

# Public Image is...

# EVERYTHING!

Rotary   
Zone 25B & 29

TriCon 2026  
April 18<sup>th</sup>, 2026



# Public Image is Everything!



**Patrick Harrison**

Rotary Club of Austin Cosmopolitan | District 5870

Regional Rotary

Public Image Coordinator

[pharrisonrotary@gmail.com](mailto:pharrisonrotary@gmail.com)



**Ben Bauer**

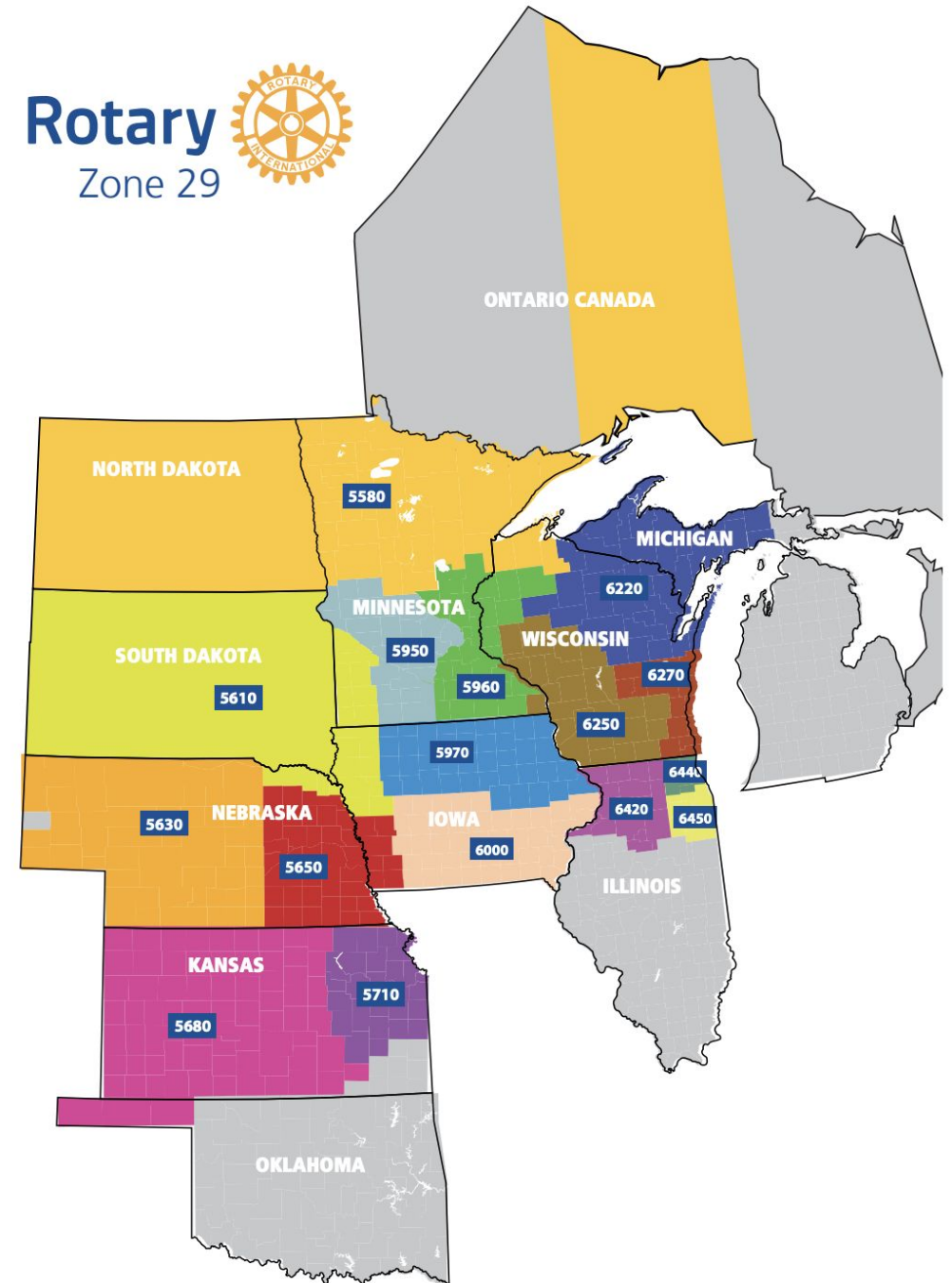
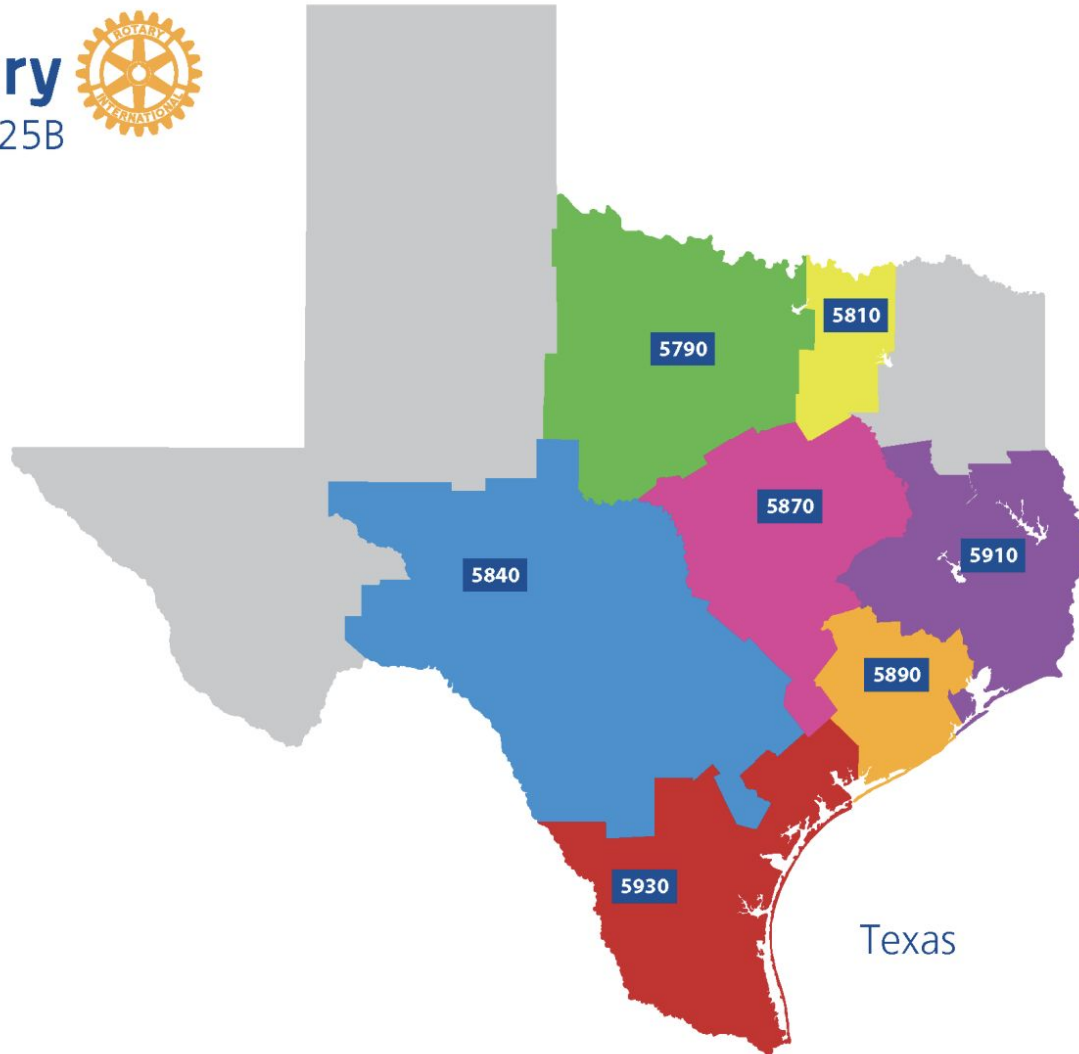
Rotary Club of Marshfield | District 6250

