

Delivering Greater Service Impact and Membership Development through Strong Public Image

Speaker: IPP Elsie Chua, Rotary Club of Pandan Valley



What is Rotary? Our mission? Core Values? Who we are? What do we stand for? What is our Strategic Plan?



Mission

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.



Did you know this change?

Service Fellowship Fellowship Integrity Diversity **Diversity** Service Integrity Leadership Leadership



Core values

FELLOWSHIP AND GLOBAL UNDERSTANDING

We build lifelong relationships.

ETHICS AND INTEGRITY

We honor our commitments.

DIVERSITY

We connect diverse perspectives.

VOCATIONAL EXPERTISE, SERVICE, AND LEADERSHIP

We apply our leadership and expertise to solve social issues.

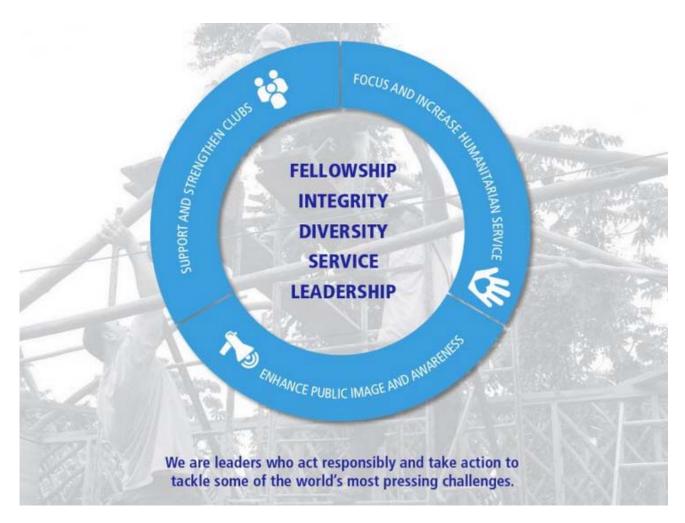


Rotary's strategic plan identifies three strategic priorities supported by 16 goals.

They represent what Rotarians have asked to be done to ensure a strong and vibrant Rotary going into the future.



Strategic Priorities and Goals





Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels



Focus and Increase Humanitarian Service

- Eradicate **polio**
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary's six areas of focus
- Increase collaboration with other organizations
- Create significant projects both locally and internationally

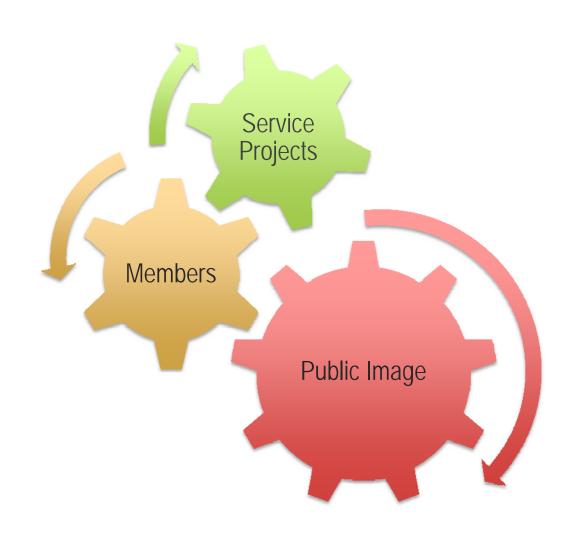


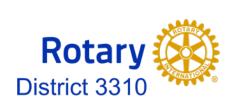
Enhance public image and awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities



Enhance public image through service projects for membership development





Communicate through right channels

Owned Media

- Club Magazine
- Newsletters
- Club Website
- Facebook Page
- Youtube channel
- Rotary.org
- Instagram

Earned Media

- Newspapers
- Television
- Radio
- Online sites
- Social media
- Magazines

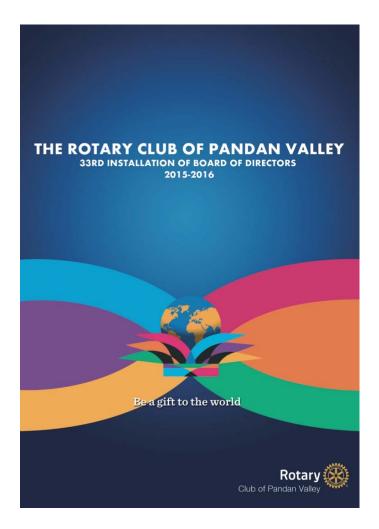
Paid Media

- Newspaper ads
- Television ads
- Radio ads
- Social media ads
- Online ads
- Magazine ads



Owned Media







Earned Media

THE STRAITS TIMES

MONDAY, JUNE 30, 2014

PEOPLE HOME

B3

1st female president for S'pore Rotary Club

New milestone follows club's 1999 decision to allow women as members

By CHERYL FAITH WEE

WHEN the Rotary Club of Singapore first opened its doors to female members in 1999, some men opposed the move and threatened to quit.

The leadership stood by its decision and women were finally allowed to join the club, part of a worldwide network of professionals who serve the community through humanitarian aid projects.

Last Saturday, the 84-year-old club marked another milestone by swearing in its first female president, Mrs Perlita Tiro.

At the installation ceremony at Marina Manda



Since Mrs Tiro was invited to join the Rotary Club of Singapore in 2000, she has been involved in projects ranging from relief work in the Philippines after the damage caused by Typhoon Halyan to helping local drug offenders with rehabilitation.

One inproming proped insolves harging incarcerated womens maintain ties sold their children. Mer Tree ange: "Me want to address some of the insues. Laced by women because they are often not given this faces," "MODIO (ONE VALUE of ACE) THE SERVICE SOLD (ONE VALUE OF ACE) THE SERVICE

main here and set up human resource consultancy. Tiro Consulting Services in 1989. Mrs Tiro run this until March when she retired.

In 2000, just a year after women were allowed late the Rolary Club of Singapore, the oldest and Last year, Mrs Tiro visited countries such as the Philippines, Indonesia and India to ensure the club's initiatives were going smoothly. Such projects for the needy often require long

Such projects for the needy often require long hours involving meetings, paperwork and coordinaRefuse being officially installed as president at the Rotary Club of singapore, Mrx Fire want through about 18 months of preparation.

Mr Raymon Houng, 65, a retired steel account who was president of the older to the late temple.



Paid Media



A10 FRIDAY SEPTEMBER 28, 2014 INTPAPER

TopStories

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Phone too big? Here's a 'thumbs up' fix

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US, Arab allies strike ISIS oil refineries

existence is ensuled Syria.

**Transaction of the Control of the authorised State Syriah revenues and transaction of the Control of the Contr

These small-scale retineries provided to run ISIL operations, money to finance their continued attachs throughout Iraq and Syria, and an economic asset to support their future operations," the command said in the

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Connect with public





Create Content – tap on www.rotary.org





Contact the media

- Get published contacts
- Think like a journalist
 - Story Angles
 - Exclusives
 - Pictures
 - Who cares?
 - So What?





Convince members to promote Rotary





THANK YOU

