



CHAIRMAN: Duncan Forbes

VICE CHAIRMAN: Rob Hart

COMMITTEE: IT and Communications

COUNCIL MEETING DATE: 9<sup>th</sup> January

KEY PROJECTS:

- Promotional help to the Dementia UK Project
- Promotion and support for the Santa Sleigh Collection
- The Family Fun Day event promotion
- Support to the Membership Committee
- Ongoing maintenance and updating of the website
- Creating posts on Facebook

UPDATES SINCE LAST REPORT:

- To support Tony and membership we had produced labels which allowed us to rebrand as our own RIBI leaflets used to attract new members. Plus we created some new signage as below. This was used on Dicks stand for the eradication of polio at the Castle theatre and indeed as a result I understand at least one member of the public showed some interest in joining the club. We should use every event which is interacting with the public as a recruiting opportunity this material will help support this.



 @HattonRotary  
 info@hattonrotary.co.uk  
Registered charity no 1119479

 Rotary  
Club of Wellingborough Hatton  
For Friends and Charity

- It is now our intention to use this theme to create new material for the website and Facebook to encourage more to join the club.
- The Facebook promotion of the Santa Sleigh collection went well with an average reach from each daily post of over 5000 people we also now have 533 likes.
- We are developing the idea to obtain sponsorship from local companies by asking them to advertise the club by displaying a plaque on their premises.
- We are formulating plans to enter a float in next year's Carnival.
- We are working with Tony/Membership in support of his initiative with the Waendal Walk.



RESOURCES / SUPPORT REQUIRED:

- We have built up real momentum over recent months with Facebook which is proving to be a powerful tool in engaging with the public. I would like us to keep this up with strong messages about our activities with local charities. We always receive a strong response when we are seen to be helping local charities through the work we do and donations we make. I would like us to consider how we could create more of a drip feed of this type message.
- I think we could possibly make more of the work we are doing for the President's charity Dementia UK.
- It would helpful if Committees would engage with us to assist with promotion of our activities in advance of them taking place.
- The website has been in operation for 2 years and I would like the Council to re-consider the function its purpose. We will be refreshing it to create a more inviting message for potential members and it's an opportunity to look at other changes and re-establish with the members how it should be used.