Assistant Regional

Public Image Coordinator

[benjaminjbauer@outlook.com](mailto:benjaminjbauer@outlook.com)

# Zones 25B & 29



Rotary



Zones 25B & 29

# REGION 36 PUBLIC IMAGE TEAM



**Patrick Harrison**  
Region 36  
Rotary Public Image  
Coordinator



**Rod Zuniga**  
ARPIC Region 36



**Amber Scarborough**  
Region 36  
Rotary Public Image  
Team Advisor



**Amy Killgore**  
ARPIC Region 36



**Heidi Drager**  
ARPIC Region 36



**Jill Thomas**  
ARPIC Region 36



**Rebekah Maxwell**  
ARPIC Region 36



**Pam Blankenzee**  
ARPIC Region 36



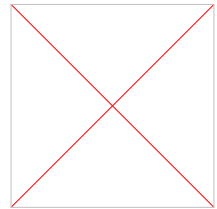
**Linda Marrin**  
ARPIC Region 36



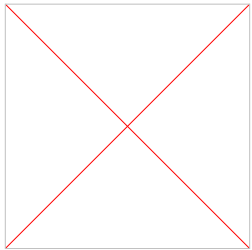
**Ben Bauer**  
ARPIC Region 36

# The Secret Sauce

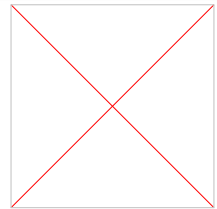
Recipe - Mix 4 equal parts:



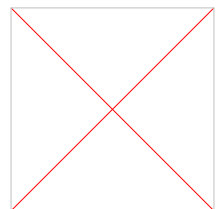
**Inspiration**



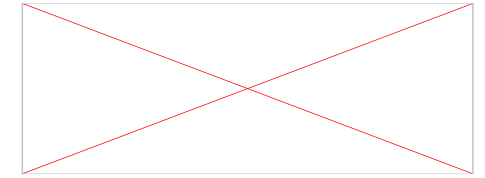
**Connection**



**Value For Time**



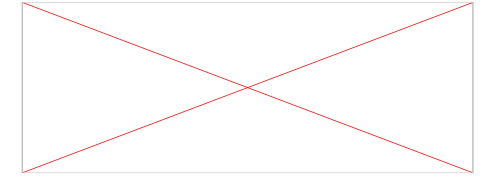
**Intention**



# Public Image is **Everything!**

**Community Involvement**  
**Members**  
**The “VIBE” of your Club**  
**Projects**  
**Fundraisers**  
**Location/Food/Speakers**  
**Online Presence**  
**Voice & Visual Identity**

# The Why



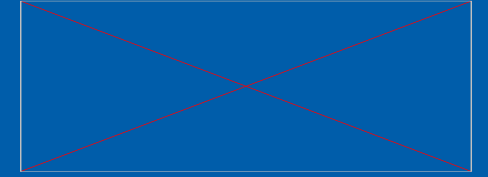
IT IS NOT JUST **WHAT** WE DO...

IT IS THE **WHY** WE DO IT!

THE TIME TO **SHARE** IS **NOW!**







**ROTARY**  
**TALKING**  
**POINTS**

# Rotary Talking Points




**#1 Service Organization  
on THE PLANET**

# Rotary Talking Points

A photograph of the United Nations Secretariat Building in New York City. The building is a large, classical-style structure with a prominent entrance. Above the entrance, the words "UNITED NATIONS" and "NATIONS UNIES" are inscribed on the facade, separated by the United Nations emblem. In front of the building, a long, straight path of green grass is flanked by two rows of tall, silver flagpoles. Each flagpole holds a flag of a different country, creating a colorful border that leads the eye towards the building. The sky is overcast and grey.

