Building Strong Clubs with the Strengthening Rotary Initiative

PP Sylvia Lee, Rotary Club of Suntec City

Rotary
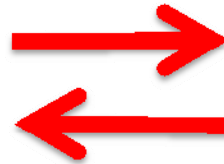District 3310

Big or small weevil?

The 2 Necessary Evils

1. Build Strong Clubs
2. Tell Our Rotary Story

Introduction

STRONG ROTARY IMAGE ⇄ STRONG CLUBS
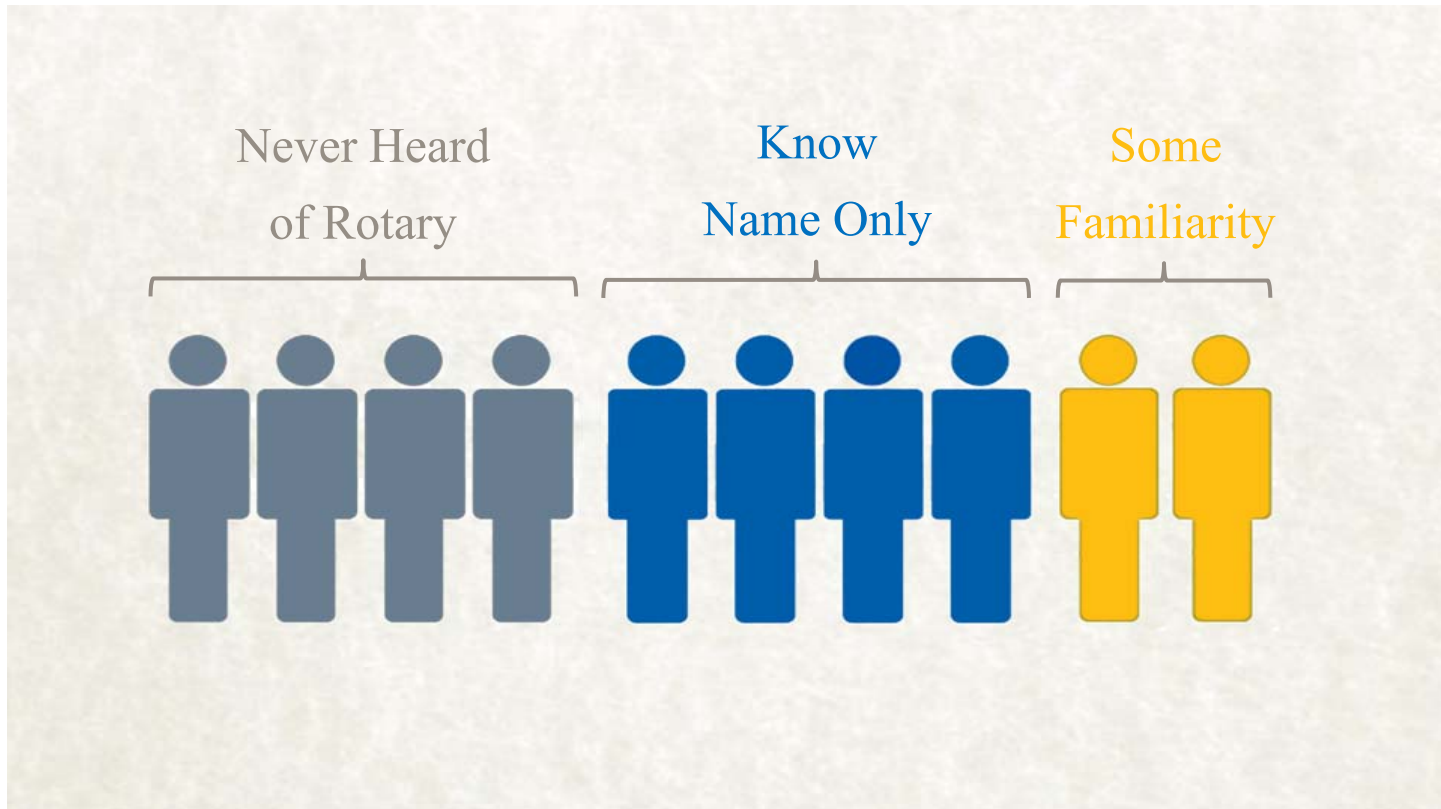
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Introduction

A RECAP:
STRENGTHENING ROTARY INITIATIVE

STRENGTHENING ROTARY'S IMAGE
WHY

- 2 years of unprecedented research
- Study of the effectiveness of how we communicate with each other
- A look at perceptions about the organisation from the community at large

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NOT

EARNING FULL CREDIT FOR

OUR GOOD WORK

Harder to reach our full potential and to attract new members

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STRENGTHENING ROTARY'S IMAGE WHAT HAS BEEN DONE

Defined our essence

JOIN LEADERS   EXCHANGE IDEAS   TAKE ACTION

Brought our values to life

FELLOWSHIP & GLOBAL UNDERSTANDING; ETHICS & INTERGRITY; DIVERSITY; SERVICE & LEADERSHIP

Established our voice

SMART; COMPASSIONATE; PERSEVERING; INSPIRING

Refreshed our visual identity

Engergise our look & feel while celebrating our heritage

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WHY IS IT IMPORTANT

1. Common Ground
Each club and Rotarian's story is different but our common message is amplified and becomes easier to engage people in Rotary

2. Unified Look & Voice
Makes it easier for people to understand the good work of Rotarians

3. Our shared future
Collective impact makes for great membership opportunities

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IMPACT ON CLUBS

Good product + strong image = strong brand

Strong brand:-
- Drives Membership
- Drives Giving
- Attracts Partners
- Enhances Rotary Experience

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WHAT WE NEED TO DO

1. Tell our Rotary story

that presents a cohesive, consistent, and contemporary Rotary story

2. Protect, promote and deliver in all our interactions

to help strengthen Rotary's image and our ability to engage the public and our members

3. Become a Rotary brand ambassador

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CONCLUSION

"   THE GREATEST OF ALL ACHIEVEMENTS...ARE THE RESULT OF THE COMBINED EFFORT OF HEART AND HEAD AND HAND WORKING IN PERFECT COORDINATION."
PAUL P. HARRIS, FOUNDER

THANK YOU