



District 9800 Marketing Tip # 7 –

Communicating the Rotary Message Through Email Signatures & Company Websites

We have a great opportunity to share our pride in Rotary through our vocation. Imagine having a signature on every email you or your business sends that invites the recipient to visit Rotary District 9800's website or a Rotary project website - or, having a 'community support' section on your company website. Communicating our message this way will reach a massive audience, which in turn will create interest and even attract potential new members.

Below are examples of how an email signature and/or 'Community Support' section might read. However, remember that it is important to ensure approval is gained from your company if you are not self-employed. However a number of us are self-employed, so it should be a straight-forward process to send out this positive message to new audiences.

Example Email Signature:

Our business proudly supports Rotary International and its activities in our community, both locally and worldwide. For information on Rotary locally, visit www.rotarydistrict9800.org.au

Example Website Community Support Section:

COMMUNITY SUPPORT

Involving ourselves in the support of others

Our business proudly supports Rotary International and its activities in our community, both locally and worldwide. Rotary International is a global network of community volunteers. Rotary International members are business and professional leaders who provide humanitarian service, encourage high ethical standards and help build goodwill and peace in the world. Some 31,000 Rotary clubs in more than 165 countries carry out service projects in their local communities and abroad to address such critical issues as poverty, health, hunger, illiteracy and the environment.

For more information on Rotary locally, visit www.rotarydistrict9800.org.au

Rotary International is involved in hundreds of humanitarian projects. A particular project that our business is proud to promote is The First Steps program, developed by Rotary to assist young Australians in preparing for and finding their first job. The program helps not only to point young jobseekers in the right direction, but also assists them to develop the self-awareness, goals, realism, confidence and savvy that is required both in getting a job and succeeding in it. The First Steps program has been developed into an interactive, contemporary web portal aimed at the 16-25 year old demographic who are the ones most likely to be looking for their first opportunities in their professional life.

The pilot First Steps web portal is currently located online at <http://www.job-first-steps.net/>