



WHY YOU SHOULD CARE ABOUT ROTARY BRANDING

by Ken Singer - District 5550 Public Image Chair

You may think of a brand as simply a product — for example, the kind of cereal or coffee you buy. Or you may think of a brand as a logo and advertising slogans. So, when you think of Rotary's brand, you may think of our name and wheel.



Maintaining strong brands is essential for the survival of any corporation or organization whether it's a new start up or a legacy organization like Rotary.

It's true that logos visually communicate an organization's brand. But a brand is more than its logos. Rotary's brand is much bigger than its wheel.

Our brand reflects who we are as well as who we want to be. It's the essence of Rotary.

Rotary brings together leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

We use the above to define and understand ourselves so we can best share our message outside of Rotary. It's the critical foundation for building a real strong brand. Understanding ourselves is the key to growing this organization.

When we're competing for the hearts and minds of the public, public image, attracting new members, engaging existing ones and growing our foundation are synergistically intertwined.

How do we want people to think of Rotary?

- Rotary is an organization committed to using our connections, experience, and skills to work together to create lasting change.

- Rotary clubs work with their communities to develop trust and create bonds so people want to join, donate, volunteer, or work with us.
- Rotary joins leaders from all continents, cultures, and occupations to exchange ideas and take action to create lasting change in our communities.
- Rotary uses the diverse perspectives of our 1.2 million members to solve the world's most challenging problems.
- People become aware of who we are and what we do when Rotary members and clubs consistently and correctly use our logos and templates.



McDonald's has created a brand that's recognized worldwide. And because all of its restaurants use the McDonald's brand correctly, they benefit from this recognition too.

Similarly, each Rotary and Rotaract club benefits when we all consistently and correctly use Rotary's logos, fonts, colors, and photography to strengthen our brand.

- It expands people's understanding of what Rotary does.
- It increases membership, volunteers, partnerships, and donors.
- It helps Rotary get noticed.
- It inspires current members.
- It helps Rotary expand our reach.



How you can strengthen Rotary's brand?

People's perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. It's every member's responsibility to help strengthen Rotary's brand.

Consistently use Rotary's correct visual identity in all your communications

Find guidelines and templates in the **Brand Center** to create logos, brochures, and other promotional materials that adhere to Rotary's brand.

Show your community the impact you make

Share your Rotary experience. Invite family members, friends, and colleagues to learn more about Rotary. Promote your club activities on your club website and social media pages and by all means, **promote your club at events and projects.**



When I visit a community, I am always impressed and proud to see a Rotary club's logo featured on a welcoming banner. Unfortunately, I often notice signs displaying the old, retired Rotary wheel. Do your club members wear shirts or caps with the old Rotary logo on them? Do your brochures include the newer club logo?



logo updated in 2013 includes the word and the wheel

Rotary



When a club logo isn't used properly, it can create confusion and mistrust.



In 2012, Coca-Cola temporarily replaced the iconic red can with white cans that featured polar bears on it for the holidays. But they had to pull them from shelves when retailers and customers reported being confused. The cans looked too much like Diet Coke cans, and that's not what consumers wanted. This is one example of what happens when a logo is altered. By just changing the

can color, the public was frustrated. They didn't trust the product anymore. And that impacts the brand.

When a club alters the Rotary logo – like changing the fonts or adding additional colors, it weakens our global brand. That can impact our ability to attract future members, earn the trust of donors, encourage volunteers to help on our service projects, and even secure partnership opportunities. Old branding tells the public that this club is outdated. Inconsistent branding sends mixed messages of who we are.

Studies show that consistent logo use builds organizational trust and awareness. Isn't that something we all want for Rotary – to be a trusted organization in our communities?

Be a Brand Champion in your Club by using Rotary's logos properly to build a strong Rotary – one that is recognizable, trusted, and united and has a much greater chance of attracting members, donors, volunteers, and partners.

You can help by taking a look at your club logo. Do you see your club name along with the Rotary or Rotaract logo? Are you using the correct Rotary color palette? Is the Rotary wheel clearly visible, free from other graphics or designed elements? If not, then it might be time to update it. It's really easy – just visit the Brand Center to get started.

