

What is Your Club's Public Image ?



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Warren Buffett said it best:

***"It takes 20 years to build a reputation
and five minutes to ruin it."***





ROTARY

Rotary Club of Sint Maarten **IN ACTION**



Who Have You Told?
Who Knows ??



**no
women**

**no
youngsters**



Wayne Keith Rob Rodger Paul

Rotary Clean-up
2 March 2014



ROTARY FAMOUS SAUSAGE SIZZLE

Spread Your Rotary Story



Who Are You Raising Funds For ?
Don't Keep it a Secret.... Tell Everyone !!!



PROJECTS PROJECTS

What Projects Do

- ✓ increase Clubs awareness
- ✓ increase Clubs attractiveness
- ✓ increase Clubs engagement
- ✓ increase Clubs membership



Tell their story

Telling Our Stories About Your Projects

Share and Celebrate your Success

- Identify which stories are worth telling, drill down to find human interest
- Who is your audience
- What values will be demonstrated
- What images will you use to supplement the text

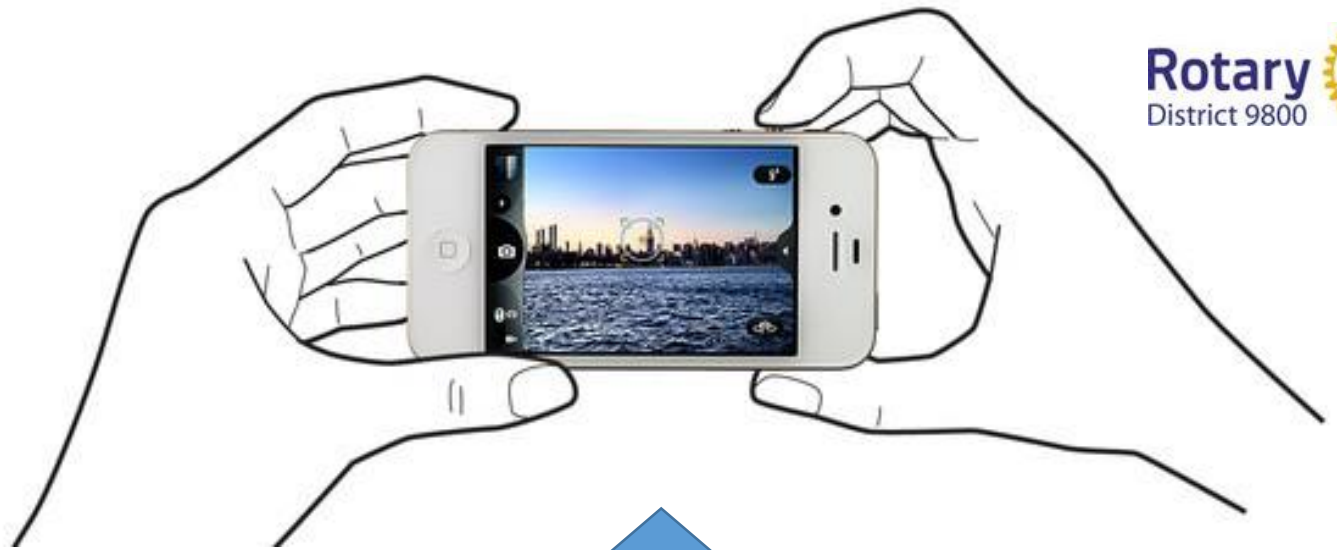


Take Photos

Take Videos



Knox
Leader



use your
phone





Raising Funds To Support Disadvantage Youngsters to “Master Chef” hints.

