

# Public Image: Making Your Impact Visible

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- Agenda:
  - Welcome/ Introductions
  - What public image is, and why it matters
  - The 3 keys: visibility, clarity and consistency
  - What can you do today?

**Because doing good isn't enough if no one knows  
about it!**

# Let's start simple...

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- What do people think your Rotary club does?
  - Do they know your city has a club?

# What Is Public Image?

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- What people think and feel about your club when you're not in the room
- Reputation
- Visibility
- Story

# Why It Matters

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- If people don't see it... **it doesn't grow**
  - No awareness → No new members
  - No clarity → No engagement
  - No visibility → Missed impact

# The Big Idea

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- Doing good isn't enough...
  - Do people know all the good you do in your community?
  - Or are you the “ninja” in the night making things happen?
- You have to **SHOW** the good you do
  - How else would people join you?

# The 3 Keys

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Visibility

Clarity

Consistency

# Visibility

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- Are we being seen?
- Do people know your club exists?
- Do they see your projects?
- Now- think of your favorite store:
  - How did you find them?
  - Do you know their brand and logo?

# Clarity

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- Do people understand what you do?
- Can you explain your club in one sentence?
- Would a stranger get it?
- For your favorite store:
  - Do you know what they sell?
  - Do you understand their mission?

# Consistency

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- Same tone
- Same message
- Same vibe
- For that store you love:
  - Do you get the same service every time?
  - Can you trust they will deliver?

# Your Club is Like a Restaurant

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- No sign → no customers
- Confusing menu → people leave
- No reviews → no trust

# Where Public Image Happens

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- Social media
- Events
- Conversations
- Photos & stories
- They all help to tell Rotary Story. This means using the correct logos and brand

# Common Mistakes

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- Only posting meeting photos
- Using insider language
- No real stories
- Inconsistent posting

# What Works

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- Show real people helped
- Keep it simple and human
- Share stories
- Be consistent

PS- You can use the Learning Center Public Image Course to help you out (**The Rotary Brand**)

# The 1-1-1 Rule

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- 1 post per week
- 1 real story
- 1 clear message

# Try This

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- What does your Rotary club do?
- Say it in ONE sentence

# Example Upgrade

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- What we normally say:
  - We meet weekly and do service projects
- How to upgrade it→ We bring people together to solve real problems!

**Remember- people don't want to go to meetings, they want to make lasting change.**

# You Don't Need to Be a Marketer

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- Tell real stories
- Keep it simple
- Show your impact

# Final Thought

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- Your club is already doing amazing things
- Now let's make sure people see it

# Closing

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- Public Image isn't about showing off
- It's about making sure your good work isn't invisible

# Questions

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- What's ONE thing your club could start doing this week?

Thank you for joining me:  
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