

PUBLIC IMAGE CHAMPION GAMES 2022-23

Level 1 - Jump Start your Club Public Image

Complete survey to easily create Club Public Image Strategic Plan. Share confirmaiton email with Club president to enter goals at Rotary Club Central.

Level 2 - Promote Your Club as People of Action

Use the People Of Action app/Brand Center template to create a Club People of Action photo and post it on social media. In the text of your post, tell your People of Action story. (Say What You Did)

Level 3 - Promote Your Club at the District - using the submission tool!
Submit 2 Club Stories/Events for the promotion at the District.

Level 4 - Promote Club Membership - use NEW Membership Spotlight template

Submit 2 or more members for Membership Spotlight. You submit the photo - we will create the graphic. Then you share it on social media. Ask your members to like and comment on the post (get 5 likes or more) to push your reach (of engagement).

Level 5 - Get Media Attention

Submit Professional press release. Use either the Press Release Template or the "new" Press Release form to create a professional press release. Then use the Media Contacts list to submit your press release to the media!

-BONUS ROUNDS-

Level 6 - Promote your GOOD WORK around the WORLD

Enter Service Project at ROTARY SHOWCASE
Include a photo, volunteer hours, funding and goal reached!

Level 7 - Promote Media Exposure

Submit a copy of your published story

