

Evaluate Your Club's Public Relations Program

Adapted from resources used by the Mt. Laurel (VA) Ruritan Club and used in the Summer 1998 RURITAN magazine.

The questions below come from a club that evaluates its public relations activities. Increased public awareness is necessary to the future of Ruritan, and it can mean big gains for both your Club and your community. Judge for yourself whether your Ruritan Club's commitment to building public relations needs more attention.

Yes/No

- ___ 1. Do Club members wear Ruritan membership pins, jackets, or hats to all Ruritan events and activities?
- ___ 2. Does your Club have an adequate supply of current Ruritan brochures?
- ___ 3. Are these brochures distributed at Club service projects and fund-raisers?
- ___ 4. Have you appointed a Public Relations Committee?
- ___ 5. Has a Club Reporter been appointed?
- ___ 6. Does your Club Reporter have a copy of the Ruritan Public Relations Manual (Letting the Secret Out)?
- ___ 7. Does your Public Relations Committee or Club Reporter have an adequate supply of Club stationery and envelopes?
- ___ 8. Does your Club Reporter submit all news releases using Club Stationery?
- ___ 9. Does your reporter adhere to accepted news release formats?
- ___ 10. Is your Club Reporter familiar with the deadlines of local news media, and are these deadlines being met?
- ___ 11. Have you appointed a Club Photographer?
- ___ 12. Is "Club Photographer" a permanent, established position on your Public Relations Committee?

Yes/No

- ___ 13. Does your Club's budget support the cost of camera film and developing and other promotional printing needs (i.e. news releases, flyers, etc...)?
- ___ 14. Is public relations a priority agenda item at all planning meetings?
- ___ 15. When planning Club events, do you give consideration to arranging media coverage?
- ___ 16. Does your Club's Public Relations Committee understand the difference between paid advertising, and free news stories or public service announcements (PSAs)?
- ___ 17. Does your club invite news media representatives to attend and cover special events?
- ___ 18. Are event tickets, special passes, or other promotional items routinely sent to local media at no cost?
- ___ 19. Have your Club's service or fund-raising projects been featured in local media (television, radio, or newspaper) within the past twelve months?
- ___ 20. Has your Club initiated any new members who heard about your Club's projects through newspaper, television or radio?

Total Yes _____

Total No _____

Give your Club five points for each time you answered "yes" above. How does your Club rate? Do you belong to a "Whatsa" Ruritan Club or a Public Relations Star Ruritan Club?

Points

- 0-20 **Whatsa Ruritan Club**
- 25-50 **Wallflower Ruritan Club**
- 55-75 **Noteworthy Ruritan Club**
- 80-100 **Public Relations Star Ruritan Club**

General Public Awareness of Your Club

- Unknown or misunderstood.** "Isn't that like Rotary?"
- Spoken of well, but not truly understood.** "Those people that do all those good things for the community and make good stew...."
- Community supports projects, but few new members recruited.** "We always donate to the club, but don't have time to join"
- Community is honored and thankful to have a Ruritan Club.** "Ruritan has made a difference in my community!"