



Create "Is Rotary For You?" Campaign Flier for Clubs

CATEGORY/ROLE:

Public Relations

COMPLETION DEADLINE:

March 15, 2025

LEAD PERSON ASSIGNED:

TBD

Project Scope

Project Description

This project involves developing content for a flier that will be distributed to Rotary clubs to announce the upcoming "Is Rotary For You?" marketing campaign. The campaign will focus on advertising Rotary clubs online to attract visitors and prospective members. The flier will offer clubs helpful tips on how to be inviting to guests, follow up with leads, and respond to inquiries from the Rotary Club Finder. It will also remind clubs to verify and update their online presence, including their websites, social media, DacDB, and Rotary Club Finder listings, to ensure their information is accurate.

Context

To boost visibility and attract prospective members, the "Is Rotary For You?" campaign will encourage individuals to find local clubs through the Rotary Club Finder website. This flier will act as a guide for clubs, providing practical advice on engaging new visitors and following up with potential leads. Clubs will also be reminded to review and update their online presence to be welcoming and easy to find.

Desired Goal

Develop a concise, actionable flier that announces the campaign and equips clubs with the tools and knowledge to engage with prospective members and leads effectively.

This will require research for content. Assistance can be provided for design and layout.

Specs

- Team Size: 2-4 members
- Duration: 2-3 weeks