

# Rotary International District 7510

Robert Zeglarski, District Governor 2017-2018



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Subject: Request for Social Media Campaign Proposals

As you know, we have been working to increase membership in our District. In this regard, we see the use of digital tools, especially Facebook, as a means to maximize Rotary's reach. In the words of RI President-elect Barry Rassin, "With Rotary more in the public eye, we will attract more individuals who want to be part of and support a membership organization that accomplishes so much good around the world."

Realizing that many clubs do not have someone who can plan and implement an effective social media marketing campaign, we are hiring a professional marketing agency to conduct a Facebook pilot project. Our goal is increase awareness of Rotary and to grow club membership. At the end of the pilot, our marketing professional will produce a case study of the pilot program and a "social media marketing road map" for all clubs.

The pilot will take place from February through April, 2018, with preparations beginning in January. District 7510 will pay for the marketing agency and half of the advertising cost. Since the required advertising will cost is \$450 (\$150/month for three months), the **total out-of-pocket for each participating club is \$225**. (Your club pays \$450 for the advertising during the program, and the district will reimburse your club \$225 at its conclusion.)

## **Three clubs will be selected for the pilot**

To be selected, you need to pick a **club coordinator** who is familiar with Facebook to work with the marketing agency. The coordinator must be willing to put in enough time to work effectively with the agency to implement the marketing strategy. The time commitment, not a major one, consists mostly of some online meetings with the agency representative to develop the advertising plan, weekly Facebook posts developed by our professional, and boosting those posts.

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## To be considered for the pilot

If you would like your club to be considered for this pilot, **submit a proposal** explaining why your club is a good candidate. Include the name and contact information of the person who would be the pilot coordinator for your club. Be sure to mention any events you have planned during this period that might be highlighted during this campaign.

Criteria for selection will include the perceived potential for increasing membership and the level of perceived commitment of your club coordinator. Having multiple people on your marketing and public image committees who are willing to go an extra mile in supporting this effort will also be an advantage.

**Email your application on or before January 15, 2018 to [robertzeqlarski@aol.com](mailto:robertzeqlarski@aol.com).**

If you have any questions, please contact Membership and Public Image Director Bill Graham (cell: 908-377-5490 or [wmgraham1@hotmail.com](mailto:wmgraham1@hotmail.com)) or me ([robertzeqlarski@aol.com](mailto:robertzeqlarski@aol.com) or cell: 908.868.2798).

*Rotary: Making a Difference*

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