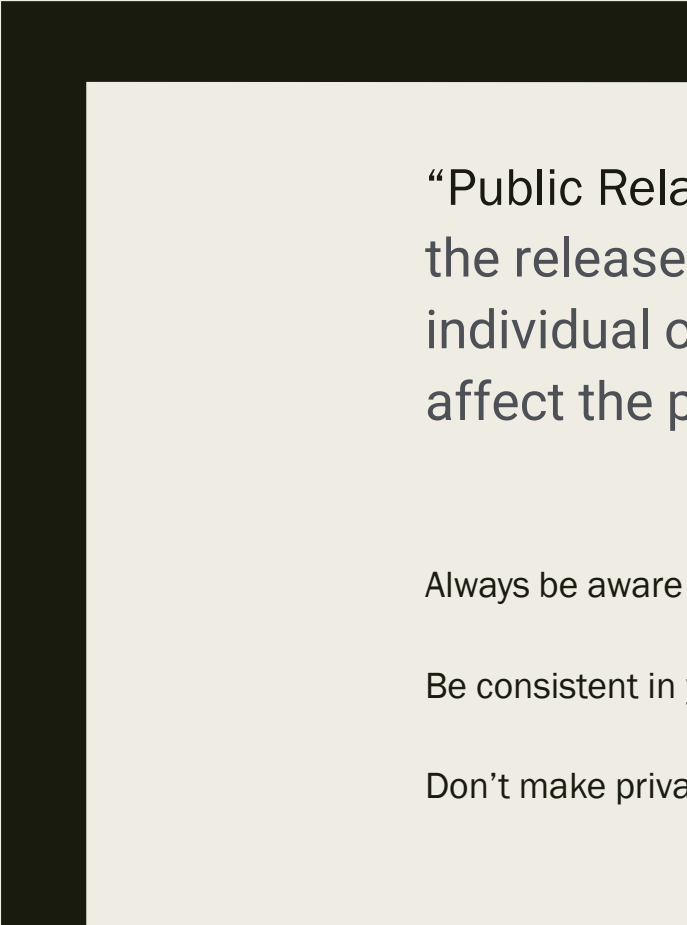




PUBLIC RELATIONS

Rotary District 6360





“Public Relations” is the practice of deliberately managing the release and spread of information between an individual or an organization and the public in order to affect the public perception.

Definition on Wikipedia

Always be aware of how you represent your club and Rotary in general.

Be consistent in your message.

Don't make private information public s.a. posting personal information on social media.



Rotary Resources

There are lots of resources available on the Rotary International website that can be used to generate consistent content.

<https://my.rotary.org/en/learning-reference/learn-topic/membership>

These resources are freely available and Rotary encourages a consistent imagery and messages as detailed on their website.

Communicating with two type of audiences

- *Potential Members*
- *Current Members*

Facebook? Maybe, but limited. Entries get pushed down as new entries show up, not good for static or private information

Website? Probably, depending on size and how active the club is.

What to post?

Public

Meeting address

Date and time

Upcoming meeting information s.a. cancellations, etc.

Contact form (need someone to receive messages and respond)

General information about the club and it's projects

Private

List of members

Minutes (maybe)

Financials (maybe)

Bylaws (maybe)

Member information (maybe, use with or without dacDB)

Payment of dues

Access information to Rotary International, dacDB, etc.

Cost of having a website?

Free - not worth it

Dirt cheap (\$5/mo) - fairly limited (you get what you pay for is usually true), still has to be managed

Other - Expect an initial cost for development and at least \$20 per month

Considerations are look, support, updates, backup, security, private/secure area, and ease of maintenance

Hiring a professional to develop a website for the club would typically cost at least \$1,500 plus \$20 - \$50 per month

If you have someone in the club willing and able to develop a website, this cost can be much lower

Cost of having a website? (continued)

A "cookie cutter" websites are available for Rotary clubs. One company that provides these is a Canadian company called ClubRunner.

If interested in learning more, go to clubrunner.ca.

A simple club website through Web Centers USA

A brief description of the club

The meeting location and time

A section describing current projects

A contact form

*A choice of own domain (extra \$20/year) or
subdomain (i.e. clubname.rotaryclub.website)*

*A secure area to list members, their emails, phone numbers, and
any other information desired*

One-time cost \$500, monthly cost (hosting and support) \$20

*Benefit of this approach over a site like ClubRunner is simplicity,
ease of setting up, and clear pricing.*

If interested in learning more, contact me

(Petur, 269-998-0387, petur@webcentersusa.com)

Cost of having a website? (continued)

A simple email forwarding service through Web Centers USA

If all the club wants is help with managing emails

An email address for club officers (i.e. president, treasurer, secretary, etc.) can be set up and all email forwarded to individual personal emails

Cost: \$25 setup fee, and \$12/year for 1 address, \$19/year for 2, and each additional \$2/year

Main benefit are that the addresses stay the same from year to year as only the forwarding changes

*If interested in learning more, contact me
(Petur, 269-998-0387, petur@webcentersusa.com)*



*If you need help in this area and just
want to explore possibilities*

Feel free to contact me at

Petur, 269-998-0387, petur@webcentersusa.com

Or visit my website at

<https://webcentersusa.com>

