

# District 9790

# Public Relations



PR Team

Newsletter from the Public Relations Team of District 9790

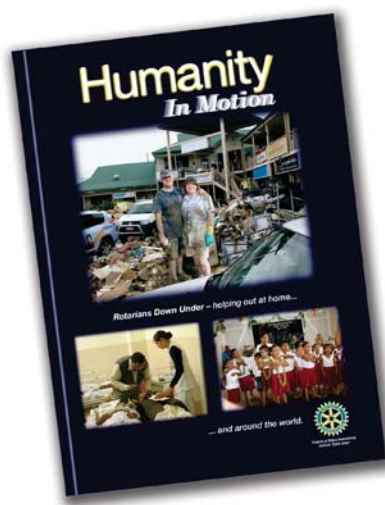
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*The role of the District Committee for public Relations is to provide support and information to clubs and their public relations director.*



## Books Delivered!

000's kms, a bit of juice and a sat-nav that worked, less could be said about the operator though.



The new **Humanity in Motion** books have been delivered to all clubs.

Each Club received an initial box of 40 copies (larger clubs got more) and you can order more as you need them (carton lots of 40) simply by telephoning Phil Macdonald on (02) 6027 0911 or mobile 0407 490 800.

Thanks go to District Governor David Anderson as well as Assistant Governors

Sandra Handley and Gary Cleveland for help in distribution.

Our District has four clubs represented with their stories.

But let's not dwell on that, it's time to put them to use. By now most members should have their copies and I'm sure you'll all agree that they are a fantastic public relations tool as well as an excellent membership motivator.

### Purpose and objectives:

The purpose of this magazine is to increase Rotary Awareness in the community and to use this heightened awareness to increase membership and sponsorship.

### How to distribute the Humanity in Motion #2.

- The main target for your distribution should be places where the book can obtain the largest readership by non-Rotarians, and this is usually Waiting Rooms. Of course we expect all Rotarians to take one home and place it in a pride of place on their coffee table, but this copy will probably

be only read by an average of ten or twenty people, where as in a busy waiting room we have calculated previous copies which have been read by up to 1,000 people. So please make placing books into waiting rooms your priority and from past experience partners are particularly good at placing them in busy surgeries.

### Labelling:

- It is essential that you place a sticker with your club's details on the back page. Rotary International insists that everything distributed with a Rotary badge must list who is distributing it. The sticker must have your club name and a phone

number of a member who is ready and prepared to handle all calls.

### Here are 100 places to distribute the magazines in any suburb:

- Waiting rooms for:  
Hairdresser, barbers, nail salons, chiropodists, doctors, dentists, specialists, clinics, chiropractics, hospitals, blood testing clinics, X-ray & Ultra-sound clinics etc.
- Libraries, Government departments, State MLA and Federal member offices, schools, school libraries, school staff rooms, TAFES, kindergartens, police stations, ambulance stations, fire stations,

community centres, gyms, clubs, restaurants, banks, RTA registration offices, waiting rooms auto and tyre repair shops, bus stations, airport lounges, TABs etc.

- Businesses, especially reception areas for all businesses including Accountants, Lawyers, Financial advisers, Tax Consultants, Real Estate Agents, Travel Agents, Stock brokers, Hotels, Motels, Guest houses, B&B's, Management Offices for Shopping Centres.
- Corporations and larger businesses. Present one or more to management, ask that one is placed in their reception, cafeteria or lunch room,

- Newsagents — and small supermarkets. Ask to put the magazine where local papers are displayed free.
- Send one to past members, to the local Probus clubs. Lions, Apex, Garden Clubs, Chamber of Commerce and all community clubs and organisations.
- Please consider adding a letter, invitation or promotion from your club.
- Have you seen the new fantastic Roger Climpson Membership DVD? It's a joint venture from District 9680 and Lane Cove Rotary. You may wish to stick one disk inside certain magazines presented to Corporations, Libraries etc.

### **Additionally:**

- Send to all past, present and future sponsors.
- Keep some for gifts for speakers, new members, conferences etc
- Finally give them to all club members and to any club members who can make good use of it by sending it to a potential member

### **Essential:**

Please draw up a co-ordinated plan on how your club can deliver one magazine to all the above and more.

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## **Thanks**

Special thanks to Peter Roden of the Rotary Club of Eltham for his help and also for delivering a few extra boxes for us.

## **Apologies**

I must apologise to the many Rotarians that wanted to stop and have a natter whilst I was delivering the books.

Time was against me, appreciated the thoughts though.

## **Tell us your story**

We'd be most happy to hear you PR story. Share your success with others.

Send to:  
pr@rotary9790.org.au

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## **Share Rotary's "This Close" video**

Watch and share Rotary's newest public service announcement, "This Close" — a video declaring to the world that we are "this close" to ending polio for good. With

the help of notable figures like Archbishop Emeritus Desmond Tutu, humanitarian Jane Goodall, and actor Jackie Chan, this campaign is off to a good start.

Help promote the video by copying the embed code and pasting it into your website or blog.

You can also share this video on your Facebook page, in your club or through Twitter. If you have an opportunity to place this spot on a local television station, you can download a broadcast-quality version.

See who else is supporting the print campaign. Radio, billboard, and Internet materials available at <http://www.rotary.org/ads>.



## **Humanity in Motion**

Material is available from your District PR team or visit the RI web site:

<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/rotaryads.aspx>