



# Organizing a Public Image Campaign (45 minutes)

**Relevance:** Club presidents are responsible for serving as club spokesperson, selecting qualified members to lead club promotional efforts, and providing regular updates to their community on their club efforts, especially through the use of social media.

## **Panel**



Panels work best when the objective is to convey new information through personal stories, expert-led demonstrations, and/or visual presentations. The room should be set up with a table in front for panelists and theater seating for the audience, and should be able to accommodate any needed audiovisual equipment.

## **Learning Objectives**

- Identify the steps to organizing a public image campaign.
- Identify ways to promote your club and its activities and projects.

## **For the Trainer**

### **Before the session:**

- Review the resources listed below.
- Ask public relations professionals or Rotarians who have led successful campaigns to be your panelists and consult with them on the presentation topics below.
- Plan time at the end of the session for a Q&A.
- Communicate with panelists regularly to coordinate their presentations, ensuring that the desired topics will be covered and that the presentations won't be redundant.
- Review slides 98-100 and make any necessary changes. Have your panelists send you slides for their presentations so you can coordinate them for the session.
- Make sure you have the necessary materials: computer, projector, and screen.

### **During the session:**

- Review learning objectives with participants at the start.
- Refer participants to the resources below.

## **Resources**

[Rotary's Media Center](#)

Chapter 6 of the [Club President's Manual](#): Promoting Your Club and Rotary

## **Presentation Topics**

The following should be covered in panelists' presentations:

- Steps to organizing a campaign
- Resources needed to create an effective campaign
- Personal examples of a successful campaign
- Lessons learned in planning a campaign
- Working with the media
- Evaluating community impact