

PUBLIC IMAGE RESOURCES

How we share our story with the world is vital to Rotary's future. Through a unified look and a clear and compelling voice, we are enhancing our legacy as one of the most widely recognised and respected organizations in the world. Visit the Brand Center at rotary.org to find all the information you need to send our story to the world.

Club Website url:

Club Facebook page:

Club Instagram page:

Club YouTube &/or Vimeo channel:

Club LinkedIn page:

WHY CREATE A PUBLIC IMAGE CITATION?

Rotary and Rotaract clubs throughout Zone 34 are already doing a great job in creating a positive Public Image in their communities. The Public Image Citation serves the purpose of recognizing these clubs for their efforts. At the same time, it will encourage clubs which have not yet developed a Public Image plan, to do so.

ROTARY PUBLIC IMAGE COORDINATORS

Appointed by the RI President, the Public Image Coordinators and their Assistants, provide information and support to Rotary Clubs and Districts, to help them promote projects, share success stories and explain what Rotary is and does, through the media. They also work to improve the organization's overall Public Image, a priority outlined in the Rotary International Strategic Plan.

ENHANCE PUBLIC IMAGE & AWARENESS

- > Unify image and brand awareness
- > Publicize action-oriented service
- > Promote core values
- > Emphasize vocational service
- > Encourage clubs to promote their networking opportunities and signature activities

Through **fellowship**, we build lifelong relationships that promote greater global understanding.

With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our **vocational expertise**, **service**, and **leadership** to tackle some of the world's greatest challenges.



ZONE 34 PUBLIC IMAGE CITATION 2019-2020



"Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves."



ZONE 34 PUBLIC IMAGE CITATION FOR ROTARY & ROTARACT CLUBS

REQUIRED ACTIVITIES

- ☐ Develop a club Public Relations plan and submit it to your District Public Image Chair **before September 30, 2020**
- ☐ Use Rotary's Brand guidelines, templates and People of Action campaign in all your communications to strengthen Rotary's image. **Report in Rotary Club Central.***
- ☐ Show how your club's members are People of Action by promoting your club and its service activities on social media at least FOUR times per month. **Report in Rotary Club Central* and Rotary Showcase.**
- ☐ Organize an event that results in significant media coverage, that engages your members and offers the opportunity to promote your club. Submit a report of your event with examples of media coverage to your **District Public Image Chair.**

***Note:** Rotaract clubs are exempt from this requirement

ADDITIONAL ACTIVITIES

- ☐ Post at least **THREE** club projects in **Rotary Showcase** and/or **Rotary Club Central***.
- ☐ Submit a club video to the Zone 34 video contest and publicize it on social media and in your community.
- ☐ Hold at least one fellowship, networking or collaborative event that is open to the public and partners with at least one other club. Use the opportunity to introduce non-Rotarians to Rotary. Post the event in **Rotary Club Central* and Rotary Showcase.**
- ☐ Promote your club on at least **THREE** social media sites (*please provide your social media addresses where indicated on this brochure*)
- ☐ Arrange for local media to visit and talk with your club and tell your club's, Rotarian's and Rotary's story. Have it published in the media (print/radio or TV).

Clubs which complete the FOUR required activities and at least TWO additional activities by March 31, 2020, qualify for a Citation. **Any club completing ALL the Activities will receive a special Platinum Citation**

(PLEASE WRITE IN ALL CAPS)

President's Name

Rotary (Rotaract) Club

District

I certify that our Club has completed the Public Image activities listed, to qualify for a Public Image, Zone 34 Award.

☐ I have sent my club's PR Plan to my DPIC.

☐ My club has qualified for a Platinum Award

President's Signature

Email

Date

Send by **April 17, 2020** to:

Sheila Bethel
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