**Instrumental in the  
CHARTER OF THE UNITED NATIONS**

# Rotary Talking Points

A photograph showing a Rotary volunteer wearing a white cap with the Rotary logo and a grey shirt, administering a vaccine to a young child. The child is being held by a man in a brown shirt. The background is blurred, suggesting an outdoor setting.

**We are "this close" to eradicating  
POLIO FROM THE WORLD**  
(however, many have never heard of Polio)

# Rotary Talking Points

A vibrant display of numerous international flags hanging from strings against a clear blue sky. The flags are arranged in multiple rows, creating a colorful and diverse visual. Some prominent flags include the United States, the United Kingdom, the Japanese flag, the South Korean flag, and the flag of the United Arab Emirates. The scene is set outdoors, with a building and some greenery visible in the background.

**1.2 million members in  
over 200 countries!**

# Rotary Talking Points

A photograph of two men in a field of young trees. The man on the left is wearing a blue jacket and dark pants, and is watering a tree with a blue watering can. The man on the right is wearing a red vest over a blue long-sleeved shirt and dark pants, and is also watering a tree with a blue watering can. The background shows a line of trees under a clear sky.

**RELATIONSHIPS THAT  
GET THINGS DONE  
...from the ground up!**

# Rotary Talking Points

**In a divided world...**

It is more important than ever to belong to something that is

**Non-political**

**Non-religious**

**and is welcoming to all!**

# Rotary Talking Points

A photograph of a group of people at a Rotary meeting. In the foreground, a man with brown hair and a beard, wearing a blue and white plaid shirt, is clapping his hands. He has a name tag that reads "Pilu - Mikolaj Pilecki", "Mikolaj Pilecki", "Jaraguá do Sul", "Brazil", and the Rotary logo. Other people in the background are also clapping, and a flag is visible on the left side.

**Meetings allow innovators to connect, get work done, be accountable, and be guided by the 4 Way Test.**

# Rotary Talking Points

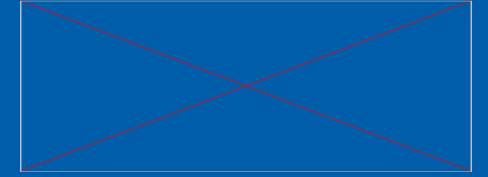
**Charity Navigator has ranked  
The Rotary Foundation with a 4 Star rank  
for MANY YEARS in a row.**



# Rotary Talking Points

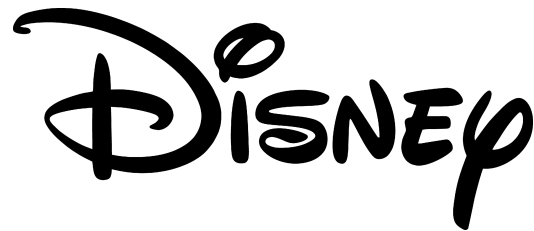
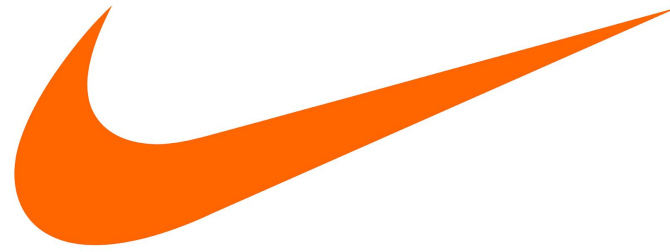
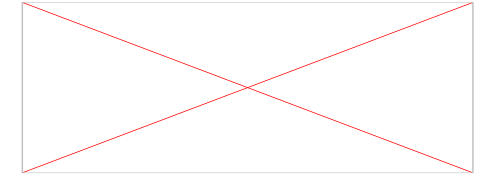
A photograph of three people—two women and one man—laughing together. The woman on the left has long braids and is wearing a dark blazer over a floral top. The man in the center is wearing a dark suit and a striped tie. The woman on the right has long, wavy brown hair and is wearing a blue and black patterned dress. They are standing in front of a blue backdrop with text in multiple languages, including "I build peace with...", "私...く方法は...", "Constr...", "ando...", and "s la paix qu...".

