For questions, feedback, or other inquiries about these goals, please contact your district leaders listed below.

We welcome your ideas, questions or concerns.

Club Communication and Brand Development

Liz Hosmer, PDG, Chair
Email: lizhosmer5220@gmail.com
Cell (209) 485-4553

District Advisory Council

Janine McClanahan, PDG, Chair
James Pierce, DG, Madera
Sherry Cotta, DGE, Lodi
Tim Madden, DGN, Oakhurst Sunrise
Liz Hosmer, PDG, Ceres
Marvin Williamson, PDG, Tracy Sunrise
Ellen Hancock, PDG, Tracy Sunrise
Peter Herrmann, PP, Modesto
Jay Hislop, PP, Stockton
Waqar Rizvi, PP, Stockton

Rotary

Vision

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Mission

To provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

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Judy Lovett, PDG, North Stockton
Joe Cotta, PP, Lodi

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Allison Sessa, Graphic Artist
MHD Group, Inc.- Marcia Herrmann

Approved by Active Members of District 5220 to be effective July 1, 2020

CLUB COMMUNICATION AND BRANDING

Rotary International

Zones 26/27 | DISTRICT 5220

Rotary

STRATEGIC PLAN
2020 – 2023

Club Communication and Brand Development External and Internal

GOAL 1

Support clubs to make Rotary an established "brand" in each community.

Objective 1: Increase public awareness of each club's Rotary service by promoting Rotary in the community.

⤶ Develop district branding team to assist clubs in developing club website, Facebook page and social media platforms.
⤶ Educate clubs on social and print media usage to promote Rotary and their club.
⤶ Develop a list of best practices for media promotion of Rotary.

Objective 2: Educate clubs on availability and usage of videos produced by Rotary International and The Rotary Foundation.

⤶ Conduct an annual breakout session at a district training assembly on branding and how to access Rotary International resources.

Objective 3: Encourage clubs to develop an annual signature community project with Rotary signage.

⤶ District Governor-elect challenges Presidents-elect at Pre-PETS and PETS to plan a signature community project.
⤶ Assistant Governors will work with clubs to implement a signature community project.
⤶ Assistant Governors will encourage clubs to participate in planned annual activities such as Rotarians-at-Work Day, World Polio Day, World Water Day, World Literacy Day and/or World Peace Day.

Objective 4: Make clubs aware of branding tools available on the Rotary International website.

⤶ Conduct breakout session at the district training assembly and demonstrate website branding tools that are available on the Rotary International website.

GOAL 2

Assist clubs with Internal Communications

Objective 1: Ensure that all clubs maintain a complete and accurate database.

⤶ Develop an action plan for DacDB team and district trainer to visit clubs to inform members on the capacities and security clearances within DacDB.
⤶ Conduct annual DacDB designated training for club officers and incoming officers specifically with Level 3 DacDB security clearance.

Objective 2: Strengthen clubs' usage of internal communication.

⤶ Increase club awareness of the effectiveness of newsletters, pmail, social media platforms, and websites to communicate with members and community.