goodwill
- Public awareness, participation, and support

It's important to engage in public relations outreach to stay competitive in the constant news market. Telling the Rotary story through the media will not only strengthen Rotary's public image and chance to receive greater exposure but may also attract potential candidates for membership, beneficiaries, volunteers, and future supporters of Rotary projects.

Rotary's public image initiative succeeds only when clubs and districts are mobilized — which makes public relations at the local level critical. Remember that all news is local. Make sure your story has a strong local angle even when the project is initiated in another country.

Use these guidelines to implement your media strategy in collaboration with the chairs of both the public relations and Rotary Foundation committees of all the club and districts involved in the project or activity.



ROTARY INTERNATIONAL®

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org



PLANNING

All humanitarian activities are potential media stories, but turning that potential into effective publicity takes planning. At the outset of the project, enlist the ideas and assistance of all interested parties, including all participating district governors and PR and Foundation chairs. Also inform other organizations and authorities that might support and cooperate with you.

Develop a coordinated promotional plan to ensure public participation, support, and recognition for Rotary's humanitarian activities, and include the essential elements of this plan in your grant application. Read on to learn more about developing a coordinated promotional plan.

Community relations

To develop a coordinated promotional plan, enlist support from all sectors of the community. Government officials and other organizations can offer advice and endorse projects as well as attract media to an event or project. Educational, health care, and other appropriate authorities can help promote projects by giving their personal endorsements and testimonies about why the project will help the community. The business and professional communities can donate equipment, facilities, or services as well as provide financial support. Community and religious leaders can encourage and strengthen project acceptance — and introduce the project to new audiences.

Media

Create a list of appropriate contacts in the areas of print, television, radio, and Internet in all districts that are participating in the activity.

Develop one-page summaries of the project and short profiles of key participants.

Tell target media about the humanitarian project before it begins (consider hosting inaugural events), while it is being conducted (note significant developments), and when it is completed (quantify the results and relay personal experiences). To attract media coverage, plan hands-on activities, which are more compelling than routine donation presentations.

Illustrate the project with photographs, video, and the testimony of authorities and those who benefit from the grant. Incorporate the production of such tools into your project implementation plan.

Offer yourself and other qualified individuals as spokespeople. Let journalists know who can tell the story best and how and when to reach them. If the spokesperson is not a Rotarian, make sure that he or she has background materials and a solid understanding of Rotary. Rotary provides fact sheets to prepare for media events.

Media coverage outside of the project country can increase public awareness of needs in developing countries and of Rotary's work to meet those needs. Stories can be used to help generate project funds. They can also be featured in the publications of supporting organizations, which may cite a particular project as a good example.

Social media

Social media provides an interactive opportunity for users to share information by posting ideas and opinions to Web sites, including discussion forums, blogs, and message boards. Social networking sites are other Web-based forums that may help promote your humanitarian projects. Such sites enable users with similar interests and values to connect online and build support for one another. Joining a social networking site can help raise added awareness and support for your project and for Rotary.

Blogs are template-based Web sites that enable authors to quickly make regular updates. Blogs offer an easy, inexpensive way to publicize your humanitarian projects and to get your story online. Because many journalists search blogs for stories, blogs also offer an opportunity to reach the media with your Rotary stories. For example, consider creating a blog at the outset of your humanitarian project to document the project through personal testimony, photos, and video. Send the link to your blog embedded in the press release that you send to local media. This will give journalists the opportunity to follow the progress of your project and create additional stories.

Podcasts are digital audio files that are distributed over the Internet, usually through a subscription-based service. Like blogs, the most successful podcasts are often short and focused. For example, you can create a podcast that documents your project or features an interview with your club's beneficiary. Make sure

to include a link in your press release to your podcast, which will provide the media great sound bites and powerful quotes for a potential feature story.

