



ROTARY INTERNATIONAL THE ROTARY FOUNDATION DISTRICT 5000 - HAWAII

Leading the USA in Annual Fund Per Capita contributions ... year after year!

PROMOTIONAL GUIDE FOR DSG PROJECTS

A condition of District 5000 receiving the District Simplified Grant from The Rotary Foundation requires that we will promote our projects to the local community and media. This responsibility falls on the individual clubs and project coordinators.

All humanitarian activities are potential media stories, but turning that potential into effective publicity takes planning. Develop a promotional plan to ensure public recognition for your DSG project. Enlist support from all members of your club by sharing the project in detail. Let each of them take pride in the project ... it's their contributions that made the grant possible.

Develop a one-page summary of the activity or project. Send this brief summary to the appropriate contacts in print and broadcast media in your community. Tell the media about the humanitarian activity before it begins so they can consider coverage at the event. Hands-on activities are more compelling than routine donation presentations. Send out a Press Release days before the event.

Illustrate the project with photos, video, and the testimony of those benefiting from the grant. Offer yourself and other qualified individuals as spokespersons. Let journalists know who can tell this story best and how and when to reach them. Be prepared to tell the story of Rotary ... our history, our purpose and how the project was implemented.

Ensure Rotary and your club is featured in the publications of supporting organizations or the beneficiary organization.

Find ways to utilize the Rotary emblem; put it on donated items, use it on stationery and in any news broadcasts. Ask your participants to wear club shirts and hats with the Rotary emblem proudly displayed.

Install a plaque or sign at the project location identifying Rotary as the donor. Promote your project in your club and District newsletters and web sites.

DSG Promotional Guide 910.0 - Revised: 2/22/07