

# Club Communication



I can serve by leading and promoting effective communications to my club's internal audience.

## Session Goals

Understand the elements of effective communication

Apply effective communications to Rotary leadership

## Materials

- ◆  Insert CC-1: Speaker Introduction Guidelines
- ◆  Insert CC-2: 10 Tips for Public Speaking
- ◆  Insert CC-3: Internal Communications (case study) Organization
- The 10 Commandments of Communication  
*rlifiles.com/files/resource/10\_Commandments\_of\_Communication.pdf*

Key: ◆ attached insert    ● online     article

All session materials are also available at [www.rlifiles.com](http://www.rlifiles.com)

## Session Topics

- 1) What opportunities exist for a leader or any member of a Rotary club to communicate with others, most or all of the other club members?

*Committee Chairs and members, Executive Committee, Board Members or prospective members and community.*

- 2) What problems exist for effective communication to your club?

*Members without email, those people with disabilities such as hearing, vision, literacy.*

*"Rotary's greatest strength will always be the individual Rotarian. No other organization has such powerful human resources."*

Past RI President Glen W. Kinross  
— *President's Message*  
THE ROTARIAN, July 1997

3) Discuss the following tools for internal and external communication?

***Flip chart ideas:***

- ***Newspaper***
- ***Internet – Email, Web Sites, Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.***
- ***Television***
- ***Radio***
- ***Billboards***
- ***Club Brochure***
- ***Fundraiser***
- ***Feature Article***

4) Case Study CC-3

- ***Divide into 2 groups: Internal (members) and External (public) audiences.***
- ***Have each group note on a flip chart specific Public Relations ideas and methods of communication for their audience.***
- ***Groups should include types of media to be employed and the essence of each message.***

5) Is there something about your club that the community recognizes? Is it different from the brand of Rotary International? Discuss new logo and the value of including it on all communications.

6) In many communities very few people even know a Rotary Club exists. How can our clubs do better at public relations?

***Examples:***

- ***Visible, sustainable, hallmark projects;***
- ***promoting club activities and programs in the press;***
- ***signage;***
- ***web presence;***
- ***social networking;***
- ***Rotarians individually keeping Rotary in the forefront of their personal and business life.***
- ***Talk to friends about what you are doing in Rotary***
- ***Talk about how rotary is helping the community***

7) Does your club have a PR chairman? What is their role?

***Brand Central - Facilitator should be familiar. Log in at <https://my.rotary.org> and visit Brand Central***

8) How can club members be part of the PR strategy?

***From The Club Public Relations Committee Manual, 226C-EN***

- ***The role of the club public relations committee is to inform the public about Rotary and promote the club's service projects and activities.***
- ***Having strong public relations ensures that communities around the world know that Rotary is a credible organization that meets real needs.***
- ***When a Rotary club has a positive public image, current members are motivated to be active and prospective members are eager to join.***
- ***The responsibilities of the club public relations committee [are]***
- ***Develop committee goals to achieve the club's public relations goals for the coming year.***
- ***Promote Rotary and your Rotary club in your community.***
- ***Work with Rotarians in your club to maximize public relations efforts.***
- ***Understand the components of public relations that will help you promote Rotary to the community.***
- ***Know Rotary's key messages and be able to use them when speaking in public.***

## **Communication Practice: Oral**

There is no substitute for speaking before your fellow Rotarians. Several exercises are available in this session that can allow you this opportunity.

*Divide the class into groups of 2 (pairs). Have Rotarians interview each other for 5 minutes each. Then, have them each take 2 minutes and introduce each other. Faculty should try to pace the session so that everyone has a chance to give an introduction. Refer to CC-1 for guidelines.*

## **Communication Practice: Written**

Frequent written communication (including what is posted on social media, etc.) is also necessary in a Rotary club.

*Insert CC-3 can be used to provide practice in making a written communication plan.*

*Leader's note: Consider having part of the group do the oral exercise and the other part(s) of the group do the written exercise if you have too many participants to complete both in a timely manner. Or the group can decide which activity is more relevant to them.*

## **Wrap-up:**

Review the value of both types of communication, and finding people who are good at producing them, within the club.

## Insert CC-1:



### INTRODUCING A SPEAKER

#### Some Things to Think About

- **The Preparation**

- Visit with the speaker beforehand. If you can't, do some research (Google, etc.).
- Learn one or two personal bits of information about the speaker to use in the introduction.
- Think of something you can share from your own experience that connects you with the speaker and/or topic.
- Pick out a few relevant items to use from the printed bio but, above all, don't "read" the bio!

- **The Approach**

- 60 to 90 seconds is about right.
  - Practice and time yourself
- Avoid clichés: "This person needs no introduction," for instance.
- Develop eye contact with the audience; Look up frequently from your notes
- Be enthusiastic and upbeat

- **The Introduction**

- Introduce yourself unless someone has already done it for you
- Identify the speaker and the topic/title
- Explain why the speaker is qualified to speak on this topic (background; current or past positions, etc.)
- Tell why this subject is important to your audience
- Share some personal information about the speaker (and you)
- End the introduction on a high note with your voice and body language, i.e. "It is MY PLEASURE to present....etc."
- Welcome the speaker to the lectern, shake hands and "turn over the audience" to him or her.

Source: Zones 21b/27 Rotary Institute 2014

## Insert CC-2: 10 Tips for Public Speaking

**Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental.**

Here are some proven tips on how to control your butterflies & give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.") Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
8. **Don't apologize** for any nervousness or problem – the audience probably never noticed it.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
10. **Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

Free resource from [www.Toastmaster's.com](http://www.Toastmaster's.com)

## **Insert CC-3**

### **Internal Written Communication Case Study**

For many years, adult literacy has been a major issue in Kansas City, Missouri, USA. At one time, nearly one in five adults in Kansas City was functionally illiterate, making this group more vulnerable to poverty, unemployment, and homelessness.

Members of the Rotary Club of Kansas City knew something had to be done and surveyed the community to determine what it would take to address adult literacy issues. The study revealed that the costs, expertise, and time needed to start a new literacy program were well beyond the club's means.

Undeterred, the club began looking at community organizations already working to educate adult students, including the Laubach Literacy Council, which had about 50 adult students, an all-volunteer staff, and a donated classroom. Club members wanted to locate and refurbish new classrooms in a local church, expand the council's staff, and increase the number of students at the center.

To raise money for the center and its expansion, the club decided to organize a corporate spelling bee. Rotarians, local company employees, and community members will form 10 four-person teams, and local businesses will sponsor the teams and provide services for the event at discounted rates.

#### **Group 1:**

- 1) What do you need the club members to do?
- 2) How will you use the club **web site and/or Facebook page** to enlist members' help?
  - a. What info needs to be provided?
  - b. What is the sequence of info to be provided?
- 3) Who in the club is responsible to see this gets done?

#### **Group 2:**

- 1) What do you need club members to do?
- 2) What written communication avenues (other than the club web site and Facebook page) will be used to enlist members' help?
  - a. What will be provided at club meetings?
  - b. What social media can you use?
  - c. What info needs to be provided in each communication?
- 3) Who in the club is responsible to see this gets done?