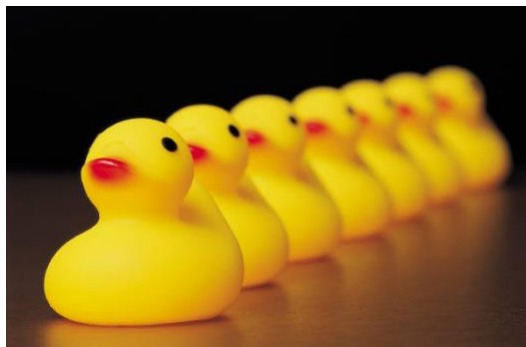




# Reinforcing Gyro's Positive Image

Quality Club Experience Automatically Improves Image  
Sets in Motion Positive Word-of-Mouth

Rate Your Club – An Image Report Card



An Educational Initiative Report of the  
**NEW ERA COMMITTEE**

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Revised December 9, 2020  
June 6, 2014, May 3, 2015, July 12, 2015

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### Five NEW Gyro Reports from the New Era Committee

*The Gyro Fun Party Cookbook. 271 Ideas ☺*  
*Leading the Fun! Planning Guide for Officers*  
*Reinforcing Gyro's Positive Image*  
*Membership Strategy for Gyro Sustainability*  
*Gyro Providing for Members*

### Image

**The idea is to get people talking....positively!!!!!!**

- **Quality and interesting club experiences is the most fundamental task of club leadership.**
- **Positive word-of-mouth “advertising” is evidence of satisfaction.**
- Why? People tell each other! Creating/reinforcing a positive image.
- They also tell non-Gyros, especially prospective members.
- **Credibility/believability** is much higher for word-of mouth too.
- Image IS the club!!! (in their minds”)
- **Bad news is an image killer.** For many years studies found “bad news” traveled much faster than “good news” and to more people. Widely quoted studies reported “dissatisfied customers” told as many as ten others of their bad experiences.
- **With social media** negative word of mouth *is very likely to be even faster and frequent.*
- **Once a negative club image is established, it is very difficult, expensive, time consuming if not impossible to reverse it.**
- **Digital media, email, etc. has great potential,** and can reinforce positive club experiences.
- Newsletters and event announcements can be effective.
- Tell everyone of the fun....”You really missed a great time. Here’s what happened....”
- **A club website is essential.** It should be attractive, revised regularly. If used to attract prospects the website must be managed continuously. Some clubs use Facebook
- **Positive ideas that enhance image should be in all club communications.** ( later in this report)

### **Mass Media (Advertising and/or Publicity)**

- **Is media advertising or publicity worth it** given costs and effectiveness?
- Advocates say media has large audiences impossible for a Gyro club to reach without help, if timed correctly, and depending on the attractiveness of the message.
- Of course, the biggest weakness of a media strategy is it is non-personal. Gyro is built on the premise of friendship and personal relationships, both impossible tasks for media space or time.
- Important!!! “Free” publicity must be newsworthy. This is a mistake often made by amateurs. News releases must be newsy enough to justify limited media space and time. Don’t assume.
- But publicity can be quite cost-effective if you have someone who writes a compelling press release and *contacts the media.*
- All publicity releases include: who, what, when, where, how.....a must!!
- “Secret club?” Some Gyro clubs do not try to generate publicity. This thinking is tied to a concept of member reputation, exclusivity, and an invitation-only membership process.
- Most Gyro target audiences still read newspapers, that’s good.
- Major market media (print, broadcast) is usually too expensive for clubs and results are poor. (e.g. inquiries, attendance, donations, etc.)
- Weekly or suburban newspapers normally accept news releases as do smaller radio stations.

- **Direct mail/direct email marketing has great potential.** Assuming a good target market list, messages can be pinpointed with a modest, or virtually no cost per contact.
- **Outdoor advertising** has the **lowest cost per impression of any media**, consider it.. Official outdoor (i.e. billboards), book a year in advance, and do provide artwork.

## **Great “Front Stage” Experiences ...**

**The “customer” always has the last word in defining quality; Gyros are your customers.**

**Clubs that don’t perform exceptionally well based on member (customers) expectations.....forget it. It really doesn’t matter what else you do. Positive images just won’t happen.**

**A theatrical performance:** The primary task of club officers is creating a great experience for members (and often their spouses).

**Remember - What members ONLY see the “front stage.”** They don’t see, nor often appreciate, the time and effort that went into putting on a quality event. Image is created on the “front stage.”

## **Assuming Great Experiences What Else Can Be Done?**

Given great club experiences and positive word-of-mouth what other strategies can be employed/

- Offer **exciting new events** to get people talking.
- Use **testimonials** in marketing communications.
- Contact club **opinion leaders** (influential members)
- **Build relationships.** Regularly contact your best and most vocal members.
- Encourage satisfied **members to tell others**
- **Continually state where to get positive information.** (e.g. website, member lists, social media)
- Target **external** opinion leaders. (e.g. media, community leaders)

Some authors refer to the above process as **internal marketing.** It makes a great deal of sense with a volunteer service organization like Gyro.

## **Emotion is the Product in Service**

Gyro is a service? In a word, yes. In large part we judge Gyro by whether we” **like it**” (people, places and messages associated with the service.) We **cannot see or touch emotion.** “Liking” is an intangible emotional reaction, Think of laughter at a club meeting, smiles, welcome handshakes, warm greetings, each a significant positive club experience.

