



Resources for 2022-2023 - Find more on our [“Public Image” Page on Rotary5890.org](#)



Rotary District 5890 Public Image Committee

Rotary District 5890

www.Rotary5890.org Click **“Public Image”** Tab

2022-2023 Rotary District Governor

Mindi Snyder, Mindi.Snyder89@gmail.com

2023-2024 Rotary District Governor

Heather Rimato, RotaryHR@RimatoInsurance.com

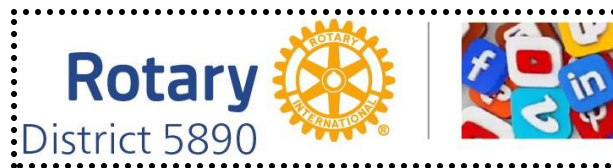
2024-2025 Rotary District Governor

Nancy Anderson, Nlanderson61@gmail.com

District 5890 Public Image Committee

Tommie Buscemi, Tommie5890@SuddenLink.net

Charlie Buscemi, CJSB@SuddenLink.net



Links to Important Facebook Pages

For info about Rotary District 5890 and Rotary International, here's some suggestions of Facebook pages to like:

[Rotary District 5890](#) - [Rotaract District 5890](#) - [Interact District 5890](#)

[Rotary District 5890 Community Service](#)

[Rotary District 5890 Governor](#) - [D5890 Instagram](#) - [D5890 YouTube Channel](#)

District 5890 Hashtag: [#rotaryd5890](#)

[Link to ALL D5890 Club Facebook Pages](#) (Tell me if you club's sites have changed)

[Rotary International](#) - [Rotary International President](#) - [Rotary Learning Center](#)

**** Follow Rotary International on ALL Social Media Channels ****

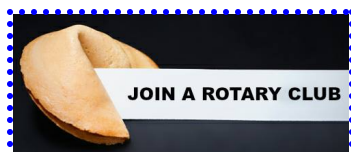


Refresh Your Club's Public Image Toolkit!

Our D5890 PI Webpage is updated with new categories for you!

[Click here to visit!](#)

This January 2022 PI Resource Guide is posted on our D5890 PI Website!



Need Membership Resources to help GROW your Rotary club?

Potential members will join a D5890 club...Make sure they join YOUR club!

[Click here to visit!](#)



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Dear Club President, President-Elect, & Chairs for Public Image, Membership & Foundation:

The 2022 Rotary International Convention was last month and we’re so proud that we welcomed members from across the globe to Houston! “Houston Membership & Marketing Pilot Program” which officially started on July 1, 2019 (PDG Gary Gillen’s year) and ended on June 30, 2022 and Rotary reports that our Membership Leads have increased!

Your club should prepare for visitors to continue visiting your *club’s website social media, and club meetings based upon Rotary*. The main message is that clubs and members should shine a light on what your Rotary club does.

Let’s Grow Rotary! With all the media, odds are potential members have *already visited* your club’s website and Facebook page. Your club gets one chance to make a great first impression, so make sure you update your sites. This guide has tools & resources to help your club get prepared *now*.

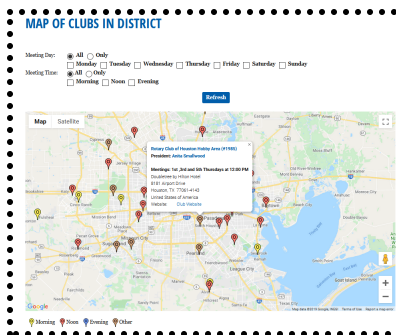
Be a Leader! Be of Service! Be a ROTARIAN!

Tommie & Charlie Buscemi

Rotary District 5890 Public Image Committee

Mobile: (713) 598-7129 | Office: (281) 359-7193 | Email: Tommie5890@SuddenLink.net

-->Is your club on the D5890 Map of Clubs & Club Information Info Correct?



