



A Case Study in Public Relations

Client Profile

Rotary International is a humanitarian service organization involving 1.2 million business and professional people in over 200 countries. Among their 32,000 clubs four have a home in Fort Collins: The original Rotary Club of Fort Collins, established in 1918, and the Foothills, Breakfast and After Work Clubs established between 1974 and 2003. Together, collaborating on citywide projects, they're the Quad Clubs.

Business Situation

Service Above Self is the Rotarian motto. In 2005 Rotary International celebrated 100 years in service to humanity. Its storied past includes the highly successful twenty-year PolioPlus project geared to wiping polio off the face of the earth. Local Rotarians proudly share in this triumph. Not a lot of people know that.

Likewise, community outreach benefiting local nonprofits such as The Children's Clinic, Crossroads Safehouse, Elderhaus, The Family Center/LaFamilia, the Food Bank of Larimer County, Foothills Gateway, Habitat for Humanity, Hospice of Larimer County, Meals on Wheels, Partners of Larimer County, Project Self-Sufficiency and Wingshadow, to name a few, goes on all the time. Again, not a lot of people know.

Raising and distributing \$2 million for service projects both here and abroad, in just the last 20 years alone, is not insignificant. Nonetheless, these contributions fly beneath the radar. What makes Fort

Collins *The Choice City?* The community needs to know; to feel the Rotarian pulse beating in its heart and soul.

The EDGE Solution

First—*External communications*. Recognize the once in a lifetime public relations opportunity a centennial celebration offers. Build around it. A twelve page media insert distributed through the community's largest news channels singles out nine tales of Rotary largesse. Placement in the *Fort Collins Coloradoan* and the *Northern Colorado Business Report* achieved the goal and got the word out. Bonus: A recruitment tool.

Second—*Internal communications*. Improve the *Roto-Reader* newsletter. In print and electronic formats, put local, regional and international club news at members' fingertips every week. Position it as the primary source for informing and educating, stimulating and inspiring both new and long-term Rotarians. Count on members' business email network to spread Rotarian awareness beyond the membership. Bonus: A venue for celebrating member accomplishments, fellowship and fun. ■

Client Satisfaction

The purpose of the anniversary media insert was primarily to educate the Fort Collins community on the variety and scope of humanitarian projects undertaken by local Rotarians. EDGE was extremely instrumental in its success as a public relations tool.

—Dick Griffith