



Rotary District 5960 Communications Plan Adopted by the Board of Directors on February 05, 2020

Purpose

To have Communications Plan that will accomplish the objectives of the District 5960 Strategic Plan, namely...

- To have effective District communications
- To develop two-way communication with Clubs and among Clubs
- To periodically collect feedback from members and Clubs
- To provide resource suggestions to our Clubs

Annual Review of Plan

This Communications Plan shall be reviewed for consideration of any changes by the District Board of Directors annually at its last meeting in every calendar year or by electronic means not later than December 31. The Strategic Planning Team shall be responsible for initiating and coordinating the review process and may propose changes for consideration by the Board.

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Section 1

Types of Communications to be Considered

- In person, face-to-face
- In person, via telephone, or video chat
- Email
- Videos

- Video Conferencing
 - Podcasts
 - Snail mail (some with handwritten notes)
 - Flyers
 - Announcements prepared and sent to clubs
 - Announcements via visits to clubs *by District leaders*
 - Texts
 - Social Media
 - Surveys
 - The District Website
 - District Newsletters, written and video version, or a combination thereof
 - PowerPoint slides for Club announcements
 - Facebook Live
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Section 2

Rotary District 5960 Communication Guidelines

There are four Parts of these Guidelines:

- I. Effective District Communications**
 - II. Two-Way Communications with Clubs and Among Clubs**
 - III. Receiving Feedback from Members and Clubs**
 - IV. Assistance to Clubs Regarding Communications**
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I. Effective District Communications

A. Email and Video Messaging

1. Work to average no more than 3 per week and only one a week would be ideal.
 - It is best to send emails on Tuesdays, Wednesdays, or Thursdays between 10:30 a.m. & noon, or between 7:30 a.m. and 9 a.m.
2. At the beginning of every month, distribute to each Rotarian in the district a specific and separate bulletin of district events and meetings. Consider a working title: Around the District.
 - The monthly distribution would duplicate current website “Events” and “Calendar” options. All are most informative, but the reader must personally pursue those means. The purposeful redundancy of a bulletin sent automatically to all Rotarians in the District is more “push” rather than “pull.” Receiving the message monthly can be timely, informative, and motivational. It might result in a “I didn’t know our District is doing that!”

3. Around the middle of every month, distribute to each Rotarian in the district a specific and separate bulletin of club events, meetings and Rotary “monthly theme” ideas. Consider a working title: Rotary Happening in the Clubs!
4. When sending emails to 4 or more addressees, send the email to yourself on the “To” line and to the addressees on the “Bcc” line. This practice protects the emails (hence, privacy) of recipients.

B. Multi-channel Communications

1. Use a multi-channel approach (Facebook, LinkedIn, etc.) to see what gets most traction and to create multiple hits
2. Hold social media training at district events to help Rotary and Rotaract clubs use social channels more effectively.
3. Identify and select what communication vehicle would work best; for example, email, video, or podcast, or a combination of them.
4. Provide electronic archives of online training events and other videos – (webinars, blogs, important updates)
5. The District Governor, others in the District Governor line, and other District team leaders should use social media to highlight and recognize club activities. This promotes the Club(s), promotes the District's activity, and promotes the District helping the Club(s).

C. Newsletters

1. District announcements should be in a format that can easily be copied and added to Clubs' newsletters.
2. The Governor should have a monthly e-newsletter, sent ideally on the first of each month. This e-newsletter should include a link to a short, 3-minute video.
3. E-newsletters, in whatever format, should be archived for 7 years on the district website.
4. Wherever possible, written communication should be readable on mobile devices.
5. All email communications should include opt-out option.

D. Social Get-Togethers

There should be a mix of the types of District social events. Some should be family-friendly and alcohol-free. In all cases, events should be as culturally inclusive as possible.

E. Inclusion

Consider including Club officers (not just Presidents) on District emails, when appropriate.

F. Calendar

1. Use the Master Communication Calendar, in pdf format, accessible via the District Office.
2. Have an easy-to-access District Calendar that lives on the homepage of our website and lists key upcoming events with registrations links, as available. Clubs are responsible for providing registration links.

