



Public Image

Engage, Retain and Attract Members



**SERVE TO
CHANGE LIVES**

**PUBLIC IMAGE IS THE
EFFORTS YOU MAKE TO
ENGAGE, RETAIN OR
ATTRACT MEMBERS**

INTERNAL

Engage & Retain

Focus on Members:

- New member memes
- Share member posts on social media
- Share articles about members and their businesses, awards, milestones
- Health & Happiness emails
- Incentivize members to read the newsletter ie. Trivia question



EXTERNAL

Impact Attracts

PUBLIC IMAGE IS MORE THAN PROGRAMS

- Use pictures
- Thank you videos
- Press releases
- Awards
- Promote 4 opportunities of Rotary
- Programs are a tool not a strategy. Members recruit members.



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MEMBERSHIP GROWTH

PUBLIC IMAGE IS MARKETING. MEMBERSHIP IS SALES.

- Create rapport
 - Ask questions
 - What are members and prospects looking for?
 - Ask your members, “what is missing?”
- Use emotion
 - Being impactful feels good
 - Feel proud. Feel relevant.
- Visual sells; people don’t read ie. Twitter, IG, TikTok
 - “Show me”

OVER COMMUNICATE

- People absorb less in virtual meetings
- Don't assume your club knows what is going on
- Communicate with your club a minimum of twice a week
 - Announcement
 - Reminder
 - Recap (optional)
- Feed your PI chairs information
- Don't expect PI chair to do it all
- Divide and conquer
- Steal content



QUESTIONS



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Lisa Hazlett

Membership Growth Award 2019-2020

District 7690 Public Image Chair

District Membership Engagement

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