A Picture Can Tell The Story



advertiserlaketimes.com.au

Wednesday April 11, 2018 THE ADVERTISER INCORPORATING THE LAKE TIMES 17

COMMUNITY NEWS

Ending trachoma by 2020

ROTARY IN ACTION

BY DI NORTH

District Governor Nominee

A TOTAL of 110 Rotarians, partners and friends from 22 of the Rotary Clubs around Rotary District 9675, gathered at the Fraternity Club, Fairy Meadow, on Wednesday, March 28, to learn more about trachoma. The Rotarians were mainly from the nine Illawarra clubs but also from many Sydney clubs as far west as Parramatta.

Trachoma is an eye infection which, if left untreated can lead to blindness from the continual irritation of eyelashes growing into the eye. Current treatments include antibiotics and surgery to turn the eyelashes outwards. Hygiene is one of the best solutions to prevent the infection in the first place.

Australia is the only country in the developed world where trachoma is

GUEST SPEAKERS: (from left): Sydney School of Public Health's Michelle Dickson; Professor of Indigenous Health Kathleen Clapham; Rotarian Di North, and ophthalmologist and Rotarian Dr Sudarshan Sachdev.

choma as a major project for to eliminate tra-

of West Wollongong, who is the nominee for District Governor of Rotary District

a plan could be formulated for this district to eliminate trachoma by 2020.

The first guest speaker Kathleen

is a professor of indigenous health and wellbeing for the Australian Health Services Research Institute.

Kathleen is an Aboriginal woman so was able to

on the great need to close the gap in health and education between Aboriginal Australians and the rest of the community.

The second speaker was Dr Sudarshan Sachdev, an ophthalmologist from Sydney, with a special interest in trachoma. He has been to Fiji and India on surgical missions treating people with trachoma.

Dr Sachdev presented slides of people suffering from trachoma showing how it is easily preventable by improving hygiene, such as washing faces and hands with soap, using clean washers, washing clothes and by using mirrors to be able to see dirty faces.

The third speaker, Michelle Dickson, the Director of Teaching and Learning at the Sydney School of Public Health, Sydney Medical School, the University of Sydney, spoke about what research has been undertaken in Aboriginal communities in rural Australia. Michelle is an Aboriginal Australian so is well placed to be able to conduct research on the health of these Aborigines.



Make Your Press Release Work

Wallace Rotary's 19th Annual Charity Golf Day



Major beneficiary, Very Special Kids, is a children's charity which supports over 900 Victorian families throughout their experience of caring for children with a life-threatening condition.

xxxx Rotary President, said she was delighted with the record number of teams entered this year, and the generous support by sponsors. **X**

MS sufferer Charlie keen to Putt out for Charity



Text Tips for your Media Release:

- Need a catchy & innovative 1st paragraph;
- Who, what, why, where, when are essential;
- Key points in 1st para, not at the end of story;
- Include a quote in 2nd para?

Photo Tips for a Positive Public Image

Photos reflect your community who
does your project affect?



Signature Block

Kerry Kornhauser OAM

Public Image & Communications District 9800

Chair, Women in Rotary

0411 597 690

Women in Rotary | End Trachoma by 2020 | Bridge of Hope – Bridging the Gap | Violence Free Families



Key Tips for a Positive Public Image

- Dedicated Person To Meet And Greet Members And Guest Every Meeting
- Build and maintain/regularly update a great website and Facebook page
- Encourage all members to use a signature block
- Use The Press To Tell Your Story, find the human interest angle
- Share your Club Facebook with your District Facebook
- All Members To Be Responsible For The Clubs Public Relations
- Develop Your Relationship With Your Community
- Rotary Panel Pledge A gender balance panel



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Collecting small donations for your charity is now simple and effective with the Quest Donation Point Tap donation acceptor.

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Donation Point Tap eliminates the need to collect and count cash from tins, reduces risk of theft and reduces the effort placed on

***There's been an
amazing organisation
that's been behind
this...
It was due to Rotary
that the campaign was
started.***

***Bill Gates on Eradicating Polio.
May 28, 2013, National Press Club, Canberra, Australia***



***Call me to work together so we can
SHARE WITH YOUR COMMUNITY !***



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District 9800



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