G. Publicizing that District Assistance and Advice Available

It is important that District leaders make it known that district leaders and teams are available to assist and provide information to Clubs. This can be accomplished in many ways, ranging from personal contact with Club leaders to information published in emails and newsletters and from

information shared in training sessions and meetings to statements within sections of the District website.

H. Correct Use of Rotary Branding

Special care must be taken to ensure that all District communications that use Rotary branding follow the requirements promulgated by Rotary International. The District needs to set the standard and serve as a model for our Clubs.

II. Two-Way Communications with Clubs and Among Clubs

A. Club Connections

1. Encourage mutual visits and interaction among clubs.
2. Build on the NCPETS model with quarterly leadership calls for club leaders facilitated by District leaders - perhaps even a half-year focus group or affinity groups around common themes (membership, club finances, goals, etc.)
3. Each Rotary year use the Rotary-wide District Training Assembly model.
4. Hold online meetings on topics of interest in the current year.
5. Facilitate joint meetings between clubs in an area with the aid of the Assistant Governor. Communication is significantly easier once members have met others from a neighboring club face-to-face.
6. Plan more joint meetings, to include service projects and social events.
7. Continue to develop the role of the Club Representatives on the District Board of Directors and Assistant Governors, fully defining the roles of each group and how they relate to each other.

B. Newsletter

Share challenges, successes, projects from clubs via newsletter with contact names (but not contact information which can otherwise be obtained via ClubRunner or the District Administrator) so that Clubs can connect directly with their peers. Archive this information on the website.

C. Online and In-Person Meetings

For time saving and convenience of members, use online meetings in lieu of in-person meetings, when that method of meeting will be effective for accomplishing the task at hand. When determining whether a meeting will be held online or in-person, consider the value of face-to-face, in-person meetings in developing working relationships and fostering dialogue and interaction.

D. Targeted Information to Clubs

1. Provide Club Presidents with information from the District that can be addressed or highlighted at board meetings.
2. Request each Club President to appoint a Rotarian in the Club who will be responsible to promote district activities at Club meetings and in Club newsletters or bulletins. Routinely provide a District Minute with information to be disseminated to this contact person.

III. Receiving Feedback from Members and Clubs

A. Surveys/Polls

1. Short quarterly surveys should be sent to Club Presidents, Presidents-elect, Presidents-elect nominees, Membership Chairs, Rotary Foundation Chairs, Public Image Chairs, and Club Secretaries (to include both volunteer and Club Executive Secretaries). Pick a specific topic, item, service, or event. For example, in a single-topic survey, research "Satisfaction Level with the District Website:"
 - Carefully chosen questions, constructed to pull out useful insight. Also include "current topics" such as Human Trafficking and matters before the Council on Legislation.
2. Assistant Governors and Board of Directors Representatives for Small, Medium, and Large Clubs should use informal information gathering in their work.
 - Examples: "What do you think about..." and "What if?" should be routine questions and the responses should be passed on the District Governor and appropriate District Team Leaders.

B. Club Newsletters

The District Governor-elect at PETS and the District Administrator at the beginning of each Rotary year should ask clubs to forward newsletters to the District by sending them to these three email addresses:

1. DG5960@googlegroups.com (That single email address will send the newsletters to the District Governor, the District Governor-elect, the District Governor Nominee, the District Governor Nominee Designate)
2. The District Administrator, kathy.hughitt@rotary5960.org.
3. The District Public Image Team, PITeam@5960.link.

IV. Assistance to Clubs Regarding Communications

A. Topical Videos

Produce and **keep current** videos containing information about Public Image, Membership, applying for grants, Fundraising, and other topics that can be accessed via the District Website for the purpose of being shared at Club meetings.

B. Training Opportunities

1. Create and conduct a standalone "Video Camp."
 - Enable each Club to send two people to a "Let's Get Started with Video" workshop that includes hands-on learning that's accessible and comfortable for anyone with basic equipment, including a smartphone and/or tablet, and perhaps a selfie stick.
 - Set an objective to share and learn basic tips: Learn to record, edit, and upload short (usually 2 minutes or less) videos.

