

D2483 PUBLIC IMAGE STRATEGIC PLAN 2017-2020

Belgrade, July 2017



District 2483 is planning to implement a wide set of activities in order to increase public image and awareness.

Consolidation of Online/Social Media Assets

- Encourage each club to operate and provide a simple “landing point” with content that is public focused, up-to-date, contemporary, attractive, consistent with Rotary International D2483 Public Image and current National Campaigns.

Focus on Consolidation and Consistency of Brand Representation

- Promote consolidation of our message and image via the use of billboards, radio, T.V. and internet advertising with a consistent message that the public can relate to and understand together with a clear call to action to engage with us as is needed.
- Encourage the removal of all non-functional and outdated content, particularly on-line but also merchandise, projects, etc.

Encourage the development of Major Events that engage the whole District, our Clubs and our Communities

- There is a need to develop major events that all club members can be involved in, in order to promote club cohesion, commitment and passion.
- These include but are not limited to: Rotarians & Friends At Work Day, NonRotarian friends, Other NGOs, Civil Sector.

Media Press Release System

- Encourage clubs to engage the public in Rotary events and to promote understanding and awareness of Rotary.

Development, Access to and the use of, Consistent and “On-Target” Marketing Materials

- Develop and implement a structured press release system to easily and simply convey news and events to major media sources so that we can engage their support and the publicity they can provide.
- To ensure our Public Image, whilst conducting public interfacing events is one that is attractive, consistent with the rest of Rotary and conveys our desired message. This includes imagery, merchandising, the verbal messages we give, and promotional material we provide.

Billboards and Mass Media Presentations to Public

- A system is required to enable clubs to access and purchase materials easily, where the materials provided are cost effective, provide a consistent image and message and reduce the amount of replication of effort, whilst remaining customizable where needed to be relevant to local club needs.

Objectives and targets of District 2483 are given in next table.



STRATEGIC PRIORITY 3 – ENHANCE PUBLIC IMAGE AND AWARENESS		
DISTRICT OBJECTIVES – ACTIONS	DISTRICT TARGETS – KEY PERFORMANCE INDICATORS	MY CLUBS TARGETS – KPI'S
<ul style="list-style-type: none"> • DG to promote the local and international activities of Rotary. • Encourage clubs to display Rotary banners and signage when undertaking local Projects. • Encourage Clubs to promote Projects through local media outlets, Websites, Facebook, Twitter & YouTube. • Ensure each Club allocates a member as Media Officer to promote Club activities. • Encourage and model the use of Social Media 	<ul style="list-style-type: none"> • DG promotes local & international activities of Rotary by establishing a public awareness campaign in electronic and print media • Each Club is encouraged by DG/AG/Membership and PR Director to: <ul style="list-style-type: none"> ○ allocate a member as Media Officer and to promote Club activities. ○ Display Rotary banners and signage when undertaking local Projects. ○ Report Rotary Projects through local media outlets. ○ Promote current and relevant Rotary Information sessions at each club meeting. ○ Use Social Media ○ Promote local projects via a range of: <ul style="list-style-type: none"> ➢ club newsletters ➢ social media ➢ the District Website Media tab ➢ District Updates ➢ DG's Newsletter 	<p>Example:</p> <ul style="list-style-type: none"> • Check Club project banners and signs. • Appoint a Media officer. • Have a Rotary Information session at each meeting. • Have a dedicated Rotary awareness session for new members-eg. a "fireside chat" • Have all new Rotarians allocated a job. • Post club projects on Rotary Club Central. • Share Projects with others in the District via <ul style="list-style-type: none"> ➢ club newsletters ➢ social media ➢ the District Website Media tab ➢ District Updates ➢ DG's Newsletter

Regarding strategic priorities, in order to achieve better public image, District 2483 is planning to do:

Annual Goals	Tasks/Activities	Timeline	Resources needed	Member Assigned
Increase visibility of Rotary	Rotary events	All year	Media, Social networks	DG/District Committee for Public Image
Increase visibility of District	Humanitarian projects promoted through media	All year	Media, Social networks	DG/District Committee for Public Image
Increase visibility of all Clubs	Involving other NGOs, Civil sector, nonRotarians	All year	Media, Social networks	Club presidents and Club Committees for Public Image



Bane Randjelović
District Governor 2017-18



Vladimir Matić
District Governor 2018-19



Ljiljana Lainović
District Governor 2019-20