

Club Communication



I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract.

Session Goals

- Review the importance of effective communication in a complex society.
- Prioritize the most effective communication opportunities within the club and the local community.
- Create more awareness of District Communication methods.

Resources

- Introducing a Speaker PDF
- 10 Tips for Public Speaking PDF
- Club Public Relations Committee Manual 226C
- Rotary Brand Central
- Rotary Learning Center

All session materials are also available at www.rlifiles.com

Preparation

Visit the Rotary website and review Brand Central.

Review the Club Public Relations Manual (226C).

Review how the District communicates with members for specific purposes.

NOTE: the last 2 pages are exercises IF you choose to use them!

Session Topics

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

Committee Chairs and members, Executive Committee, Board Members or prospective members and community. How much information is only shared orally?

- 2) Exercise! Introducing a Speaker

Review the Introducing a Speaker handout. Watch time carefully!

Have all attendees pair up with someone they don't know. Give them 2 minutes to interview their partner and make notes. Give them 2 more minutes for the second partner to interview the first and make notes. Give everyone 1 minute to introduce their partner. Ensure everyone gets a turn!

- 3) Is your community aware of your club? How can we be better at public relations? Is there something about your club that the community recognizes? Is it different from the brand of Rotary International?

Examples:

- *Visible, sustainable, hallmark projects;*
- *Correct Rotary logo on everything we do*
- *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*

4) What problems exist for effective communication? How can we address these issues? Does the age of the target make a difference?

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

Communicate in more than one medium.

Introduce the idea of feedback to confirm the message:

Sender > message > receiver > feedback

5) Does your club have a PR chair? A team? What is their role? How is it working?

6) How does your District communicate with your club?

7) How have communications changed in the past 10 years? 20 years? During COVID? How has your club communication changed during this time?

8) Exercise!

- *Break the attendees into two groups. With a large group, break into four groups*
- *Ask half the teams to identify communication tools for use within the club*
- *Ask the other half to identify communication tools for external use.*
- *After 5 minutes, have the groups exchange lists (so external teams get club lists, etc)*
- *Ask the teams to prioritize the tools for effectiveness*
- *Bring the groups back together and report the top 3 to 5 tools and how they could be used.*

9) 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.*

10) What resources are available to you and your club?

Toastmasters, Rotary Brand Central, Rotary Learning Center, fellow members, District Chairs, Zone Chairs

Summary:

- *Communication is only effective if the intended recipient engages.*
- *Communication is the most difficult challenge we are likely to face as a club leader.*



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." Lead the applause!
- Welcome the speaker to the lectern, shake hands and "turn over the audience" to him or her.

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.