

What do you know about Red Nose Day? On or about 21 August this year New Zealand will be celebrating Red Nose Day, a fund raiser held in the name of Cure Kids. Cure Kids wants to take the already rock solid 40 year bond with Rotary and strengthen it still further and this Red Nose Day is the perfect opportunity to do it. How? Since 1975, Rotarians have had an excellent street presence organizing and running this fundraising campaign. This year Cure Kids have a new and improved set of RND merchandise for use in street appeals. Get your kit now and get out there selling Red Noses. Call Mark Laurence (027 521 3870) at Cure Kids for your Kits and be ready for Red Nose Day this year.



8 AUGUST 2015

Public Image Newsletter



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Our District Website

www.rotary9930.org

The new District Website is up and running. It isn't complete but it's getting closer every day. Thank you to those of you who prompted your Presidents to do their Club Profile. A lot more clubs now have profiles and some of them – just about all of them are awesome! I hope you've all had a look through what some of the other clubs have done because there are some that are really great. Isn't this a pleasure to look at after the basic facility we were offering on the old website? The best thing is that it's so easy. Just write your profile and add a few photos and our District Directory Editor (David Campbell) will format it for you. **He won't be there to do this for you forever so the sooner you get yours done the better.**

We do however still need your help!

The next time you get a few minutes at a club meeting, could you ask your members to login to the new website at www.rotary9930.org and have a look at their own personal profile with a view to making the alterations necessary so that everything is correct. To login, your members will need to go to the top right hand corner of the front page and input their email address. Provided the email address is already recorded in the

database, they will be asked to provide a password then in future, whenever they want to visit the members only area they merely add their new password and all will be revealed. There are some areas of the profile that your members can't access. If there is a problem with any of these areas, the alteration will need to be done by your secretary so please assist when this happens. The best bit is still to come. Once this site has been updated, the Rotary International site will be updated automatically. Gone are the days of updating one website after another.

You might want to go further and use the Clubrunner platform for your Club website. At that level, all of the three databases become linked together so when you input a new member into your club database, all three websites and associated databases are updated together. The Clubrunner for clubs is a very professional looking website and information including the all important price is available from www.clubrunner.ca. Clubrunner pricing is very reasonable. If you have a website already, Clubrunner can offer a back-end version at an even better price to provide you with the administration functions. There are free trials available so there's nothing to lose. If you want to see a current working model have a look at Ahuriri Sunrise at <http://portal.clubrunner.ca/9530> or at <http://www.aucklandrotary.org.nz/>. There is one other club in our district about to go live on the Clubrunner platform too.

What you need to know about District Public Image.

Our role is to make the public aware of Rotary and show us in the best possible light.

To ensure we don't malign the brand in any way, there are a pile of rules around the use of the brand and it's important that we are aware of where they are and how to find them. This will mean entering the world of "My Rotary" at www.rotary.org/ and if you haven't already registered, you will need to do so (all very easy). Once you've done this, you'll be in the area called "My Rotary" where all the essential tools are available. From the drop-down menu select Manage and then Brand Center where you will be redirected to a separate site. You will need to use your new password to allow you to enter this site. One of the most important areas in here is a PDF called "Voice and Visual Identity Guidelines" under the heading "Guidelines". It would pay you to download this file so that you have it available when others in your club seek information. Quite a large document but it includes all the silly things like how far away any ancillary information (like your name) needs to be from the word "Rotary" when using the Masterbrand Signature. Also in this area is a Club template you can use to get those distances right first time.

It doesn't do everything but it does a fair bit. Then there's all the new colours and yes, the old yellow colour and the blue have both changed. On page 24 you'll find the colour palette along with all the Pantone colours for CMYK and RGB use. This palette is large and the use of these colours is explained. Perhaps the easiest way to think about these is to look at the "Gift to the World" RI President's theme.

All of the Rotary Leadership colours and all of the Secondary colours are used in this theme so be bold when you're redesigning.



Be a gift to the world

There's also a series of pastels and neutrals which are part of the palette.

Any questions? Just get in touch with one of the four of us who form the base of the Public Image Committee:

Jock McIntyre: Tauranga Te Papa Rotary

jockmcintyre@vodafone.co.nz

District Chair of this committee. District representative on the Rotary Zone 7b Communications committee. District representative for Information, Communication and Technology committee. My job is to keep up with what we need to do within clubs and see to the interests of the others on the committee.

David Hulme: Matamata Rotary

david@theboltholder.co.nz

David is available to help with designing news releases that newspapers want to print and all forms of visual media. David also looks after the repository of resources we have available for you to use. A lot of these resources are displayed on our website under Public Image resources however they are being added to all the time. We expect to have Teardrop banners available before the next newsletter.

Kay Clarke: Rotorua Sunrise Rotary

kay@stayandplaynz.com

Kay is available for help with all forms of visual media including getting your story ready for RDU magazine. Kay is about to leave us as she ventures off to join VSA in Vanuatu. We wish you well in your endeavours Kay.

And with Kay leaving us soon, we welcome:-

Sue Gunn: Rotorua Sunrise Rotary

suegun25@gmail.com

Sue is taking Kay's place effective immediately and while we haven't had our initial briefing, I'm sure that Sue will be able to answer any curly questions you may want to ask.

DISTRICT COMMITTEE:

As well as Kay, Sue, David and myself, the Public Image committee includes quite a number of busy people doing important jobs.

David Campbell: Maketu Rotary. Website transition manager and District Directory Editor.

editor@9930directory.org

Max Patmoy: Ahuriri Rotary. Website Content Editor

max@hawkesbay.co.nz

Ralph Slooten: Napier Rotary. District Webmaster

ralph@rotarynapier.org

Gavin Petrie: Fairfield Rotary. District Database and Web Communications

gavinwp@ihug.co.nz

Peter Ball: Ahuriri Rotary. District Newsletter

jaxon.ball@gmail.com

Public Image Workshops

If there is an interest I would be quite happy to run workshops in the centres around the district. If you have an interest in this, please ask your President to talk it over with your Assistant Governor. If there are a few of you I'm quite happy (provided you give me a bit of notice) to come to your area and go through some of the things which can seem a little daunting if you haven't had any experience in promoting Public Image. However, even if you have, I can also present to you about the new branding; the expected outcome and the reasons for it. Just let me know.

jockmcintyre@vodafone.co.nz



A Sad Looking Rotary Wheel

Just a short distance away from where I live is a very pleasant park, Rotary Park. I seem to remember it was developed by a Rotary Club no longer in existence but whoever did it, what sort of Public Image does this old wheel portray? Wouldn't it be a great project to just give it a coat of paint? How many old Rotary Wheels look like this in your town? Cleaning it up would give us the opportunity to use the new pantone colours provided to us by Rotary International and let the residents in the area see that we're still proud of our park. Since the park was handed over the City to look after, we'll probably need City Council permission to do this but that's not hard. Is it worth it? Yes it is!