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**Public Image Award 2019**

**Introduction and Entry Work Plan**

The Rotary District 5040 Public Image Award recognizes a club demonstrating leading management and skills in building Public Image and practicing effective Public Relations. With permission of entrants, winning entries may be used as models for other clubs.

Entries may include management of Public Image and Public Relations for your club overall or for a specific project for which there were measurable results completed in the period April 1, 2018 to March 31, 2019 (program or project could have started prior to that period).

The work plan is an executive summary of your communication strategy and communication skills as a result of a full range of planning and management skills (research, analysis, strategy, tactical implementation and evaluation).

Your Communication Management Work Plan, below, needs to be completed as an entry for this award. Basically tell a story about your program or project under the headings. Please aim to keep the entry to four pages.

Edit your work plan entry to ensure it’s clear and concise. Bullets, tables and lists might help you with saving space. The work plan must be submitted with online references or attached work samples – in addition to the work plan of maximum four pages -- in order to be considered.

Package your work samples for easy uploading. Your work sample(s) can be only submitted as links or in the following formats, as text, images, audio and video: PDF, PNG, JPG, MP4, WMV, or M4V formats.

Complete the entry form and send it with your supporting documents to pr@rotary5040.org with the subject, “Rotary District 5040 Communication Award”.

The winning entry will be announced at the Rotary District 5040 Conference, May 2-5, 2019, in Sun Peaks, BC.

If you have any questions or concerns, please contact District Awards Chair Peter Clarke

peter.rotary@gmail.com or 604-328-4043

**Suggestions for your Communication Award**

The Rotary District 5040 Public Image Award covers projects, programs and campaigns that are guided by a communication strategy. Entrants should demonstrate how their project applied a full range of planning and management skills, such as research, analysis, strategy, tactical implementation, and evaluation. Entries may include a wide range of communication materials and purposes as outlined in the examples below.

Rotary’s Public Image is the result of marketing, which is essentially about telling stories. Entries should demonstrate through the media used how stories are told: start with the purpose, need, benefit of community or international service plans then outcomes and then the club’s and Rotary’s role in achieving results.

* **Internal Communications** that create awareness and influence opinion or behavioral change among members, focused on Rotary culture or change management, or about improving member understanding and alignment with the club’s strategy or direction
* **Marketing** to promote membership, events or community service to members and external audiences, through a variety of communications such as advertising, events, website and social media to build brand awareness, influence opinion and motivate audience behaviours.
* **Customer Relations** may include strategies or ongoing programs targeted at members, sponsors and community groups to educate, inform, engage or otherwise connect the club and its members to groups which are stakeholders in club strategy.
* **Media Relations** may include strategies or ongoing programs that use of news media (includes print and/or online) as the primary channel to reach target audiences and seek to influence awareness, understanding and opinion or motivate action, with a focus on the quality of media coverage and its impact on the organization rather than just quantity of media stories.
* **Community Relations** may include a one-time or an ongoing program that enhances stakeholder understanding of issues affecting the club or Rotary within the community and seeks to build trust and credibility with stakeholder groups generally through consultation and other communication-based activities such as formal and informal meetings, town hall discussions, workshops, presentations, open houses, and electronic or printed material

***The Rotary District 5040 Public Image Award 2019 Communication Management Work Plan entry form follows on next pages.***

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**Public Image Award 2019**

**Communication Management Work Plan**

**DIRECTIONS**

* Provide required information for all 6 sections
* Your work plan must be **no more than four pages** for Sections 1 to 6
* Make sure to reflect your work sample(s)
* Tell the evaluators a great story
* Convert this DOC file to a PDF and submit it, with any supporting sample documents, to pr@rotary5040.org as your work plan with the subject, “Rotary District 5040 Communication Award” by Friday, April 26, 2019.

|  |  |
| --- | --- |
| **Name of Entrant:**  | **Club Name:** |
| **Entrant’s role:** | **Time period:**  |
| **Evaluator:** |  |

***Enter content of your entry under the appropriate headings below aiming for no more than four pages from this point forward and up to, but not including, Section 7 which could comprise a fifth page.***