- Empower participants to take on video projects confidently. They will leave the workshop with 1) ideas for Club use, and 2) enthusiasm to share tips with their Club members.
- 2. Provide training to Clubs about communication at District events, such as Midterm, Conference of Clubs, and the District Training Assembly.
- 3. Solicit information from Clubs about communications methods that work for them and share those ideas with other Clubs. Examples of ways to do this:
 - At One Rotary Summits
 - At breakouts at the Conference of Clubs and other District events
 - Via Team Leaders and Team Members observations
 - Using surveys (see III-A above)

C. Correct Use of Rotary Branding

The District must be proactive in assisting Clubs in understanding the proper and effective uses of the Rotary Mark of Excellence (i.e. Rotary Wheel) and the various Rotary Masterbrand Signature requirements, both for external and internal Public Image purposes.

Section 3

Rotary District 5960 Communication Protocols

I. www.rotary5960.org

- A. Keeping up to date on www.rotary5960.org.
 - 1. Have a Website Team with a Team Leader, who will also be a member of the PI Team, and at least two other members on this Team.
 - 2. Responsibilities
 - Monitor and update website monthly.
 - Keep current by removing old information and replacing with new materials.
 - Working with Program Team Leaders to send information into District.
 - Home Page: 9 stories – Create fillers (other programs, RI updates, District events).
 - Update Home Page Photos at least twice per year with District photos including the latest photos from the District People of Action photo contest.
 - Ads – Work to have Ads on our website, however, have an establish campaign program offering which includes standards and a contract with the sponsors.
 - Outreach to teams for website content.
 - Home Page Stories – People of Action (POA) and Awards Press articles on D5960 with links.
 - 3. The Website Team should continually ask the question: “How can we educate the District Teams to use the website to promote what they’re doing?”

4. Submissions

- Entries need to follow the 4-Way Test. Being “United and not Divided.” No political or religious submissions.
- Submit to Website Team and District Office Administrator
- Innovations and changes will be made only by the District Administrator or District Web Team Leader.

B. Midwest Rotary Website. www.rotarymidwest.org

1. A joint cooperative website with Districts 5580 and 5950 to promote state-wide initiatives and projects.
2. Submissions
 - Entries need to follow the 4-Way Test. Being “United and not Divided.” No political or religious submissions.

C. Website content vs. Social Media

1. Website supports members and their Clubs, as well as serves as a resource for public information.
 - Informative - calendar events page, etc.
 - Learning
 - Resources
 - Celebratory - District news (awards, good things)
2. Social Media: Promoting Club and District events to Rotarians and to the public. Social Media is used as a tool to promote awareness of Rotary Clubs and Rotary Projects.
 - Fundraisers
 - People of Action Photos
 - Facebook Live Club meetings and events
 - Club and District project promotions

D. Mass Communication Protocols

Goal: reach District members with information effectively

1. Emails to District Leaders and Membership
 - Emails will be sent by the District Office Administrator via Club Runner Communication or District Office Administrator’s Outlook.
 - **Exceptions:**
 - When additional promotions from event coordinators are deemed more effective to promote their event.
 - District Governor line needs to reach out to Club and District leadership
2. Suggested Email Body Format

To be sent: (Intended recipients)

Date to be sent: _____

Subject Line: (**Should contain the word” Rotary”**)

Attachments: _____

Text: _____

Signature: _ (your name and any other information you want included by your signature.)

3. Notes:

- All subject lines should start with the word Rotary or have the word Rotary included.
- Emails will be screened prior to being sent out.
- Be respectful when creating your list of urgent or need response terms. Remember we are a volunteer organization.
- Suggested lines could include:
 - Thank you for your prompt response
 - (Act on), (Respond), (Reply) right away
- Keep your subject line short and compelling. Remember many readers are reading email on their phones.
- Call to action in first line. (catches attention of readers that only read the first line)

