



CHAIRMAN: Duncan Forbes

COMMITTEE: IT and Communications

COUNCIL MEETING DATE: 4th December 2018

MEMBERS: Nigel Cheetham, Paul James, Tony Frankland

KEY PROJECTS:

- Refresh the website.
- In conjunction with Tony Frankland to promote ne membership.
- Develop new communication routes with Friends of Hatton.
- Create a higher profile on Facebook.
- Design and develop new signage to promote the club is ongoing.
- Promote all the events listed below plus new projects using a range of communication tools.

<u>ROTARY EVENT PROMOTION TIMETABLE</u>		
<u>Event</u>	<u>From Dates</u>	<u>To Dates</u>
1 British Legion Collection	27/10/2018	11/11/2018
3 Christmas Lights Switch On	23/11/2018	23/11/2018
2 Santa Sleigh	10/12/2018	14/12/2018
3 Waendel Walk	May	
4 Family Fun Day	18/05/2019	02/06/2019
5 The Rust Bucket Rally	07/06/2019	10/06/2019

UPDATES SINCE LAST REPORT:

- My committee are currently designing a new home page for the website so that it is more inviting to potential new members.
- A new style of image was designed for the British Legion Collection which I hoped increased the Profile during the collection.
- The Wellingborough Lights Switch On went well and increased once again the profile of the club in the town.
- We had 2 very strong responses on Facebook see a couple of the posts below.
- I will be approaching Kelly to design new material for the up and coming Santa Sleigh Collection.
- We normally have a good reaction on Facebook to this fund raiser.
- Tony and I met with a member of the Daylight Centre to discuss how we may be able to work together which went well.



- The total number following us on Facebook has now reached **572**



SUPPORT REQUIRED:

- Whilst the club approved the purchase of 2 new pull ups at the last business meeting the 2 old pull ups appeared for the British legion collection. I have therefore held back from progressing this proposal to give the club the chance to reconsider.
I would still nonetheless like approval to go ahead with purchasing these as we need a fresh and updated inviting design which will entice new membership.
- Please advise in good time any events you plan to run.
- It is critical we have engagement with the public to promote the club and its activities. To do this I need help in supporting me with information on all we do and ask that every time we are doing something notable, as well as photographs the club chairmen provide me with a short set of words for use on the website/Facebook page.
- **Please remember a lot of what our committee does cannot be achieved without the support of Fiona Forbes and Kelly Dunkley**