NEEPAWA ROTARY PUBLIC IMAGE MAKEOVER

by Ron Nordstrom - Rotary Club of Neepawa

The Neepawa Rotary Club has been working to improve their public image in the community. Some signage in the community and some Rotary structures were an eyesore. Motivated by the Public Image Newsletters, the club decided that now was the time to start.

Residents of Neepawa walking around Park Lake in the fall may have seen Rotarians staining three viewing platforms as well as a few of the benches. They may have noticed some new signage as well. These improvements are part of a multi year project to refurbish and/or replace existing Rotary signage and structures.

The project had been in the works for a while but it received a boost when the Neepawa Rotary Club was recently awarded a \$300 prize in a District video contest. The money was tagged for improving Rotary's local public image.

Two large signs have been replaced, one on highway 5 South and one at Rotary Park. Three viewing platforms and two benches, around the former Park Lake received a new coat of stain and new signage. In addition, brush was cleared around the platforms to give viewers a better view of the former lake.

Park Lake is a man made lake created over 120 years ago by erecting a dam with a spillway. On Canada Day, 2020 after 2 days of heavy rainfall, the dam burst and drained the lake in minutes. In spite of a lake that has gone missing and fewer reasons to use the platforms, Rotary felt that in order to keep the structures sound they needed a protective coat of stain.

Rotary president, Wayne Jacobsen, spoke about the involvement of local businesses. "Local businesses support Rotary and Rotary likes to support local businesses. The signs were purchased from Provost signs in Neepawa. They look great and should last a lot of years. The project became very affordable when Home Hardware donated 7 gallons of stain. All we had to do was supply the manpower."

Rotary has also placed signage on three tiny libraries scattered around the community.

Club members enjoyed working together on a project after being isolated for such a long time due to COVID 19. A feeling of satisfaction on a job well done has gone a long way to improving the health of our club.

Next year the Neepawa club plans to stain two large sign structures as well as the shelter at Rotary Park as phase two of this project.



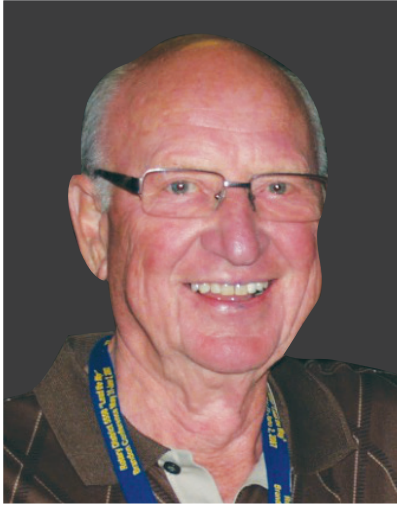
Wayne Jacobsen & Bob Finlayson stain one of the 3 viewing structures around Park Lake



New signage on the viewing platforms



New signage at park entrance



Congratulations CARL

Thank You Carl Golletz for 50 years of community service as a member of The Rotary Club of Brandon #1344. Carl was invited by Russell Strahl to join Rotary in 1970 when the 83 member club convened meetings at the Prince Edward Hotel

on Princess Avenue. Carl has always been a very active Rotarian, being part of The Rotary Club's organizational structure and always participated in the many Rotary fund raising projects. Carl said, "Rotary has given me the opportunity to be of community service and to enjoy the fellowship with Rotarians. It has been my pleasure to have been associated with The Rotary of Brandon for my past 50 years".

Carl was born on a mixed farm in Rosburn and attended school in Ruthania, Wheatfield and Oakburn and studied accounting in Winnipeg.

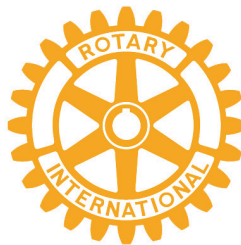
Carl has always had a great entrepreneurial spirit successfully developing many successful enterprises in the Westman community. In 1957, he began working at Western Concrete Products Ltd. And during his 34 years of employment in this firm became President and eventual owner... while also serving as President of Brandon Construction Assoc., Vice Chair of Brandon Economic Development Assoc., and as the Manitoba Rural Rep. for Canadian Construction Assoc.