If not, how will potential members find your club? Only your club can update this “District Information” section on the top right of the [D5890 website](#), so if the info isn’t right you need to take action today so visitors can find your club:

- ~ Please [click here](#) to see your club’s information in this District Info section
- ~ Click your club’s name on the list of D5890 clubs - Is the info correct?
- ~ Now, look at the D5890 Map of Clubs - [Click here](#) - Is your club shown?
- ~ If so, click your club’s ‘locator pin’ on map. Does your club’s info pop-up?
- ~ If your club’s info isn’t correct, or isn’t on the map, your club president (D5890 can’t make the change...only clubs can edit their ‘Club Information’) so please [click here for the ClubRunner link](#) with step-by-step instructions

Please ask if you need help: Contact Tommie Buscemi, 713-598-7129, or tommie5890@suddenlink.net

Watch A “Behind The Scenes” Video of the Rotary Video & Photo Shoots



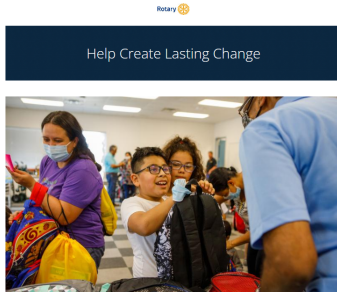
Lights! Camera! Action! Several of our D5890 Rotarians and Rotaractors that were cast to appear in several videos promoting Rotary and Rotary in Houston! The videos are in production and the Rotary International Marketing team will be released soon.

Left, is Art Bautista’s (RC of University Area Houston) video close-up. Watch this video with photos from the RI video shoots: [Click here](#)



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Have You Visited The www.RotaryInHouston.org Landing Page?



Mentioned in all media, RotaryInHouston.org is a site where potential members visit to learn more about Rotary in Houston. It is mentioned in all “We Are Rotary - Houston” Public Service Announcements (PSA) videos, TV & radio promos, Facebook & Twitter ads, local billboards, magazine articles, Houston Chronicle articles, TV interviews and more!

There are 3 Rotary clubs currently featured on the website but other clubs will be added on a rotating basis.

Did You See The Rotary In Houston Billboards?

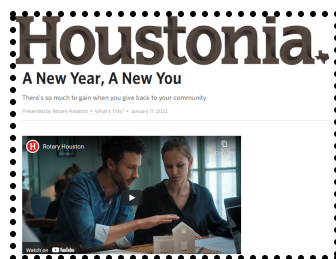


Another asset of the pilot program are our Rotary In Houston billboards! For several months, we’ve had multiple Rotary In Houston billboards located around D5890: Loop 610, Hwy 290, I-45 North, Hwy 59/69 and more coming. Each one features the RotaryInHouston.org. When you see one, take a photo for Facebook.

If you need resources to share on Facebook & other Social Media Platforms, consider Using Links Below Featuring D5890!

“Rotary: People of Action Who Take Action to Change Lives” - [Click to read](#)

“A New Year, A New You” - [Click to read](#)



TV Interview – ABC13 Eyewitness News, HTown Spotlight Interview

Watch “*Learn How Rotary Is Inspiring Change Around The World*” featuring our very own Wayne Staton (RC of Sharpstown), D5890 PolioPlus Committee Co-Chair, and Carol Pandak, Rotary International's Polio Director.



[Click here to watch video of interview](#)



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[Houston Chronicle article featuring our D5890 PolioPlus Chair, Wayne Staton](#)

Wayne’s personal story is an important component to his long-term commitment to wiping polio off the face of the earth!

It’s always wonderful when a Rotarian shares their “why” story which fuels their passion for being a Rotarian. Wayne and Gwen are polio heroes in D5890!

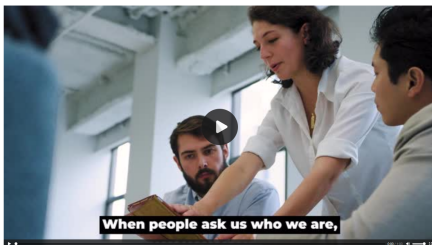
[Click here to read the article.](#)



[“We Are Rotary - Houston” PSA Video](#)

As part of our pilot, Rotary International has Public Service Announcements (PSA) currently playing on the following Houston TV stations. Note: These are PSAs, so we don’t have a schedule of airing dates and times.

- KHOU - CBS Channel 11 Houston
- KTRK - ABC13 Houston
- KTBU - Channel 55 (KHOU Affiliate)
- [Click to watch the 30-second PSA](#)



[Community Impact Newspaper Article, “Rotary Helping Houstonians Find Avenues To Make The World A Better Place”](#)

Wonderful article featuring two of our great District 5890 Rotarians, DGE Mindi Snyder (Rotary Club of El Campo), and Dr. Isis Mejias (Rotary e-Club of Houston) sharing how Rotary gives them the opportunity to help our world.