An emotional video that documents your project may also increase awareness. The Internet makes uploading video as easy as uploading a word-processing file. There are many video-uploading and video-sharing sites that provide a forum to promote your project online. Each site offers different options, from simple video upload to editing, usually free of charge. For example, consider creating a video that documents your project by including testimony from Rotarians and beneficiaries. Make this video available to your local media outlet for a potential news story. Preview Rotary's YouTube channel to watch public service announcements and other videos documenting the good work of Rotary.

Special events

Parades, receptions, inaugural ceremonies, dedications, and award presentations can help draw the public's attention to your humanitarian project. With flair and imagination, you can bring life to the impact of service, whether it is happening, has happened, or will happen. Participants can include dignitaries, authorities, and celebrities, as well as those who are implementing the project and the project beneficiaries. Keep the speeches short and the stories compelling.

Build events into your plans, and be sure to let the media know about each event in advance.

Displays, posters, and leaflets

Promotion is often key to the success of a project and can help recruit participants and partners, as well as generate additional funds. When possible, engage the services of a professional designer and use the same visual design in all your publications, displays, and public information material. Create a project identity.

Find ways to use the Rotary emblem, even if it's simply printing news releases on the district governor's stationery or making sure that participants wear the emblem on a cap or T-shirt when photographs are being taken. See the *RI Visual Identity Guide* (547) for more about using the emblem.

Background for public relations material

In developing material for the news media, include brief explanations of Rotary and the Foundation and describe similar Rotary activities around the globe. Here are some sample phrases:

- Founded in 1905, Rotary International comprises 33,000 clubs, with approximately 1.2 million members in more than 200 countries and geographical areas.
- Through The Rotary Foundation, this global network conducts educational and humanitarian activities to advance world understanding, goodwill, and peace and to improve the human condition. Since 1947, The Rotary Foundation has spent more than US\$2 billion on its humanitarian, educational, and cultural programs.

- Humanitarian projects address the needs that Rotary clubs have identified in their communities, with the aim of sustainable development.

Fact sheets on Rotary International and The Rotary Foundation can be downloaded at www.rotary.org. Contact the RI Public Relations Division for additional information or examples of news releases and media advisories (e-mail: pr@rotary.org; phone: +1-847-866-3000; fax: +1-847-866-8237).

Public Relations Tools

Effective Public Relations: A Guide for Rotary Clubs (257)

Download Humanity in Motion PSAs: www.rotary.org

Order Humanity in Motion PSAs

Download Rotary fact sheets: www.rotary.org

Subscribe to *Rotary PR Tips* newsletter: www.rotary.org

Additional information on public relations resources and other RI materials can be ordered online at shop.rotary.org or through the *RI Catalog* (019).

CASE STUDY

The following Health, Hunger and Humanity (3-H) Grant project used all the techniques described in the preceding guidelines. As you read about how the techniques were used, consider how they might be adapted for your project.

CLE in the Philippines

In many schools in the Philippines there are nearly 50 students per teacher, lack of classrooms, major teacher shortages, poor classroom conditions, and a high rate of illiteracy among students. District 3800 (Philippines) adopted a project known as concentrated language encounter (CLE), which has proven to be an effective method in elementary schools to teach students to read, write, and comprehend English.

Planning

A group of Rotarians formed an academic committee, collected data, and updated teacher manuals prior to any promotional efforts. The committee decided that its target audience for publicity should include students, parents, teachers, local city government, and local nongovernmental organizations.

Special events

The district initiated contests at 16 schools in Mandaluyong City. Each school created CLE exhibits to demonstrate what CLE is and explain how it benefits both teachers and students. The exhibits were placed near the main entrances of the schools, which created high visibility, understanding, and awareness. The

district awarded cash prizes of US\$200-\$300 for the best three exhibits, judged on the basis of information and design.

Community relations

Thanks to the success of the CLE, the Department of Education mandated that all city schools nationwide have their own libraries. The district also has incorporated promotional displays at some of the libraries.

Media

A government television station invited Rotarians from District 3800 to discuss the CLE program and how it can be an effective tool to teach students to read, write, and understand English. Broadcast nationwide, the program helped create further awareness of Rotary's work with the CLE program.

