

# Rotary

## ZONE 33



**Limited funds available to help**

## **Strengthen clubs by using social media**

Rotary Coordinator Paula Matthews and Rotary Public Image Coordinator Sue Poss are utilizing funds from the Regional Membership Plan to offer a small reimbursement to clubs for their efforts to strengthen their clubs by enhancing their public image, specifically using social media. **CLUBS MUST APPLY AND BE APPROVED IN ADVANCE OF CONDUCTING THEIR CAMPAIGN.**

**GOAL:** To showcase innovative uses of social media (and public image) as part of a strategy to build and strengthen membership.

### **IDEAS TO GET YOU THINKING**

1. Buy ads on social media to generate leads for membership. Your plan would include specifics on how you would turn these leads into members. Host a cocktail reception? Send a letter? Would you focus on promoting a service project? The fellowship your members enjoy?
2. Promote an event or project on social media. Your plan must include a membership component. Let's say your club sponsors a fun day. How will you advertise this using social media? Will you have a banner at the event? Will it have your website, social media info? Will it have the QR code? What will the QR code lead them to? Will you video anything? Will you have live streaming? How will you use the information that is gathered to recruit members?

### **IMPORTANT DATES**

Applications must be received by Nov. 30, 2015.  
Recipients will be notified by Dec. 31.  
Campaigns must be completed by May 31, 2016.

### **FINAL REPORT**

Clubs selected will be reimbursed for their approved amount upon submission of their final reports and receipts. Funds will not be sent in advance of the campaign.

Your final report is due no later than **May 31, 2016**. It must include the following: Social media analytics showing unique visitors, clicks, and other relevant data. Photos and/or videos supporting your campaign. Any news coverage that you might have received. A thorough description of your results, including how many new members joined your club and what your retention plan is for them. If your campaign did not meet the results you had hoped for, explain why or what you now realize you could have done better. All receipts showing total expenditures for the project.

### **QUESTIONS?**

Rotary Coordinator: Paula Matthews, [pajmatt2@bellsouth.net](mailto:pajmatt2@bellsouth.net)  
Rotary Public Image Coordinator: Sue Poss, [pdgsueposs@gmail.com](mailto:pdgsueposs@gmail.com)



**Be a gift to the world**

**Rotary**  
**ZONE 33**



# APPLICATION to

## Strengthen clubs by using social media

The maximum amount a club can receive is \$500. A club must put at least as much as it is asking for into the campaign. Clubs that are approved will be reimbursed up to their approved amount upon completion of the project, and submittal of a final report with receipts.

Club Name: \_\_\_\_\_ District: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

How much are you asking for (max \$500): \_\_\_\_\_

How much will the club contribute? \_\_\_\_\_

Describe your campaign as fully as possible. Include the following and any other relevant information: What is your specific goal? How will your campaign impact membership? How will it impact your club's public image? Which social media platforms will you use and how? Attach a budget for the campaign.