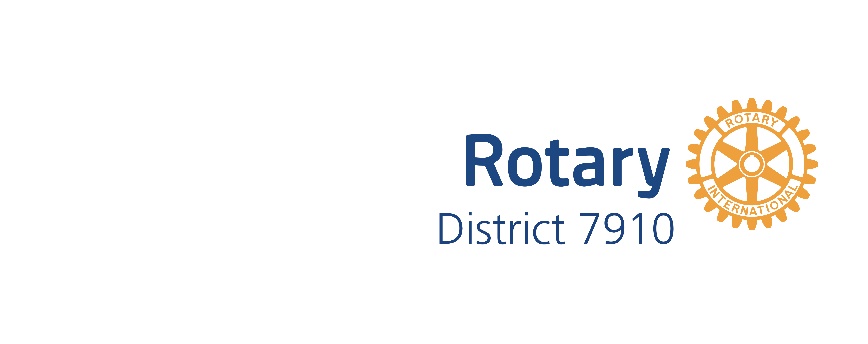
**Rotary 7910 Quarterly District PR Meeting: NOVEMBER 16, 2016**

7-8:30 PM Holiday Inn Boxborough

**Agenda**

* Introductions – Many thanks to all who attended!

Jason Camuti: Westborough

Linda Cargiulo: Bedford

Peter Colgan: Bedford

Pat and Skip Doyle: Northborough

Jim Fusco: Montachusetts

June Grace: Concord

Steve Kirk: Concord

Ann Sorvari: Acton-Boxborough

Laura Spear: Nashoba Valley

John Sprogna: Montachusetts

* 2016-17 PR Awards

This year, we will have only one district PR award, based on the club planning worksheet to be consistent with the other areas of recognition (one award for community service, one award for youth service, etc.) You can find the worksheet on the home page of the district website. The direct links are:

[**Excel Format**](https://clubrunner.blob.core.windows.net/00000050053/en-ca/files/homepage/club-planning-awards-form-version-110-9-21-2016-excel-format/Club-Planning---Awards-Form---Version-110---9-21-2016---Excel-Format.xlsx)

[**PDF Format**](https://clubrunner.blob.core.windows.net/00000050053/en-ca/files/homepage/club-planning-awards-form-version-110-b-w-9-21-2016-pdf-format/Club-Planning---Awards-Form---Version-110-B-W---9-21-2016---PDF-Format.pdf)

Note that awards will not be given out at district conference this year, as the conference will be earlier than traditionally held. Clubs will have the full month of May and June to complete the club planning worksheet for award recognition.

* District 7910 Facebook page owner for public promotion

Discussion focused on whether having a public-facing Facebook page for the district would be worthwhile, and if so, who would it administrator it? Although some concerns were expressed, the overall consensus was that it could be beneficial, depending on what the objective is. If we proceed, we should have multiple administrators and include the District Governor “string” as administrators for continuity. We could use it to create awareness of the various club activities across the district. We should call it something public friendly (Central MA Rotary versus Rotary District 7910). And, we should leverage community information from our district newsletter.

Jason graciously accepted the task of pulling a team together and creating a proposal for our next quarterly district PR meeting.

* Update on PI outreach to clubs across the district
  + Sign up for clubs if you haven’t already
  + Status of club interviews underway
  + Target completion: February (prior to PETS)
  + Next steps

This topic is a follow-up to the first quarterly meeting, which discussed the need to understand what our clubs expect from the district versus having the district tell the clubs what to do. We recognize that some clubs do not want or need assistance from the district. Others want a lot. We need to understand what the needs are and the priority, so that we can be more effective in our support.

More members volunteered to reach out to clubs per the accompanying spreadsheet. We still have some clubs “open,” so please [Laura](mailto:laura@spear.net) know if you are willing and able to contact any of them.

Discussion included:

* + The Assistant Governors should be the primary interface to the clubs and have the relationship with their clubs. Any communication to the club should copy the AG. (Laura will add the AG to the club spreadsheet.)
  + Concerns about a lack of coordination in contacting the clubs.
  + Contact may be too broad in scope – this is an exercise to understand Public Image needs; however, we need to start broader to understand the club’s objectives and priorities.
  + We need to identify what Public Relations activities work for the club and act as a resource for what the club needs.

A recommended contact strategy is:

1. Send a brief, introductory email to the president.
2. Follow up with a 5-minute phone call with more information about what we’re trying to do and to set up a meeting time. Let the AG know you are reaching out to the club.
3. If possible, have a face-to-face meeting with the president. Try to keep it open-ended, and listen for the club’s PR needs.
4. Follow up with a thank-you email and key takeaways, copying the AG.
5. Complete the PI outreach spreadsheet for your clubs. Identify 3-4 key deliverables where the Public Image committee could help.

* Other:
  + We need to develop foundational templates and how-tos for clubs to use in general: Facebook, brochures, banners, table signs, presentations, etc. Note: Many of these exist on rotary.org/brandcenter and the district website under the PR section.
  + Clubs should capture names in a database for future use and communications. It takes multiple touches to create awareness and go beyond that, and the goal is to move the target audience along a continuum, from awareness to taking action.
  + Communication should be based on who the audience is for a specific objective. For example, if you want to engage students, get an email list for local community service projects.
  + Some clubs give out business cards--good for a free meal--to get prospective members to attend a meeting.
* Next meeting**: Monday, February 6, 2017 at 6:30. Location: Holiday Inn Boxborough**. Please mark your calendar!

Writing Checklist

**Our Essence**

⃝ Articulates how we connect leaders from all continents, cultures, and occupations—*join leaders*

⃝ Articulates how we discover and celebrate diverse perspectives—*exchange ideas*

⃝ Articulates how create positive change in our communities—*take action*

**Our Values**

⃝ Articulates how we build relationships—***fellowship*** and global understanding

⃝ Articulates how we honor our commitments—***integrity*** and ethics

⃝ Articulates how we connect diverse perspectives—***diversity***

⃝ Articulates how we apply our leadership and expertise to solve problems—vocational expertise, ***service***, and ***leadership***

**Our Voice Attributes**

⃝ Is bold, purposeful, and courageous; expresses our long-term commitment and determination to succeed; expresses our commitment when we speak with clarity and conviction—***persevering***

⃝ Is upbeat, hopeful, and visionary; compels others to take action; conveys hope, enthusiasm, and passion—***inspiring***

⃝ Is thoughtful, sincere, and engaging; expresses that we care; champions real people, stories, and conversations that are relatable and universal—***compassionate***

⃝ Comes across knowledgeable, perceptive, and confident; conveys our thought-leadership; is credible; is insightful and discerning—***smart***

⃝ Comes across “in voice”

**Other**

⃝ Written in an active voice

⃝ Uses personal pronouns

⃝ Avoids (or explains) Rotary terms

⃝ Focus is on “why” rather than “what”

⃝ Includes a clear call to action (join leaders, exchange ideas, take action)

⃝ Focuses impact locally before scaling globally

⃝ Focuses on connections and community rather than individuals

⃝ Free of unnecessary words

⃝ Intended audience is clear

⃝ Follows Rotary style guide