Rotary

RCNS Public Image (PI) Campaign ‘24-’25

‘TELLING THE STORY’

Rotary

‘Sunrisers’ are People of Action who honour the idea of ‘*Service above Self*’ and are ‘giving back’ to our great communities.

It’s who we are and what we do.

PUBLIC IMAGE (PI) ACTION PLAN '24-25

10. PI Committee develop & execute a comprehensive media campaign to
" Tell the Story of the RCNS "

Who Tells? When?

What Story? How?

ENABLERS

- **PI 'TECH' SKILLS**
- **CLUB COMMS CAPACITY**
- **INTRODUCE CR NOVA**
- **'MY ROTARY' METRICS**
- **UPGRADE BANNERS ETC**
- ***YOUR ELEVATOR SPEECH***

CLUB AIM, OBJECTIVE(S)

‘ Service above Self ‘

Rotary
Norfolk Sunrise

.. the best way to ‘Tell the Story’ is for **you** to promote Rotary and our Club.

Current Co-Pres objectives are;

- ***new membership;***
- ***raise community awareness; and***
- ***cultivate membership pride.***

WHAT'S YOUR RCNS PITCH GOING TO BE???

. . . What will you say when someone asks, "What is Rotary?" How will you convey in your own words how Rotary helps you to **JOIN LEADERS**, **EXCHANGE IDEAS**, and **TAKE ACTION**?

Here are some sample responses:

"Rotary brings together people who step forward — leaders — who take on important issues for local communities everywhere."

"Rotary connects business and community leaders who discover and celebrate diverse perspectives to create positive change in our communities."

. .

ELEVATOR SPEECH DEFINITION, CONCEPTS

The 30 Second Elevator Speech

An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you’re looking for and how you can benefit a company or organization.

The idea behind having an elevator speech is that you are prepared to share this information with anyone, at anytime, even in an elevator.

An important thing is to practice it out-loud. You want it to sound natural. Get comfortable with what you have to say so you can breeze through it when the time comes.

An elevator speech is:

- absolutely not longer than **25 to 30 seconds, or**
- in words - approximately **80 to 90 words, or**
- in sentences - **8 to 10 sentences**

ELEVATOR SPEECH DESIGN IDEAS

Key Components of an Elevator Pitch

Introduction
Include your name, job title, or company name.

Experience
Provide some background, like previous roles, projects, or initiatives.

Goals
State your goal or the pain point you hope to address.

Solution
Share your unique solution to the problem or your idea for achieving your goal.

Plan
Lay out your plan or the specific reasons you will be successful.

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ELEVATOR SPEECH DESIGN IDEAS

RCNS ‘FACTOIDS’ TO HELP YOU KNOW AND/OR DESCRIBE OUR CLUB

Worldwide there are ~45K RI Clubs & ~1.3M members;
In Canada there are ~720 RI Clubs & 27K members.

RCNS has 45 members and a typical Sunriser is;

- 60% female;
- 64 years old; and has
- 13 years od Rotary experience.

In a typical year, the RCNS will;

- coordinate 1 outbound & 1 inbound student exch and 4-6 student leadership opportunities
- donate $kkk to ?? community groups in need;
- disperse $15K to international development work;
- support 1 Op EyeSight project with $25K;
- raise over $100K to meet our aims;
- coordinate 1-2 Catch the Ace ($100K) licenses;
- contribute $50K to the RI Foundation & Polio;
- award 3-4 PH Awards to community members;
- organize 4-6 social events for our members & guests, as well as 25-30 Club meetings where we would be informed by 15-18 guest speakers.

ELEVATOR SPEECH EXAMPLES

WALLET CARD

Service Above Self

Rotary
Norfolk Sunrise

Rotary International is a network of 1.4 million people who tackle the most persistent problems in our communities while building professional & leadership skills through meaningful connections. The Rotary Club of Norfolk Sunrise is a diverse group of Norfolk County volunteers committed to Rotary objectives. As 'People of Action' we seek you to help us in this community-minded goal.

Visit norfolksunrise.org to find out more about Rotary or our local Club.

ELEVATOR SPEECH EXAMPLES

CONSULT, SEARCH

- INTERNET SOURCES,
- RI SITES,
- CLUB RUNNER,
- RCNS WEBPAGE

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Sample Speeches; Famous Rotarians:

Rotary is a century-old global network of 1.2 million men & women leaders in business & the professions, joined in fellowship & friendship in 32,000 clubs in 167 countries, making a difference in our communities, vocations, and internationally. And we have collaborated in raising 600 million dollars to inoculate 2 billion children to wipe out polio everywhere. We are motivated by *Service Above Self*.
What's important to you?

+ ~ 20-25 more ideas for you to choose from or adapt as you need.

ELEVATOR SPEECH EXAMPLES

CHAT GPT

write a 90 word elevator speech about a rotary club

Rotary Club is a global network of community leaders dedicated to making a positive impact through service. Our members come together to tackle local and international challenges, from promoting education and clean water to fighting disease and fostering peace. We volunteer our time and skills, raise funds, and build partnerships to drive meaningful change. Rotary offers opportunities for professional development, networking, and making lifelong friendships while improving the lives of others. Join us in making the world a better place, one project at a time.

write a funny 90 word elevator speech about a rotary club

Imagine a group of people who actually enjoy meetings—welcome to Rotary! We're like superheroes, but instead of capes, we wear name badges. We build schools, clean up parks, and fight diseases, all while cracking jokes and eating donuts. Want to change the world and still make it home in time for dinner? Rotary's got you covered. Join us for good deeds, good vibes, and maybe even a bit of karaoke at our fundraisers. Because who says saving the world can't be fun?

ELEVATOR SPEECH EXAMPLES

OFF THE CUFF;

.. from the Co-Pres;

ELEVATOR SPEECH EXAMPLES

POLISHED & FROM A PRO

NEXT STEPS IN GETTING ON WITH YOUR OWN, PERSONAL ELEVATOR SPEECH

PREP PHASE (Nov-Dec)

- PI to circulate/publish this presentation for your use;
- PI to circulate/publish the Club key factoids (now under development);
- **You** consider your speech – what to say, where it might be recorded etc

PRODUCTION PHASE (Dec- Feb)

- Cathy Harrop has volunteered to organize & produce the stories of the willing
- PI will determine who is ready and when
- PI will schedule some video trials
- **You** will ‘Tell Your Story’

PUBLISH PHASE (Feb – Apr)

- Videos, texts will produced into a short media pack
- Individual speeches to be the subject of webpage, facebook, bulletin releases

ASK ABOUT PI?

If you have any questions about our Brand and Telling the RCNS Story, please contact …

Your Role – ‘tell the story’ & content

PI Roles – edit, publish the content

- Jim – coord, website;
- Nancy – bulletin;
- Cathy – press, radio etc;
- Lisa – social media
- Projects? Other?