**The Rotary Foundation's mission is to advance world understanding, goodwill & peace!**

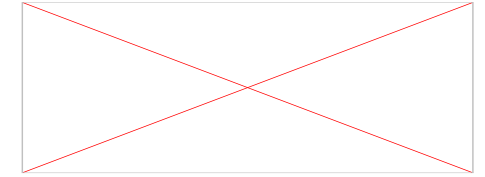


Let's talk about  
**BRAND**

# Let's Talk About Brand



# Rotary Brand Center



Welcome to the Rotary Brand Center

What would you like to do today?

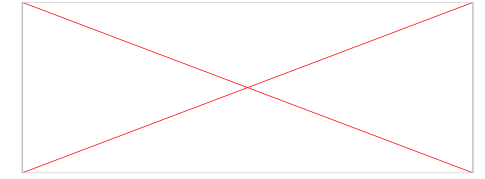


We are Rotary. We are People of Action.



[brandcenter.rotary.org](https://brandcenter.rotary.org)

# The Rotary Logo



Club logo — ABOVE

[Location] Club [of/at]  
**Rotary** 

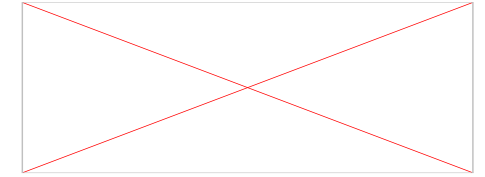
Club logo — BELOW

**Rotary**   
Club [of/at] [Location]

[Location] Club [of/at]  
**Rotary** 

**Rotary**   
Club [of/at] [Location]

# The Rotary Logo



Club logo — ABOVE and BELOW



Club logo — EXAMPLE

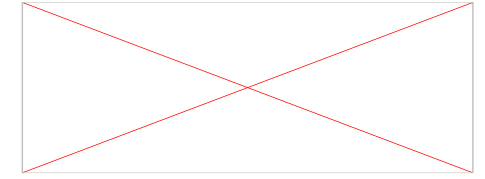


Organization logo –

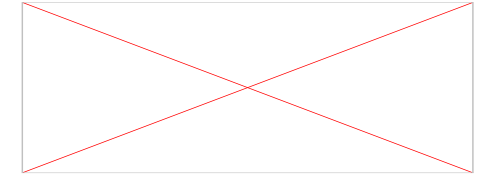
EXAMPLE



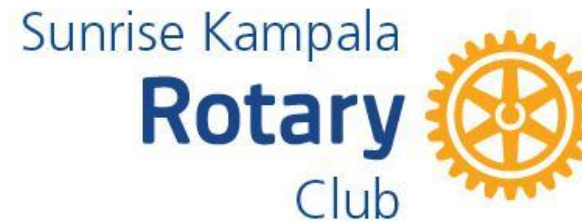
# Rotary Program Logos



# Partners & Initiatives



Taste of Evanston

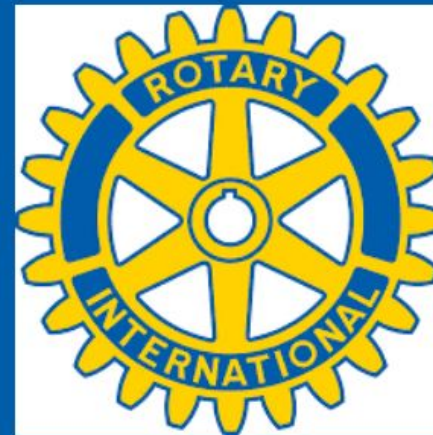
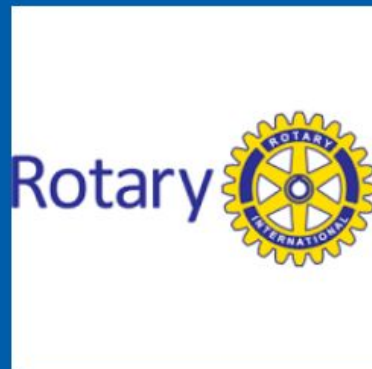
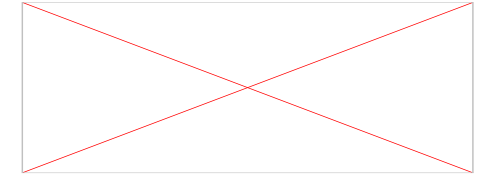


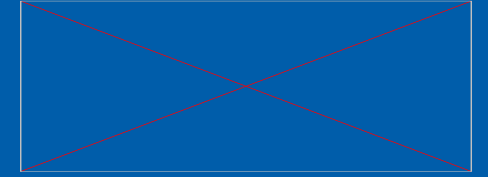
Let's Fight Against Hunger



Kits and Cats

# Out With the Old





# BRAND

...more than a logo





TRY NOT TO  
HEAR THIS

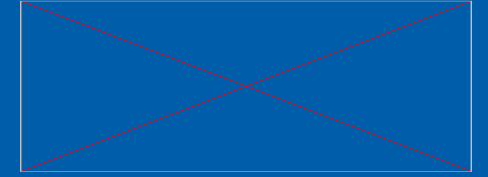
*Coca-Cola*

Add to Cart

Buy Now

Ships from Amazon.com



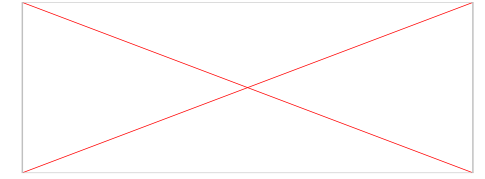


