



Implementing an Effective PR Program

*District 5300 PR Resource Committee
Sierra Madre Rotary – Ron Hutson, Chair*

Effective club public relations does not have to be difficult. The Rotary International web site [www.rotary.org] provides excellent samples and instructions on how to implement a PR campaign.

Once you arrive at the www RI site click on **“Effective Public Relations for Clubs and Districts”** located near the bottom.

Now you have multiple choices that may seem confusing. The site is set up so you can go directly to a subject of choice such as “Writing and Using News Releases”. Because the site is “information rich” take a brief introductory tour on all links.

Start by reading the information on **“Receiving Regular Pr Tips”**. **Sign up to receive regular PR tips in your e-mail box.** Then move to the top left hand corner and tour each of the links to see what is available. Each link is information rich so set aside enough time to take a quick overview tour of all links.

Make sure to get all the way to the bottom where you find the **“PR TOOL BOX”**. Click on **“Materials for Download”**.

Most of the items listed below are available for download in portable document format (.pdf). Those who wish to download .pdf files will need to use Adobe Acrobat Reader to view and print them. The software can be downloaded free of charge by clicking on the Adobe Acrobat icon in the menu to the right. Files should be saved to your hard drive and opened using Acrobat Reader.

Rotary's most popular fact sheets to aid club public relations efforts.

Rotary Facts; The Rotary Foundation; Rotary Figures at a Glance
Rotary and Volunteerism; Rotary International and PolioPlus
Rotary History; Ambassadorial Scholarships
Rotary and Peace; Rotary and Literacy

Before you end your first tour go far enough down to find **“Rotary Graphics & Photographs** and at the bottom of that information is a link to the **“RI Visual Identity Site.”** Click on the link, download the PDF file, review and use the information.

The primary role of the District 5300 PR Resource committee in 2001-2002 is to help local clubs implement, continue or improve their public relations efforts. Need help or advice? ***Our goal will be to respond to your questions in less than FOUR HOURS.***

Contact Information

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