



MARKETING PLAN
VISUAL GUIDE

BUILDING SUCCESSFUL PARTNERSHIPS WITH BUSINESSES

ROTARY DISTRICT 5500

ELLER BUSINESS CONSULTING



**CONTACT US AT:
ROTARYD5500.ORG**



THE UNIVERSITY OF ARIZONA
ELLER COLLEGE OF MANAGEMENT

Business Consulting



ROADMAP FOR IMPLEMENTATION

1

IDENTIFYING YOUR FOCUS

Link your effort or project to one of Rotary's 7 Areas of Focus to tailor your club's marketing plan more appropriately.

2

DEVELOPING A VALUE PROPOSITION

Develop a unique value proposition to differentiate Rotary clubs from other charitable organizations and articulate it clearly to potential partners.

3

IDENTIFYING POTENTIAL PARTNERS

Identify potential partners through personal and club networks, and local businesses that align with Rotary clubs's mission and values.

4

S.M.A.R.T. GOAL FRAMEWORK CRAFTING.

Craft S.M.A.R.T. goals and objectives to achieve Rotary clubs's mission by creating specific, attainable, relevant, and time-bound objectives and strategies.

5

OBTAINING LIKE-MINDED PARTNERSHIP

Collaborate with like-minded partners who share our commitment to service and make a meaningful impact on our communities.

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WHAT IS A FOCUS AREA AND HOW TO CHOOSE ONE

WHAT IS FOCUS AREA?

A focus area is a specific topic or issue that fits within one of Rotary's seven areas of focus.

BENEFITS

- 1. WIDER RECOGNITION
GREATER EFFECT
- 2. CLEAR DIRECTION
- 3. BETTER ENGAGEMENT
- 4. MEASURABLE IMPACT

RISKS

- 1. LACK OF EXPERTISE
- 2. INCREASED COMPETITION
- 3. LACK OF CLARITY
- 4. DIFFICULTY TARGETING
- 5. REDUCED PRODUCTIVITY

STEPS ON HOW TO CHOOSE A FOCUS AREA

This numbered process will help guide you on how to pick the appropriate focus area and adjust as needed.

- 1. Identify the core values of your club and use them to develop a mission statement.
- 2. Brainstorm potential focus areas that align with your club's mission statement.
- 3. Conduct research on each potential focus area to evaluate its feasibility and potential impact.
- 4. Prioritize your list of potential focus areas based on feasibility, impact, and alignment with your club's mission statement.
- 5. Select a single focus area to pursue and develop a specific action plan for addressing it.
- 6. Continuously assess and adjust your focus area and action plan as needed based on feedback and results.



Identifying Value Proposition

**IDENTIFY VALUE PROPOSITION FOR
YOUR CLUB**



DO YOU ALREADY HAVE ONE?



YES



**PERFECT!
LET'S MOVE TO
ANOTHER SECTION
OF GUIDE**



NO



**IT'S OKAY!
LET'S MAKE ONE**

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Building Value Proposition



**[BRAND] IS THE PRODUCT OF CHOICE FOR [TARGET]
THAT [POINT OF DIFFERENTIATION/VALUE] BECAUSE
[REASON TO BELIEVE]**



1

BRAND

The name of your Rotary Club



2

TARGET

Businesses you want to collaborate with your Rotary Club



3

POINT OF DIFFERENTIATION/VALUE

What makes your Rotary Club unique and valuable to your target businesses



4

REASON TO BELIEVE

Proof that supports your claim of being unique and valuable

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Identifying Business

POTENTIAL PARTNERS



PERSONAL NETWORKS

Family members and
Friends



CLUB'S NETWORKS

Club's previous
partnerships



LOCAL BUSINESSES

Small shops and cafes in
the local area

IDENTIFY THE MISSION



WORD OF MOUTH : Rotary members can ask around and see what others in the community have heard about the business and its mission

WEBSITE / ABOUT PAGE : The website or about page of a business can provide insight into their mission and values



DIRECTLY ASK : Rotary clubs can reach out to potential partners and ask them about their mission and values

PREVIOUS CHARITABLE ACTS : Rotary clubs can research a potential partner's previous charitable acts to gain an understanding of their mission and values



CHECK FOR ALIGNMENT WITH ROTARY

Build successful partnerships with local businesses aligned with Rotary's mission by identifying their mission and alignment

**BUILDING BETTER COMMUNITIES,
ONE PARTNERSHIP AT A TIME!**

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SMART BUSINESS GOALS

SKELETON TO BUILD SMART GOALS FOR YOUR PROJECT

"Our goal is to (increase/improve/expand) (specific environmental metric) in Tucson, Arizona by (specific percentage or numerical target) through (specific initiative or action) within (specific timeframe), while engaging (specific target audience) in (identified focus), and (measuring/evaluating) our impact using (specific metric or tool)."

