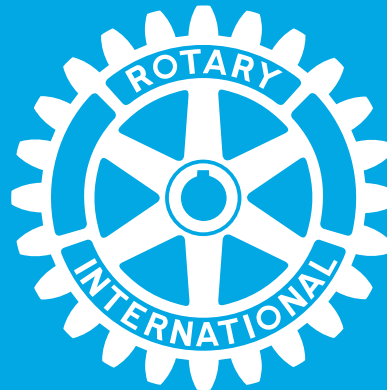


Rotary

District 5060

Getting Started



PRESENTER:
Nicole Donegan
Account Manager



FIELD GROUP
marketing & advertising

Step 1- Visit Rotary5060.org and click on the **MEMBER RESOURCES** tab.

Step 2- Filter to just show the brand toolbox.

Rotary District 5060

MEMBER SITE FIND A CLUB JOIN ROTARY

ABOUT ROTARY ABOUT DISTRICT 5060 MEMBERSHIP FOR YOUTH CONTACT MEMBER RESOURCES ← Step 1

WELCOME TO THE RESOURCE LIBRARY

Some of these materials are located in the ClubRunner membership portal. Please [LOGIN TO CLUBRUNNER](#) before clicking these links to go directly to the materials.

Use the search bar and category filter button below to help you more easily find resources.

Search SEARCH

FILTER BY RESOURCE CATEGORY ← Step 2

- All Resources
- Brand Toolbox**
- District Administrative Resources
- District Archive
- Event Resources

and Toolbox

5060

these graphics.

iContact Newsletter Guide (5060 Membership)
Instructions for how to create email

Photo Options (5060 Membership)
Photos without graphics

Below are the tools available in the brand toolbox.

Resources related to: Brand Toolbox



Graphic Elements (5060 Membership)

Create new designs using these graphics. Includes angled speech bubbles, boxes, lines, and Rotary Logos in a variety of colors (Dropbox folder).



Photos with Graphics (5060 Membership)

Brand photos with graphics on top.



Rotary International Ads



Rotary International Images & Videos



Rotary Signage Guidelines



Videos (5060 Membership)

30-second video/TV spot. Also includes intro and outro for creating your own unique videos.



iContact Newsletter Guide (5060 Membership)

Instructions for how to create email newsletter using iContact.



Recruitment Campaign Style Sheet (5060 Membership)

How to use brand elements for recruiting new members to join Rotary.



Rotary International Brand Center



Rotary International Logos



Sample Facebook Ads (5060 Membership)



Web Banners (5060 Membership)

For use with online advertising (such as Google Display Ads).



Photo Options (5060 Membership)

Photos without graphic overlays.



Rotary Image Guidelines



Rotary International Brand Materials



Rotary International Simplified Brand Guidelines



Social Media Graphics (5060 Membership)

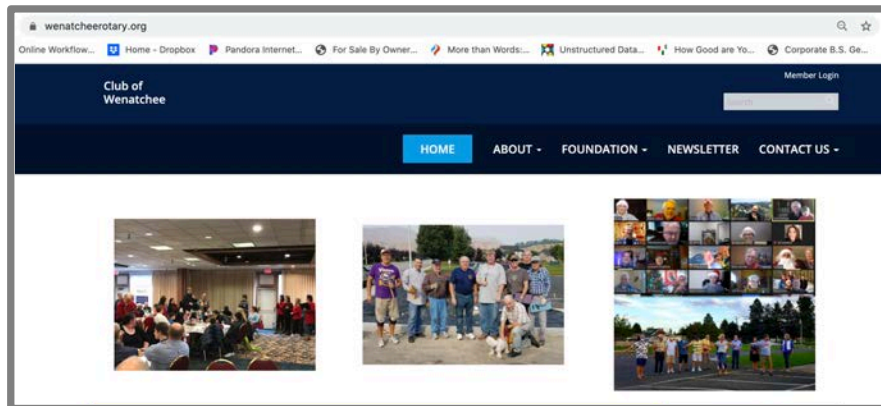
Profile photos, header banners, graphics for posts, and more.

Suggestion 1 – Add a pre-designed web banner to your home page

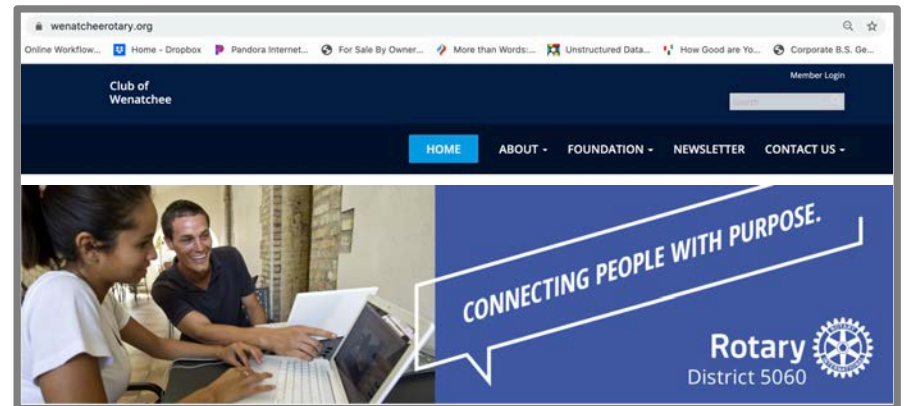


**Web Banners (5060
Membership)**

Before



After



Suggestion 2 – Update your social media profile images



Social Media Graphics (5060 Membership)

Profile photos, header banners, graphics for posts, and more.

