

# Public Relations, Branding & Sponsorship that Works

Equip club leaders with repeatable strategies to increase visibility and impact.

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# | Opening & Framing

## **The Problem**

Great work, but no one knows about it.

We ask for members, support and sponsorships before showing our value.

## **The Goal**

A simple system to get noticed and get to **YES** faster.

**YES** from new members

**YES** from partners

**YES** from sponsors

# | The Secret to Being Noticed

Visibility is not an accident. It is a calculation:

$$\text{Visibility} = \text{Consistency} \times \text{Clarity} \times \text{Frequency}$$

**Consistency builds trust.**

**Clarity builds understanding.**

**Frequency builds memory.**

# | The Visibility Gap: Why PR Fails



**Reactive  
Posting**



**Internal  
Focus**



**Fragmented  
Branding**

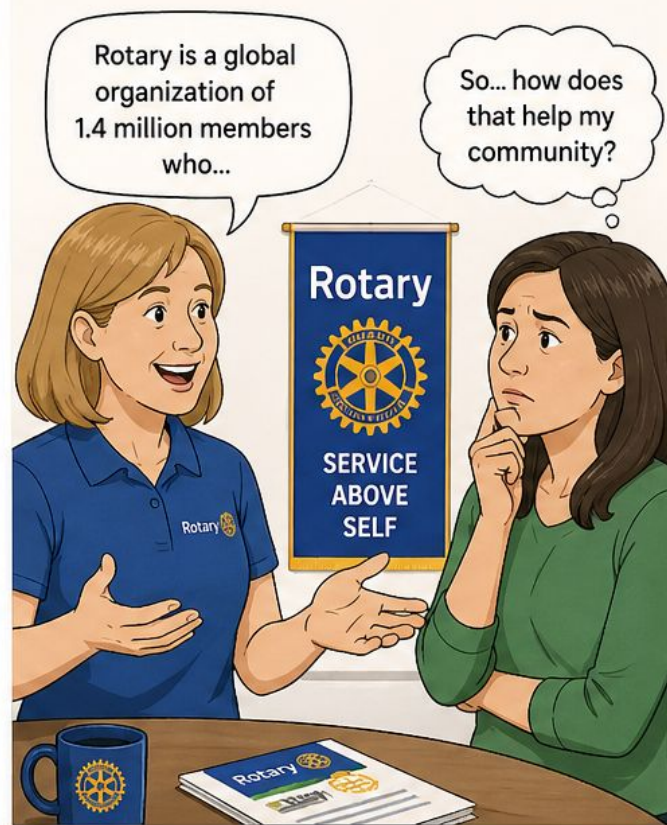
## MISTAKE #1 Posting after the event only



### What's wrong:

You missed the opportunity to build awareness, invite people, and create excitement before and during the event.

## MISTAKE #2 Talking about Rotary instead of impact



### What's wrong:

People connect with how you help others, not with facts about your organization.

## MISTAKE #3 Inconsistent branding across channels



### What's wrong:

Mixed messages and different looks make your club harder to recognize, trust, and remember.

# | The 3 Content Pillars

## 1. Impact Stories

Who was helped? What specific change occurred?

## 2. Human Stories

The faces of members, volunteers, and the people we serve.

## 3. Momentum

Build excitement before, during, and after every initiative.



<https://clubrunner.blob.core.windows.net/00000050394/Carousels/projects-carousel/foodbank.jpg>

# THE 3 CONTENT PILLARS for Rotary PR

Tell the right stories. Show real impact. Build trust.



## 1. IMPACT STORIES

Show who was helped  
and what changed.



Who was helped?  
What changed?



## 2. HUMAN STORIES

Highlight the people  
behind the impact.



Members, volunteers,  
beneficiaries.



## 3. MOMENTUM

Share the journey  
before, during, and after events.

BEFORE



DURING



AFTER



Before, during,  
and after events.



**STRONG STORIES INSPIRE ACTION.**

Use these pillars to connect, engage, and grow your Rotary impact.



# | Impact-Driven Messaging

## Weak (Generic)

## Strong (Impact-Driven)

"Rotary held a food drive."

"**200 families in Lakewood** now have meals this week thanks to local volunteers. Here's how you can help next month!"

"Rotary contributed \$3000 to clean water."

"**3 schools now have safe drinking water** for the first time. Your support turned \$3000 into a lifetime of health for 500 students."

# | Branding is an Expectation

Your brand is the promise you make, and keep about who you are and how you serve.

## KEY ELEMENTS OF STRONG BRANDING



### CONSISTENT TONE

Professional, welcoming,  
community-driven



### VISUAL CONSISTENCY

Colors, fonts, and  
image quality that  
reflect Rotary's values



### MESSAGE CONSISTENCY

Communicate your service,  
impact, and commitment  
to the community

## ROTARY-SPECIFIC INSIGHT

People don't join Rotary for meetings.

**They join for:**



### IMPACT

Make a real difference  
in your community  
and the world.



### CONNECTION

Build lasting friendships  
with people who share  
your values.



### PURPOSE

Be part of something  
bigger than yourself—  
with meaning and direction.

# | The Sponsor Value Stack



## Visibility

Placement in high-traffic newsletters, social media, and event signage.



## Association

Alignment with a globally trusted community service brand.



## Access

Direct connection to a network of influential local professionals.



## Storytelling

Becoming a central character in the community's impact story.

# Stop Asking, Start Offering

Sponsorships fail when they lack a measurable benefit or emotional connection. Shift the conversation from "We need money" to "We have an opportunity."

## The Sponsorship Pitch:

"We are helping **[who]** by doing **[what]**. Your business can be part of that story and be seen by **[audience]**."

SUPPORT  
LOCAL



# | The Rotary PR Rhythm

## Before Event



### **Announce + Invite**

Focus on purpose and community need.

## During Event



### **Capture Momentum**

Photos, live videos, and real-time updates.

## After Event



### **Impact Recap**

Thank sponsors and show the result.

# | The Simple System Toolkit

## Monthly PR Checklist

- 4–6 Strategic social posts
- 1 Deep-dive impact story
- 1 Partner/Sponsor highlight
- Update website/event page

## Recommended Tools

- 📱 **Smartphone:** Best camera you have.
- 🎨 **Canva:** Use Rotary Brand Center templates!

# Final Challenge

In the next 7 days...

Post **one real impact story** using the Problem-Action-Result framework and **tag one potential partner.**