1. **SUMMARIZE THE BUSINESS NEED OR OPPORTUNITY OF THE CLUB**
2. **DESCRIBE THE STAKEHOLDERS IN THE CLUB’S ACHIEVING ITS STRATEGY, THEIR NEEDS IN ACHIEVING UNDERSTANDING AND COMMITMENT IN THEIR RELATIONSHIP WITH THE CLUB**
3. **GOALS AND OBJECTIVES: WHAT COMMUNICATIONS AND COMMUNNICATION RESULTS HAVE BEEN PLANNED TO MEET THE NEED OR OPPORTUNITY OF THE CLUB**
4. **THE SOLUTION OVERVIEW: HOW DID THE CLUB PLAN TO IMPLEMENT ITS COMMUNICATION STRATEGY**
5. **IMPLEMENTATION AND CHALLENGES: TELL A STORY ABOUT WHAT ACTUALLY HAPPENED IN IMPLEMENTING THE CLUB’S COMMUNICATION STRATEGY, EXPLAIN HOW CHALLENGES WERE OVERCOME IN THE PROCESS. PROVIDE URLs TO ONLINE WORK SAMPLES OR ATTACH WORK SAMPLES AS PDF FILES. INDICATE HOW ROTARY’S SERVICE ABOVE SELF MESSAGE WAS TOLD IN STORIES.**
6. **MEASUREMENT AND EVALUATION: WHAT COMMUNICATIONS WERE ACTUALLY USED AND WHAT RESULTS WERE ACHIEVED IN RELATION TO THE GOALS AND OBJECTIVES AND WHAT WAS THE FINAL EVALUATION IN ACHIEVING COMMUNICATION STRATEGY.**
7. **WEBSITE AND SOCIAL MEDIA USE: ENTER “Y” FOR YES IN FIRST AND THIRD COLUMNS FOR AS MANY FEATURES AS APPLICABLE FOR YOUR CLUB (NOT ALL FEATURES, BUT AS MANY AS YOU CAN REPORT).**

|  |  |  |  |
| --- | --- | --- | --- |
| Enter Y for yes | **Club’s website has the following features** | Enter Y for yes | **Club’s social media include these features** |
|  | Meeting day & time  |  | Highlight members in vocations |
|  | Club location |  | Tells stories about service projects benefits and Rotary’s role |
|  | Club contact info  |  | Features images of local Rotarians in action, having fun |
|  | Club leaders  |  | Demonstrates diversity of the club Includes videos of activities |
|  | Upcoming speakers  |  | Displays Rotary club's current, official logo |
|  | Future events |  | Includes profile picture of Rotary or community |
|  | Current stories of what, benefit of service  |  | “Contact us” button or link visible |
|  | Advertisements and event notices current  |  | Address and phone contact # visible |
|  | Official Rotary club logo on display at top  |  | Facebook page has everything filled out under Page Info |
|  | All information is current |  | Facebook page has post in last week |
|  | Answers "What's Rotary?" |  | At least one post per week |
|  | Information on how to become a Rotary member |  | Promotes upcoming club meeting, speakers |
|  | Invitation to a Club meeting (ideally updated to this week) |  | Has event in last 6 months |
|  | Pictures of club members in action, having fun |  | Twitter page includes profile picture of Rotary or community |
|  | Testimonials from groups or individuals Club supports |  | Twitter page matches Facebook page or group |
|  | Links to District and Rotary International sites  |  | Twitter page has at least one post per week |
|  | Website has new post in last 2 weeks? |  | Twitter page promotes upcoming club meeting, speakers |
|  | All website links tested in last 3 months? |  | Google Analytics set up and tracked |
|  | Communications, to members only, monthly or more as e-news |  |  |
|  | Bulletin to members and subscribers monthly of home page stories and announcements |  |  |
|  | Google Analytics set up and tracked? |  |  |
|  | The current year's Rotary theme logo is displayed Site carries quality information |  |  |
|  | There are no spelling or grammatical errors Font size & style consistent |  |  |
|  | Well organized and can find what’s needed |  |  |
|  |  |  |  |