



District 9800 Marketing Tip # 4 - The Importance of Branding

Rotary's (and your Club's) brand is the way the outside world perceives what Rotary does, so it is imperative to create the right impression. After all, promoting yourself in the right light will lead to a positive image, create interest, entice new members, generate goodwill, and even bring financial support.

7 Rules of Effective Brand Management

1. **Always be noticed** - because if you aren't, who will know you exist?
2. **Excite your audience (potential members and supporters) and engage them...** they deserve to be enthused and motivated by your messages.
3. **Challenge the status quo.** All Clubs, no matter how accomplished, should think like 'challengers' who are looking to achieve their next major goal, and constantly seeking to do things better.
4. **Watch your brand's progress like a hawk.** A brand is never still - its position in the public's consciousness changes constantly.
5. **Be aware that the influences on a brand are sometimes beyond your control.** You need to revise your brand strategy and tactics constantly, or risk losing sight of your intended direction.
6. **The whole Club must be aligned to both its own marketing messages as well as those of Rotary International.** The passion for alignment starts at the very top of the Club, with the Club President.
7. **Great brand management has a major influence on how the world views you - it can even influence change in the world.** It increases (and retains) membership, grows financial support, provides channels for action within the community and provides the resources to make a real difference on issues locally and internationally. You and your Club members should aim for nothing less!

Source: Adapted from '7 Rules of Effective Advertising & Brand Management' by Steve Yolland, the well-known Melbourne-based strategic thinker, writer, ad man and public speaker.