Displays

Rotary clubs in the district printed colorful T-shirts with the Rotary and CLE logos and information and distributed them to students and teachers. The clubs also distributed copies of starter books embossed with the Rotary logo and filled with information about the program.

Results and recognition

Through CLE, Rotary helped train 350 teachers and some 15,000 students. The project's past participants act as ambassadors and further spread the word about CLE and a positive image of Rotary. The district has also received a supportive letter from the Department of Education.



DATE: 02/20/07
TEL: 123-456-7890
E-MAIL: name@emailaddress.net
WEB: www.rotary.org

NEWS RELEASE

Contact: Pete Helow

FOR IMMEDIATE RELEASE

Rotary Club of Jacksonville Awarded \$150,000 Grant to Assist Mercy Ships Grant sets record for amount received

Jacksonville, Fla., USA (February 20, 2007) — The Rotary Club of Jacksonville is the recipient of a \$150,000 Matching Grant from The Rotary Foundation of Rotary International in support of the Mercy Ships vessel the *Africa Mercy*.

The Jacksonville club raised more than \$480,000 to support the Mercy Ships project, which was matched by The Rotary Foundation. The Florida club will coordinate the project internationally in partnership with the Rotary clubs of Tema, Ghana, and Monrovia, Liberia. Partnering with Rotary clubs abroad was a key factor in the Jacksonville club being awarded the grant.

“The work carried out through this project will significantly improve the lives of many people in West Africa and help build international goodwill among the three countries,” said Jerry Knauer, Jacksonville Rotary club president. “Our club focuses its efforts not only on local charities but also on those in need within the poorest of countries.”

The \$150,000 grant is the largest contribution received by any club in Rotary International District 6970, which comprises 57 clubs throughout North and Central Florida.

“Rotary has been an exemplary partner with Mercy Ships for more than 20 years. We are honored by the association with Rotary at home and overseas,” said Don Stephens, founder and president of Mercy Ships.

In a visit to Jacksonville last year, former British Prime Minister John Major informed the Jacksonville club of the great need for partnership in Africa through Mercy Ships.

The *Africa Mercy*, a 16,572-ton purpose-built hospital ship dedicated to providing medical and development assistance in Africa, is bound for war-torn Liberia this spring on her maiden voyage from the United Kingdom. The acting president of the Tema Rotary club, Ako Odotei, announced Ghana’s partnership with the grant while on board the vessel in Ghana last week.

Rotary International is a volunteer organization of business, professional, and community leaders who provide humanitarian service and help to build goodwill and peace in the world. There are approximately 1.2 million Rotary club members belonging to 33,000 Rotary clubs in more than 200 countries and geographical areas. Learn more at www.rotary.org.

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NEWS RELEASE TEMPLATE

Use this form to send a press release to your local news media highlighting the grant. Add your own words and, if possible, include a photo.

DATE:
TEL:
E-MAIL:
WEB:

NEWS RELEASE

Contact:

FOR IMMEDIATE RELEASE

[Insert a Headline That Uses Active Verbs]

Paragraph 1

(CITY/DATE) — The Rotary Club of [Name] is the recipient of [describe the 3-H or Matching Grant, answering questions pertaining to who, what, where, when, why] through The Rotary Foundation of Rotary International.

Paragraph 2

[Describe all parties involved, including all Rotary clubs and any other professionals or organizations that are participating in the project.]

Paragraph 3

[Use this paragraph to provide any statistical background information that will help explain the importance of the humanitarian or 3-H grant.]

Paragraph 4

[Insert a quote from a member of the club or a beneficiary.]

Paragraph 5

[Briefly explain the process, including how the funds will be allocated and any key dates, if appropriate.]

Last Paragraph

Rotary International is a volunteer organization of business, professional, and community leaders who provide humanitarian service and help to build goodwill and peace in the world. There are approximately 1.2 million Rotary club members belonging to 33,000 Rotary clubs in more than 200 countries and geographical areas. Learn more at www.rotary.org [or local Rotary club or district Web site].

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