[Click here to read story.](#)





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We Need Your Club's Upcoming Service Projects for Special Website



We're creating a “Come Serve With Us” webpage ([click here to view a “draft” version of the page](#)) where potential members can come volunteer alongside Rotaractors and Rotarians. We want to show them who we are, what we do, and why. Email the following info to: Essi Kwabi: theofficialessi@gmail.com, and Tommie Buscemi: tommie5890@SuddenLink.net

Note: At this time we're only looking for Service Projects, not Fundraisers.

- Club name
- Project name
- Name of contact person, email, and phone
- Beneficiary of the project (example: women's shelter, food bank, local school, non-profit, etc.)
- Brief explanation about project
- Location, date and time of project

District 5890 April 2023 District Conference - Registration is Limited!



It's our “Going The Distance For Rotary” Conference in Fort Worth!
Mark your calendar & save the dates: April 27-30, 2023

- [Click to watch video about this event!](#)
- [Click here to learn more!](#) (Register, reserve hotel room, event activities, and more!)

Is Your Club Using The Correct Club Logo?

Rotary's logo changed in 2013, and we must be compliant for club & fundraiser logos. Globally, Rotary's brand provides a consistent context for a variety of stories from clubs around the world. Just as we've done for the past 2-years, we'll send you an email with three official club logos in May. Select the one you prefer and use it to update your club's website, Facebook, fundraiser materials, etc.



See below of visit our D5890 Public Image Page ([click here](#))
[Click here](#) for “Club Logos At A Glance” Guide
[Click here](#) for “Visual Identity At A Glance” Guide
[Click here](#) to visit Rotary Brand Center(Login required)



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Need ClubRunner Website Training To Update Your Website Or Social Media?



- Watch D5890's Website Training By ClubRunner - [Click here](#)
- ClubRunner's Social Media 101 - [Click here](#)
- Download the Mobile App for ClubRunner - [Click here](#)
- RI's "Social Media Guide" [Click here](#)

Rotary International's media and marketing will increase non-Rotarian visits to your website starting very soon. The above links will help you renew and update your sites, and the App will have your club's (continued on Page 7) information on your mobile phone. All of the above is posted on our [Public Image page at www.Rotary5890.org](#)

Register for Upcoming FREE ClubRunner Webinars or Watch Recordings



ClubRunner offers FREE webinars to their subscribing clubs. Taught by the experts at ClubRunner, you'll gain expertise that help you create a great website. [Click here](#) to see the dates and topics, and [click here](#) to watch recorded webinars.

Our “District 5890 Expanding Our Reach” on Learning Center

As part of Rotary International's 3-year “District 5890 Membership Marketing Pilot”, Rotary created a special section just for D5890. There's lots of info about Public Image, Membership, Training, and more! You can watch our recent 3-part series webinar, “Building Your Club's Social Media Plan” with Andy Sternberg, Rotary International's Facebook Manager, and Nick Smith, Rotary International's Global Events Learning Specialists.



The easiest way to find our “District 5890 Expanding Our Reach” is on our [D5890 website](#) in the right sidebar of the home page for a direct link.

Take other Leadership Courses On Rotary's Learning Center - [Visit www.Rotary.org/learn](#)

“Connect by Rotary” - Rotary's New Approach To Engaging Potential Members!

What an honor that Rotary International selected District 5890 for testing an online community, [Connect by Rotary](#).



Connect is a free and secure online platform built for people who are interested in service, career development, and connecting with others.

You can learn more about Connect in this [one-page overview](#)

Each January, Rotary International sees an increase in people who resolve to get involved in their communities — and they express their interest in Rotary and Rotaract clubs through Rotary.org. These prospective members are tracked and assigned to your district and clubs through our Membership Leads system. While this helps bring great people into Rotary, we sometimes miss out on the opportunity to engage with people who want to make a positive impact in their communities but aren't ready or able to join a club. If your club wants to attract more community service volunteers, adding your projects to Connect is a new way to do this.



Need a Public Image presentation at your club? Please contact us!

Each club members need to be aware of their role in your club's Public Image!

Tommie & Charlie Buscemi, Rotary D5890 Public Image Committee

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