# RESOURCES

**You're never alone in Rotary!**

**There's a world of tools, ideas, and support  
ready to help you shine.**

# Rotary Year Checklist:



## Website Audit:

- ✓ Update Club Logo & RI Theme
- ✓ Add/Update your Speakers
- ✓ Add/Update your Club's Event
- ✓ Fresh content to the Home Page weekly

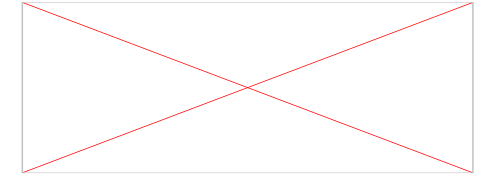
## Printed & Other:

- ✓ Brochure
- ✓ Leave Behind / Flyer / Rack Cards
- ✓ Business Cards
- ✓ Email Signatures
- ✓ Ensure all members have an updated email in MyRotary and ClubRunner/DACdbclub
- ✓ **Visit your Club as a guest!**

## Social Media:

- ✓ Update your Profile and Cover Photo with Proper Club Logo & New Theme (if applicable)  
**\*Don't use the standard RI brand mark – this can be a cause of pages being shut down by Meta, etc.**
- ✓ Check your page description ("about us") for accuracy
- ✓ Know your Admins and have multiple members assigned, update as needed.
- ✓ Make sure you are a Public page, not a closed group
- ✓ Add a new post about an upcoming meeting/speaker/event
- ✓ Ask your members to go Like/Follow.
- ✓ Tag (@) Members, Pages, Partners
- ✓ **Use Hashtags** (#PeopleOfAction #ServiceAboveSelf, etc.)
- ✓ Help your members understand the importance of interacting with your Club's Content
- ✓ Commit to posting weekly/regular content about your Club

# Role Descriptions



## CLUB PI CHAIR

### YOUR ROLE

Your role as club public image committee chair is to create and implement a plan that promotes your Club's members, meetings and projects to the public!