Before



After



Suggestion 3 – Post images or place ads from the samples

Post under your club name



Use copy provided in sample



Select a photo with graphics



Send to your website



Sample Facebook Ads (5060 Membership)



Photos with Graphics (5060 Membership)

Brand photos with graphics on top.

Suggestion 4 – Develop an editorial calendar

- Identify four categories of posts to make topics easier to find. Keep content focused on your club.
 - If possible, write at least three months worth of posts for each category and supplement when you have something timely to post.
- Use the Facebook scheduling tool or free tools like Hootsuite to post all at once.

- Week 1 – Rotary general post
- Week 2 – Highlight a past community project
- Week 3 – Ask a question of your members so others can learn from their responses
- Week 4 – Introduce a member

NETWORK	DATE	TIME	COPY	CONTENT	HASHTAGS	Scheduled
Facebook and Instagram	6/2/2021	9:00 AM	Rotary is about more than networking—it's about making meaningful connections and reaching your full potential. Each club is made up of members who share similar purpose and work toward solving problems and serving communities. Rotary will open a world of opportunities and introduce you to those who are also seeking greater purpose. Learn more about making connections by joining Rotary today!	June 2 2021.jpg in Google Drive folder "Images"	#peoplewithpurpose	<input type="checkbox"/>
			Reminder: Follow, like, shoutout, etc.			<input type="checkbox"/>
	6/9/2021	9:00 AM	Last year, when the Spirit Square Community Garden in Merritt had a slow start thanks to COVID-19, members of the Rotary Club of Merritt stepped in to clean and repot planters for a fresh start. Transforming communities starts with just a few people connecting with their purpose. Join Rotary to realize your purpose!	June 9 2021.jpeg in Google Drive folder "Images"	#peoplewithpurpose #growatrotary	<input type="checkbox"/>
			Reminder: Follow, like, shoutout, etc.			<input type="checkbox"/>
	6/16/2021	9:00 AM	Rotary connects people with passion, but it also connects people with...people. How has Rotary helped you connect with others in your community?	June 16 2021.jpg in Google Drive folder "Images"	#peoplewithpurpose #growatrotary	<input type="checkbox"/>
			Reminder: Follow, like, shoutout, etc.			<input type="checkbox"/>
	6/23/2021	9:00 AM	There are so many inspiring stories of community support throughout Rotary District 5060. For example, last fall, members of the Rotary Club of Kelowna help place 240 crosses in memory of fallen heroes. By joining Rotary, you too can be part of community-minded projects like this. Learn more!	June 23 2021.jpeg in Google Drive folder "Images"	#peoplewithpurpose #transformingcommunities	<input type="checkbox"/>
			Reminder: Follow, like, shoutout, etc.			<input type="checkbox"/>
	6/30/2021	9:00 AM	Meet Art Clark, CPA, a charter member of Kalamalka Rotary in Vernon, BC. "I was invited to join Rotary in 1981 as a charter member of a new club, Kalamalka Rotary. I had no idea at the time that this would provide me with such terrific fellowship and close friendships with a diverse group of ambitious, community-oriented, and wonderful individuals that would continue for decades." Rotary connects people with purpose. See what kind of interesting people you can meet through Rotary! Join today!	June 30 2021.jpeg in Google Drive folder "Images"		<input type="checkbox"/>
			Reminder: Follow, like, shoutout, etc.			<input type="checkbox"/>