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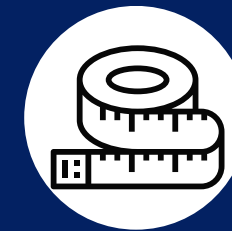
SMART OBJECTIVES

Using this template, you can plug in the relevant information to create a SMART objective that is tailored to your specific goals and needs.



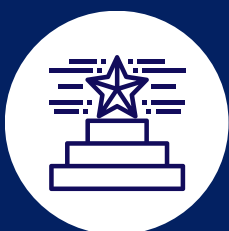
SPECIFIC

(date or time frame), we will
(specific and clear action)



MEASURABLE

We will track progress by
measuring (specific metric) and
aim to achieve (quantifiable target)



ATTAINABLE

We will track progress by measuring
(specific metric) and aim to achieve
(quantifiable target)



REALISTIC

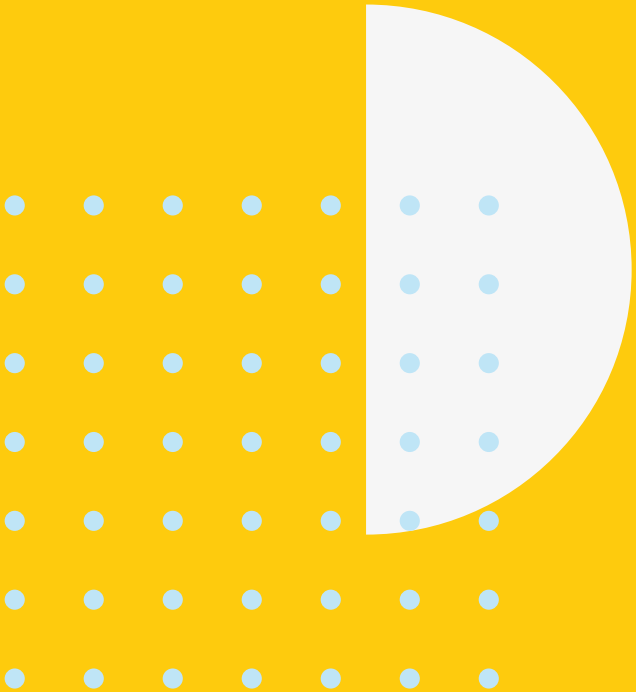
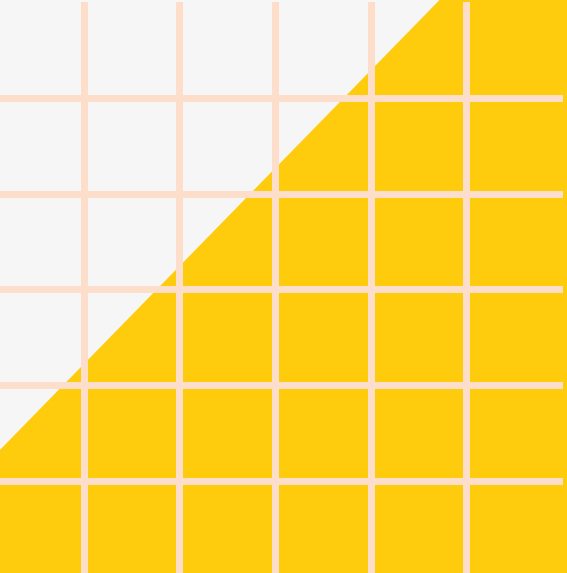
The objective aligns with our (values,
priorities, or goals) and is feasible
given our current (circumstances or
limitations)



TIME BOUND

We will complete this objective by
(specific deadline or timeline)

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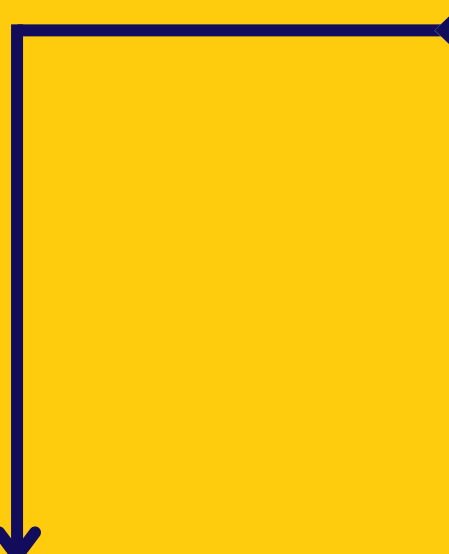


