



Club Assembly June 2023-2024

IT and Communications Report

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Objectives

Continue to raise public awareness of the club's activities.

Communications always aimed at attracting new members.

Bring meaning to the Rotary brand.

Plans For the Year

IT

Continue to maintain and update the website and to create a donation facility this would also require us to have PayPal account.

The growth of contactless payments will continue the current use of Zettle card readers work however they are hampered by the need to be linked to a phone. There are alternatives which I will explore further during the year.

Communications

The new club's name is a real positive step its clean, clear and distinguishes us from the mother club. However, the Rotary brand in my experience means very little to the public. To bring more meaning I think we need to develop ideas such as linking our name to a cause or perhaps a theme for the year.

Now the logo has changed we will be placing signage in various locations in the town such as our meeting places and organisations where we have a link such as Isebrook Hospital.

The current method of promotion at events is to use a system of posters this is dependent on the support of my old company printing them for me. This is not a long-term solution so during the year I will have to find a printer to support us however this will mean additional cost to the club.

The use of posters is time consuming they have to be printed trimmed then mounted and erected. To help reduce the number I want redesigned pull ups aimed at conveying a wider message about the club plus purchase some large club branded weatherproof signs for general use or additional pull ups



Currently I have been using various ad hoc methods of supporting the signage which have worked to a lesser or greater degree we need a professional stand to support this signage I will investigate this further through the year.

In addition, I will be investigating what materials I can draw from Rotary central that can help support our plans.

Finally, I intend to take more advantage of local radio and papers to widen our reach.

Facebook continues serve us well with over 1,700 followers and for instance in the last 4 weeks we reached 16,698 people and had 3,660 post engagements which is the most important statistic.

Budget

| | |
|-----------------|-----|
| 3 Pull ups | 100 |
| 2 Feather flags | 475 |
| Total | 575 |

Conclusion

These plans will help to continue to raise our profile and consequently help recruit new members.