Perhaps it is too academic to try and separate technical quality and emotional responses. The relationship of emotion to technical service is so intertwined some experts state that in most services “**emotion is the product,**” or at least a significant part of the product.

**Leaders, try hard for positive emotion-loaded people performances at all contact points.**

**The Gyro experience should be happy, fun, enjoyable, providing the deeply important human need for friendship.**

### **A Fragmented Identity??**

The **2012 District IV Marketing Plan 2.1.5.3** made the case that Gyro needs a more unified identity.

“One of the main reasons people become members of groups is because they want to identify with what the group stands for. Gyro currently has a fragmented identity. There is a lack of congruency between the marketing materials of clubs, districts, and the international organization. It seems every club has their own take on what Gyro represents. The one commonality – friendship – is not very descriptive. As a result, it is not obvious to an outsider what Gyro represents, nor the benefits of membership.”

It is recommended Gyro clubs find uniformity in copy and visuals.

### **A Few Benefit Statements For Promotional Copy**

Consider a few of these benefits and promotional statements in your promotional messages.

- 100+ Years of Fun and Friendship
- Committed to Fun
- Gyro. We're about fun and friendship
- Gyro International, A Men's Social Organization Celebrating 100+ Years of Fun, Brotherhood, and Friendship
- Gyro – Amazing Men's Friendship Fraternity, A Great Social Schedule for Couples
- A Fraternity of Friendship
- We've never meet strangers, only friends
- You're Among Friends
- Invite a Friend to Gyro
- A Fraternity Without Peer
- We Specialize in Good Feelings
- Talented People, Attractive Venues & Events = Enjoyment
- No Fundraising, No Service Projects, Just a Marvelous Social Schedule
- (Oh, by the way, most Gyros have served their country and community. They have taken their turn, helped their neighbors, and are proud of it.)
- Gyro offers members the experience of a social club that offers the opportunity for fun, friendship, networking and socializing in a friendly & relaxed environment
- Gyro-Opportunity for life-long friendships that will enhance your health and quality of life.

- Gyro is an opportunity to have a meal out with friends, while at the same time helping to rescue you from your usual daily routine.
- Gyro offers an opportunity to expand your horizons through associations with Gyros from different walks of life, and places in the United States and Canada
- The more you participate, the more Gyro has to offer, especially when considering that FUN, exercise, and participating in activities is good for a healthy mind and body
- Congratulations! You have found Gyro International.
- Gyro is not Rotary
- Gyro is a men's social organization promoting fun and friendship. Club meetings, golfing, card tournaments, mixed dinner/dances, travel, and more.

### Club Digital Logo and Identity Symbols





Official colors of Gyro

## **Rate Your Club - An Image Report Card**

- A. MOOD, FRIENDLINESS & FUN (Atmospherics)**
- B. PARTICIPATION – ESPECIALLY THE LADIES**
- C. SERVICE PROCESS**
- D. CLUB MEETING APPEARANCE**

### **A. MOOD, FRIENDLINESS & FUN: (Atmospherics)**

- 1. President creates a fun, joyful, welcoming atmosphere**
- 2. Attendance at meetings**
- 3. Friendliness, smiles and happy faces**
- 4. Laughter at meetings**
- 5. Greetings and greeters (*for clubs with this role*)**
- 6. Mixing at meetings, few cliques**
- 7. Fellowship and friendships on display**
- 8. Enthusiasm**
- 9. Table talk**

### **B. PARTICIPATION – ESPECIALLY THE LADIES**

- 10. General participation at meetings and events**

11. Members positive word-of-mouth about the club
12. Attendance for couples' events
13. "Ladies of Gyro" enthusiasm & participation
14. Ladies become friends
15. Volunteers help or serve as officers
16. Gyro's leaving meetings early

**C. SERVICE PROCESS – People Performances, Especially Club President**

17. President – handling of meeting, setting the tone.
18. Venue - food quality and service
19. Interesting locations and venues
20. Paying for meals
21. Program & speakers (for clubs with either)
22. "Moments of truth" (any contact point)
23. Following meeting protocols & organization (if any)
24. Committee and board meetings

**D. MEETING APPEARANCE (Tangible Evidence)**

Note: Gyros *scan the environment* for "tangibles" ( indirect evidence) that infers quality. We know the *image power* of facilities, cleanliness, food appearance, decorating, wait staff, etc.

25. Are club tangibles consistent with club, or prospect, desired image?
26. Meeting location - external environment (physical surroundings)
27. Implied meeting location "meaning" (religious, top restaurant, country club, etc.)
28. Internal meeting environment-decorating, place settings, etc.
29. Cleanliness and general condition of facility



- 30. **President's** appearance and behavior
- 31. **Secretary and/or treasurer** appearance and behavior when paying for lunch
- 32. **Fellow club members**
- 33. **Wait staff**
- 34. **Gyro name tags**
- 35. **Gyro signage/banners/bell, etc.**
- 36. **Food** and related consumables
- 37. **Marketing communication materials** such as brochures, handouts
- 38. **Website, Emails, letters, envelopes, invoices**

**Go Back, Give Each a Letter Grade.**

Identify strengths and potential areas for improvement.

**A=Excellent**

**B=Good**

**C=Average to so-so, nothing special**

**D=Poor**

**F=Not at minimal standard**

**Note: Do you think prospective members would rate them the same way?**

**An Idea! Ask third parties to sample and evaluate your club. Compare to yours. Perhaps "secret" evaluators**