

LP 6: Promoting Rotary & Your Projects

What does Rotary mean to you and how can you tell others about Rotary? Take an outsider's look at your club materials and website and see what you can do to refresh your image.



READ: Chapter 6 - Promoting Rotary

LEARNING CENTRE MODULES:



- [Club Public Image Committee Basics](#) (learning plan 45 min)

ACTION



- Review [Brand CENTRE](#) with PR committee and see what can be updated
- Start making your communication plans – how can you better promote Rotary within your club?
- Complete membership training if not done

Strong projects within your club will boost membership, participation, giving to the foundation, AND makes it easier to promote your club. Review your projects and get everyone involved.



READ: Chapter 8 - Your Projects

LEARNING CENTRE MODULES:



- [Club Service Projects Committee Basics](#) (learning plan 45 min)
- [Rotary's Areas of Focus](#) (60 min)

ACTION



- Review club's existing projects – do they fall in at least one area of focus?
- Have a conversation about [Rotary Youth Exchange, Interact, RYLA, Rotaract](#)
- Find out about [International Projects](#) and [Rotary Friendship Exchanges](#)