**IDENTIFY BUSINESS
AND
VALUE PROPOSITION OF CLUB**



NO

YES



**IDENTIFY PROJECT
PURPOSE**



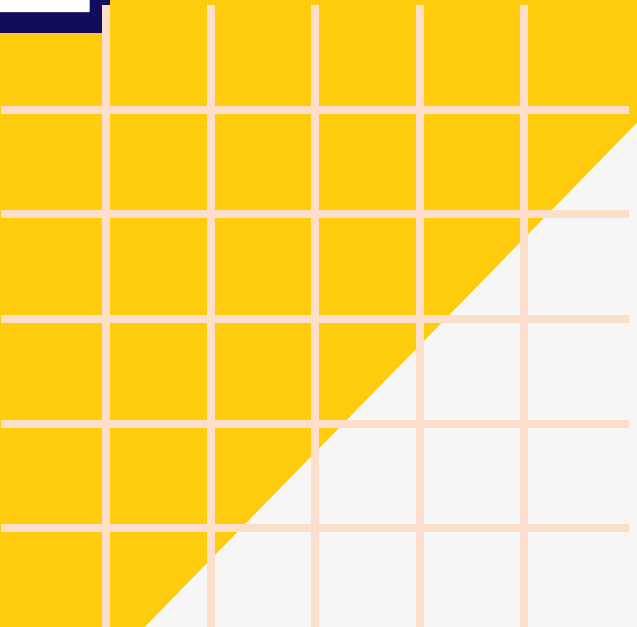
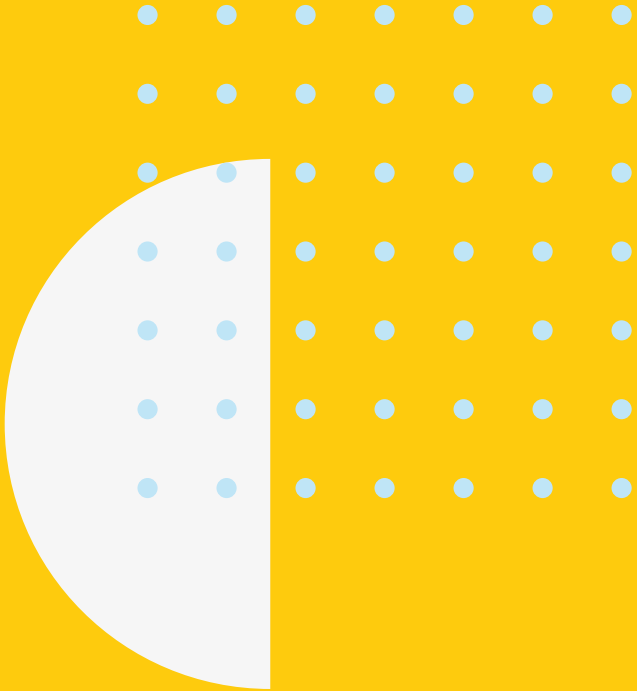
NO

YES



STOP

GO AHEAD



FAILURE TO STOP MAY LEAD TO VARIOUS RISKS:

- **DAMAGE TO BRAND REPUTATION**
- **CONFUSION AMONG THE TARGET AUDIENCE**
- **DEVIATION FROM THE MISSION OR PURPOSE**

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INTERACTING WITH POTENTIAL PARTNERS



EMAIL PROMPT

- **To:** Email address of the business contact.
- **CC:** Relevant member of the club.
- **Subject:** Invitation to Discuss Partnership Opportunities with Rotary Club of ____.
- Email content:
 - Introduction
 - The focus and value proposition of the club.
 - The expected support from the target business.
 - Invitation to schedule a brief virtual meeting to discuss this further.

CALLING PROMPT

- Rotary clubs can use cold calling as a means of communication to local businesses.
- Cold calling prompt includes:
 - Introduction
 - Name of the club and its purpose.
 - Request to speak with someone in the leadership team or owner.
 - Brief conversation about potential partnerships.

PERSONAL NETWORK-BASED CONTACTS: IN CASE OF A PERSONAL NETWORK-BASED CONTACT, THE SPECIFIC MEMBER SHOULD REACH OUT TO THE POINT OF CONTACT AND TAILOR THE PROMPTS BASED ON THEIR RELATION WITH THE BUSINESS AND CLUB NEEDS.

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HOW TO BUILD A STRATEGY TO ACHIEVE YOUR GOALS AND OBJECTIVES

Think about the different stages your potential partner might go through before they engage with Rotary service

1

Define your target audience

Who are you trying to reach with your Rotary services? What are their needs and interests?

2

Awareness stage

Develop strategies to create recognition for your Rotary club's brand. This can include content marketing, public relations, and event marketing.

3

Consideration and decision stage

Inspire people to join Rotary by showcasing the benefits, such as community impact, personal and professional development, etc.

4

Evaluation stage

Evaluate your marketing strategies by tracking new members, measuring service project impact, and soliciting feedback from members and the community.

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Rotary

