

# PUBLIC IMAGE CHAMPION GAMES 2021-22

## Level 1 - Identify Club Public Image Sources

Complete Club Public Image Survey

## Level 2 - Support End Polio

Enter a Polio Plus Goal in Rotary Club Central (i.e \$10 per member) **or**

Host/co-host a End Polio Fundraiser: submit a flyer & register the event at [endpolio.org](http://endpolio.org)

## Level 3 - Promote to the District

Submit 2 Club Stories/Events to the District newsletter/calendar

Include a photo or a flyer (must be properly branded!)

## Level 4 - Become a PEOPLE OF ACTION Club

Take Learning Center E-Course for "Promoting Your Club As People Of Action"

Create a club people of action photo that includes an ACTION VERB using the Rotary Brand Center or POA app and share on social media

## Level 5 - Get Media Attention

Submit your Professional PRESS RELEASE

Use the Press Release Template & Example to create

Include the who, what, where, when, & WHY!!

## Level 6 - Build Club Membership

Create a Visually Attractive / Properly Branded JOIN US PAGE

Help support your Club's Membership Committee by creating a JOIN US PAGE on your club's website!

## Level 7 - Promote Your GOOD WORK around the WORLD

Enter a service project in Rotary Showcase

Include a photo, volunteers hours, funding and goal reached

## - BONUS ROUND -

## Level 8 - Promote Club to Community

Create a 60-90 second video : Promoting Club Service Project/Fundraiser

Include the who, what, where, when, & WHY!!

## Level 9 - Support Rotary Foundation

Enter a Foundation Goal on Rotary Club Central and submit a story

-on how you utilize the Foundation with a District or Global Grant