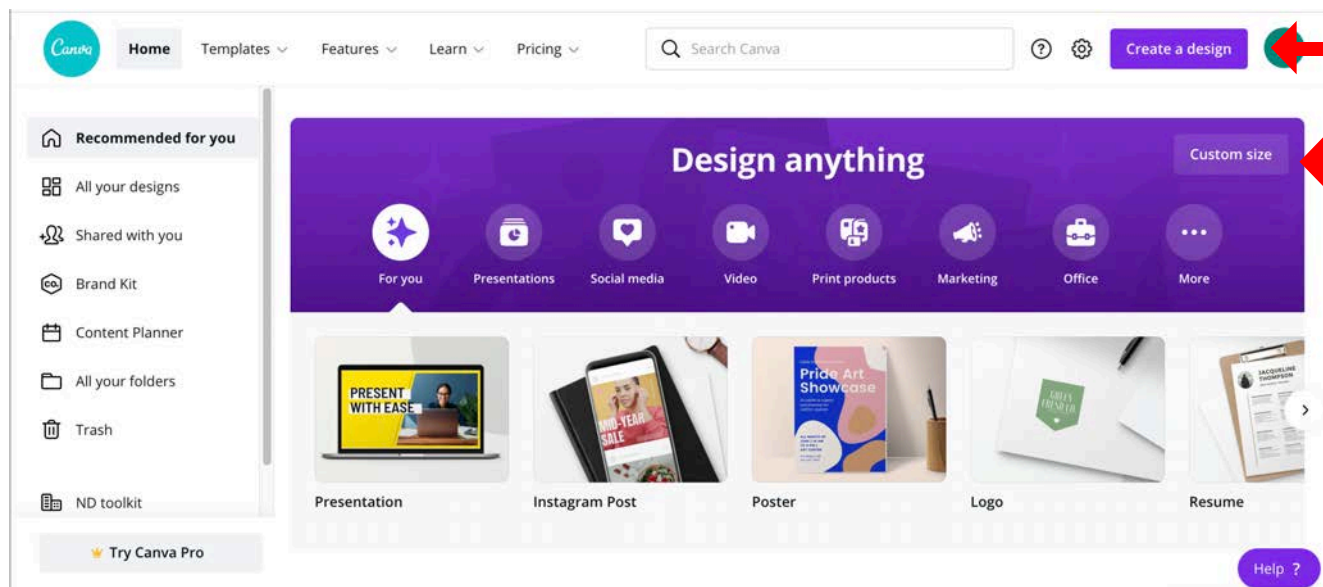
Suggestion 5 – Create your own ads and tools using Canva or other tools

- Canva is free and provides a number of videos and tutorials.
- Check out the Rotary5060.org Vimeo page for a quick tutorial on developing a Canva ad using these elements.
- Refer to the campaign style sheet for fonts, colors, and other tips for creating your own materials to match the campaign.



Recruitment Campaign Style Sheet (5060 Membership)

How to use brand elements for recruiting new members to join Rotary.

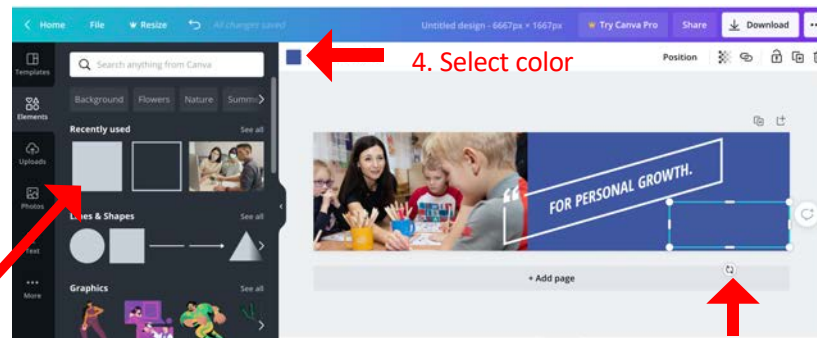
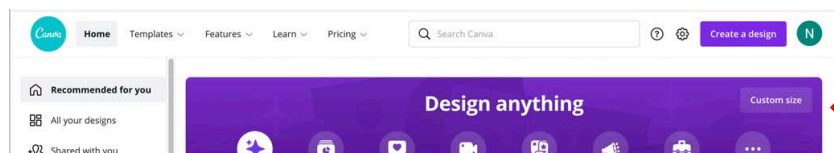


Create a design from a template

Create a design to fit a specific size

Work Around – Changing out a logo

- The designs provided cannot be edited directly, however in some cases you can cover the logo with a box the same color as the background and put a new logo over the top. The exact colors used in the design are available in the campaign style sheet. We recommend however, following the instructions for new designs and creating a new design for your organization using the graphics provided, but adding your own images and logos.



Standard graphic sizing in pixels

Facebook

Facebook cover photo:

Recommended size: 851 x 315 (keep all text content within the center **640** pixels, or it will get cut off on mobile)

Facebook profile picture:

Recommended size: 170 x 170
(will crop to a circle)

Facebook posts:

Landscape: 1200 x 630
Portrait: 630 x 1200
Square: 1200 x 1200

Facebook ads (ensure text is under 20% of image's size):

News Feed ads:

Landscape: 1200 x 630
Portrait: 630 x 1200
Square: 1200 x 1200
Carousel ads: 1080 x 1080

Website

Banner size: 6667 x 1667

Instagram

Instagram profile photo: 320 x 320

Instagram posts:

Landscape: 1080 x 566
Portrait: 1080 x 1350
Square: 1080 x 1080

YouTube

YouTube profile image: 800 x 800

YouTube channel banner: 2048 x 1152 (minimum area for text and logos without being cut off: 1235 x 338)

iContact

An iContact header image could be any size and it should fit it into the design, but 1200x600 is a good average size for a newsletter header.



Please direct questions to:

Sherry Chamberlain at
sherry@adobie.com

or

Nicole Donegan at
ndonegan@thefieldgroup.net



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