



# Ruritan National

## 2018 --- The Ruritan Brand

# The Name



- What does Ruritan mean?
- The Latin word “Ruri” means open country, small town or community and the Latin word “tan” is interpreted as pertaining to rural and small town/community life.
- Ruritan clubs serve the communities that they are in with Fellowship, Goodwill and Community Service.

# Getting your Club out there



- Start Local;
- Attend Local Events and Conferences;
- Give Presentations and/or Speeches;
- Develop a new program or event for your community;
- Give away freebies, such as candy, Ruritan caps, T-Shirts, etc.
- Hand out business cards to let them know who you are and what you do for Ruritan;
- Sent out mailers inviting them to a dinner and a meet and greet;
- Develop a Street Team and always include a youth member;
- Cross-Promote with another group such as Lions, Rotary, etc.; and
- Communicate to anyone who will take the time to listen.

# Start Local



- Pass the word around about your Club and what you do;
- Have appreciation events at your club for veterans, recent graduates, etc.;
- Join the local Chamber of Commerce;
- Hold fundraisers for local needs;
- Put up signage in the community about your activities such as a pancake dinner on Friday, etc.; and
- Wear your club's attire wherever you go.

# Local Events



- Attend local events such as Veteran's Parade, etc.;
- Wear your club's attire;
- Help support the event with your time volunteering, etc.;
- Participate in the event build a float or decorate a hay wagon;
- Network with others at the events share ideas to improve for next year; and
- Help sponsor the event

# Presentations/Speeches



- Create a presentation about Ruritan and what your club does for your community;
- Create a speech about Ruritan and all your club does for the community;
- Speak at Church events such as dinners honoring veterans;
- Other Civic Organization meetings, all volunteer groups are having difficulty getting members of the community to volunteer; and
- Toastmaster events

# New Purpose



- Find out what your needs are within your community;
- Find someone that is passionate about it and work with them;
- Get involved with them and help support the event;
- Help advertise the event, use your bulletin board outside your club; and
- Help by volunteering for the event.

# Freebies



- Create a club brochure to list your events and activities;
- Create/get items that you can put your club's name on and hand out at special events; and
- Help support another community events with handouts.



# Business Cards



- Create a club business card, print your own or use a website;
- Include where the club meets, when the club meets and the date of your next club meeting;
- Include some of the major efforts within your local community that for your club supports; and
- When you attend a special event you can hand out your club business cards.

# Mailers



- Create a club mailer (brochure, postcard, etc.);
- Include your major club projects;
- Include where you meet;
- Send out to the residents of your local area to the club.; and
- Send out a quarter newsletter to the community telling them with what you are doing.

# Street Team



- One of the best ways to get your name out there is through referrals;
- If your community work is known about others will talk about it; and
- Club members need to spread the word on what the club is doing.

# Cross Promote



- Work with other Ruritan Clubs to spread the word about what you and they do in the community;
- Work together and help on each others events; and
- Work with other civic organizations that focus on the community.

# Communicate



- Create street signage and put out in the community;
- Create club brochure that you can hand out at club events and projects and even put out at local businesses (should contain what you do in the community);
- Have a Website to communicate what you do;
- Have Facebook to communicate what you do;
- Use all means of electronic communications to tell your story;
- Put ads in the local paper (press releases, events, advertising);
- Radio spots are free public service announcements; and
- Local magazines.

# Conclusion



- One has to remember each club is different just as the communities we are located in are different;
- You have to know what is going on locally and then adapt to meet the local need;
- When you participate in or hold an event always have a club brochure with you to pass out to the ones that attend; and
- Remember Ruritan means community and we need to focus on our community and it's needs.