

**CLUB COMMUNICATION PLAN**

Developing a Communication Plan

1. Set measurable goals
2. Focus on one campaign (or just a couple)
and do it well
3. Assign the right team
4. Establish a realistic budget
5. Open your doors

What to Consider When Promoting Events

1. Goal of Project
2. Target Audience
3. Key Messages to Target Audience (before, during and after the event)
4. Role of Rotarians & Community in Project
5. Type of Outreach Used
6. Marketing Approach

Additional Questions to Consider

1. What challenges might you discover in promoting this event?
2. How might challenges be overcome?
3. What type of traditional media will be used?
4. How will social media be used?
5. Will the event attract prospective members?
6. What benefits will promoting this event bring?