He has always enjoyed the game of golf apart from his business commitments and his Rotary activities. While in Arizona on vacation on December 24, 2012, Carl had the great luck to score a hole-in-one. Golf has provided Carl the social opportunity to be with people. His enjoyment of being with people has always had a personal appeal and is a major reason Carl has enjoyed his long membership with The Rotary Club of Brandon and all it's members.

Carl has always extended his professional and management experiences into his Rotary membership, allowing him to strongly support all The Rotary Club of Brandon projects. Always Appreciated!

Rotary

**The Rotary Club of
Brandon #1344**



**2021 IS THE
100TH ANNIVERSARY
OF
THE ROTARY CLUB OF
BRANDON**

Promoting the achievements of your Rotary Club and of Milestone Moments of your club members is important to promote your Public Image. The above article appeared in the February 6 edition of the Brandon Sun. 50 years as a Rotarian is an amazing milestone to celebrate.

EMAIL: CURSE OR TOOL

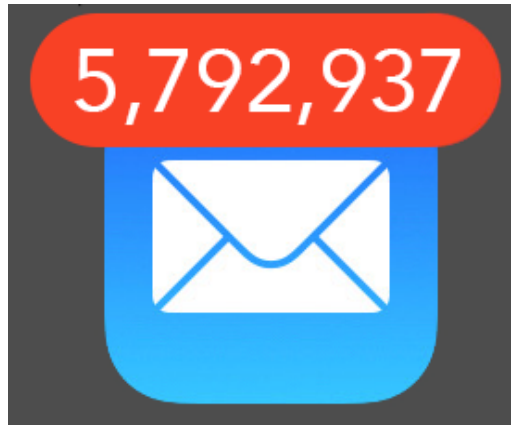
by Fred Wright - Past District Governor

Communication is defined by the Merriam-Webster dictionary as: process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

Email can only achieve this IF it is sent and received and read and understood.

Here are some points to consider regarding email:

1. When you send an email, especially to a group, **ensure that you include a distribution list** so that the receiver knows who has received it. **Please take note Rotary International emailers.** This helps to eliminate duplicate emails to members of the group.
2. **Try not to forward an email chain.** Many servers put forwarded emails into spam. Either cut and paste the relevant information or summarize the point(s) that you want to pass on. Email chains that include an original message with a number of replies are tedious to read through to get to the point and often the reader gets frustrated and deletes it. When this happens, your message is NOT received.
3. **Do not copy anyone who is not directly involved** in the message that you need to be received.
4. **Do not “Reply All” unless absolutely necessary.** Reply only to the person(s) who must be included. We are all trying to survive



an avalanche of emails. Let's help each other survive. An example is a meeting invitation. Reply only to the sender. Everyone else will know whether you attend or not when the meeting happens. In large groups this amounts to a lot of emails.

5. **Email is not an opportunity to wax eloquent.** Email, in order to be effective, should be direct and to the point. Point form or bullets are excellent. Every time you add a word, you add an opportunity for misinterpretation.
6. **Do not try to be cute or funny in emails.** Email does not include body language, facial expression etc., so misinterpretation happens easily. As Detective Bill Friday (My age is showing) said: “Just the facts ma'am.” If you have to add an emoji to show that you are being funny, maybe you should consider deleting the comment.
7. **Try not to get into a discussion, or worse an argument using email.** Sometimes we need to just pick up the phone or set up a zoom call, or someday, meet for coffee.
8. **The Subject Line is Critical:** Your subject line needs to accomplish two things:
 - a. Briefly and succinctly identify what the reader should expect to find in the body.
 - b. Capture your reader's attention so that they open and read your email.
9. **Reread your message before sending.** Does it say, succinctly, what you want to say? Is it as brief as possible? Is the spelling and grammar decent?

Were any important points missed in the above email etiquette article? Any points you disagree with? Fred welcomes any feedback. Email him at fred.wright2020@gmail.com

Missed a District presentation over Zoom? See if it is archived on our District Video Resources page.

