



District 9800 Marketing Tip # 2 – Events

BEFORE THE EVENT

Supply media releases to:

- Local & Major Newspapers
- TV & Radio Stations
- Web - relevant websites you can promote to (including your own Club's website of course!)
- Supply photos and a great story
- Invite media to pre-event promo or the event itself

Shout it out - more voices = greater volume!

- Inform everyone in your club, and encourage them to tell others about your message

Request & attract partners & sponsorship - raise awareness

- Direct approaches to business for sponsorship
- Proposals for sponsorship

Plan events in the community

- Get involved in community events
- Talks about what you plan to do - involve business groups, schools etc.

Prepare for the day

- Have marketing / membership material developed for use

DURING THE EVENT

- Promote Rotary in person while doing your service - talk to people around you!
- Wear Rotary on your sleeve - literally - make Rotary visible through uniforms or promo materials
- Have membership material on hand
- Take photos - they can be used for future promotion - look for something eye catching!
- Deliver your Public Image message at the same time - what do you want others to go away thinking?

AFTER THE EVENT

Immediately compile a report

- Provide it to media as a release - remember the photos - these sell the story
- Put it on your website
- Use it to promote future initiatives
- Tell others about it incidentally: e.g. At the end of your (personal) emails, sign off with a line: "Last month I helped Bali rebuild, I helped establish technical training in Timor-Leste and I helped assist Melbourne's homeless - if you want to join me next month, visit <http://rotary.to>"