It is important to understand that each member and each meeting and each project projects a Public Image to your community and that **ALL of us** can have an active role in helping our communities understand what Rotary does and **WHY** our work matters and hopefully inspire others to get involved!

### RESPONSIBILITIES

The Club's PI Chair is responsible for:

- Setting Club Public Image Goals for website, social media, social activities & Club marketing materials
- Entering and tracking those Goals in "Club Central"
- Ensuring the club logo and all club branding follows RI guidelines and are used properly and consistently
- Help manage Club website - providing club stories, promoting Club socials, fundraisers and service projects
- Promote club on social media
- Designing graphics, flyers, posters and other imagery needed by the club for its activities and events
- Designing and managing club campaigns
  - People of Action or End Polio Now
  - Speaker Spotlights or Membership Promos
- Writing press releases and announcements for dissemination to the public
- **Inspiring your fellow members to share their Rotary Stories... and maybe even "brag a little!"**

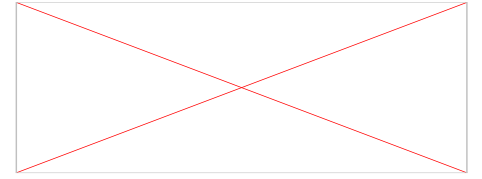
That doesn't mean the PI chair has to do ALL of that alone. As with any role in a Rotary club, others need to pitch in and help. The PI chair keeps an eye on the tasks in the above list and coordinates the work to get them done.



# Resource Library

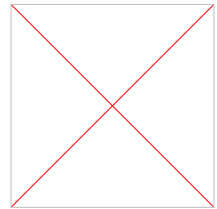
[zones25b-29.org](https://zones25b-29.org)

- **Workshops & Learning**
- **Rotary Brand Resources**
- **Social Media Support**
- **Campaign Assets**
- **How-To Guides**
- **Graphics & Templates**
- **Canva Designs**

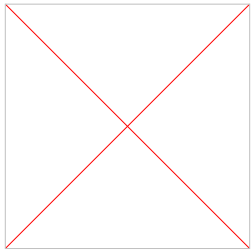


# The Secret Sauce

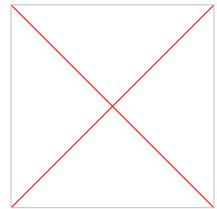
Recipe - Mix 4 equal parts:



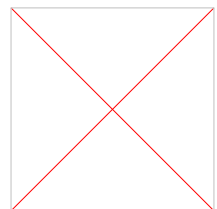
**Inspiration**



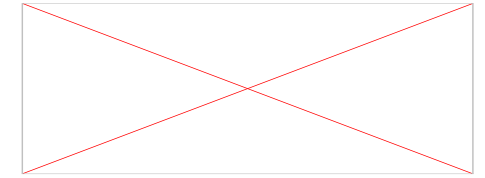
**Connection**



**Value For Time**

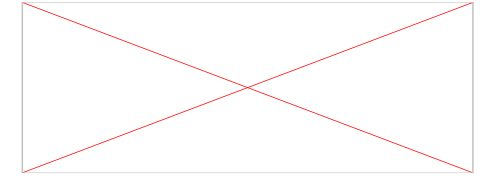


**Intention**





# Thank You!



## Patrick Harrison

Rotary Club of Austin Cosmopolitan | District 5870

Regional Rotary

Public Image Coordinator

[pharrisonrotary@gmail.com](mailto:pharrisonrotary@gmail.com)



## Ben Bauer

Rotary Club of Marshfield | District 6250

Assistant Regional

Public Image Coordinator

[benjaminjbauer@outlook.com](mailto:benjaminjbauer@outlook.com)