

2025-26 Rotary District 5890 Public Image Roadmap Scorecard(Submit on/before Aug 15, 2026)							
Public Image Team of the Rotary Club of _____							
<ul style="list-style-type: none"> ▪ DISTRICT 5890 PUBLIC IMAGE CITATION = Complete 1 - 3 activities in each category ▪ DISTRICT 5890 PUBLIC IMAGE CITATION WITH DISTINCTION = Complete minimum of 3 activities in each category ▪ DISTRICT 5890 "PUBLIC IMAGE CLUB OF THE YEAR" = Club with the MOST activities completed (total in Category 1 - 7) 							Committee Member Leader
Category One: CLUB PUBLIC IMAGE TEAM - Creating A Strong Team Will Lead To Success! Think Outside The Box!							Insert name & Role
	1. Have a team of at 4 members that meet quarterly or more. Enhance Participant Engagement						
	2. Create Club Public Image Team goals that are clear and measurable - Increase Our Impact						
	3. Promote Club Public Image Team activities, team members and resources on club website - Expand Our Reach						
	4. Identify roles/responsibilities of team members - Increase Our Impact						
	5. Have a succession plan for Club Public Image Team to ensure continuity - Increase Our Ability To Adapt						
	6. Create new (think outside the box!) PI initiatives for your club						
Category Two: TRAINING COMMUNICATION							Insert name & Role
	1. Club submitted name of Club Public Image Team Leader/Chair to Rotary.org as officer (This is a NEW RI requirement) - Expand Our Reach						
	2. Have at least two Club Public Image presentations / training events for your club - Enhance Participant Engagement						
	3. Club PI Team has completed at least 2 Public Image courses at Rotary's Learning Center - Increase Ability to Adapt						
	4. Identify and promote at least 10 club events or projects on club website & social media - Increase Our Impact						
	5. Use D5890's "New Year" checklist with activities or objectives club PI team can accomplish - Increase Our Impact						
	6. Club PI members attend either the Vibrant Club Workshop (Sept 2025) or Club Leadership Training (April 2025) - Increase Our Impact						
	7. Other significant and innovative communication related initiatives.						
Category Three: BRAND CONSISTENCY							Insert name & Role
	1. Club website & social media platforms are brand compliant - Expand Our Reach						
	2. Conduct training or presentation for your club highlighting importance of proper branding - Enhance Participant Engagement						
	3. Conduct audit of club website & social media (Use District 5890 Audit Form to check) - Increase Our Impact						
	4. Club's materials at meetings, plus on website & social media, are brand compliant - Increase Our Ability To Adapt						
	5. Regularly update your social media sites that your club has (Facebook, Linkedl, Instagram, etc.) - Increase Our Impact						
	6. Club's social media adheres to brand standards (correct logos) - Increase Our Ability to Adapt						
	7. Other significant and innovative brand consistency related initiatives.						
Category Four: CLUB SOCIAL MEDIA - An inexpensive way to share your club's "WHY"							Insert name & Role
	1. Have at least two club social media accounts - Expand Our Reach						
	2. Promote at least two club programs /projects each month - Increase Our Impact						

		3. Utilize People of Action materials at least 10 times in social media posts - Expand Our Reach				
		4. Develop, promote, and utilize club's hashtag (#) on social media - Enhance Participant Engagement				
		5. Create and post at least two videos promoting a club project or Rotary initiative - Expand Our Reach				
		6. Other significant and innovative social media related initiatives.				
Category Five: CLUB COMMUNICATION						<i>Insert name & Role</i>
		1. Promote at least 3 club events on club website, website or in local traditional media (newspapers, radio, etc.) - Increase Our Ability to Adapt				
		2. Promote club's projects on "Rotary's Service Project Center" (previously Rotary Showcase) (spcuat.rotary.org/) - Enhance Participant Engagement				
		3. * Submit a Press Release to media about a project (visit D5890 Public Image for examples) - Increase Our Impact				
		4. * Submit a Press Release to media about club's grant project (district and/or global grant) or article about The Rotary Foundation - Increase Our Impact				
		5. * Submit at least 3 media stories about club - Enhance Participant Engagement				
		6. Other significant and innovative club communication related initiatives.				
		*Submit copies or links via email to: Tommie5890@SuddenLink.net for posting on D5890 website & social media)				
Category Six: PARTNERSHIPS						<i>Insert name & Role</i>
		1. Partner with another Rotary club or other organization in at least one Public Image initiative (promote project) - Increase Our Impact				
		2. Partner with another organization to leverage promotion of your Rotary club (local Civic Club, Chamber, Food Bank, hospital, etc.) - Expand Our Reach				
		3. Partner with your club's Rotary Foundation (TRF) Committee to promote district or global grant, PolioPlus, or about Rotary Foundation - Increase Our Impact				
		4. Partner with club Membership Committee team to promote benefits of joining Rotary - Enhance Participant Engagement				
		5. Partner with one of Rotary's "Strategic" or "Collaborative" Partners (www.rotary.org/en/about-rotary/partnerships) - Expand Our Reach				
		6. Partner with your club's or District 5890 PolioPlus Committee to create awareness about polio - Expand Our Reach				
		7. Other significant and innovative club communication related initiatives.				
Category Seven: OTHER						<i>Insert name & Role</i>
		1. In Rotary Club Central, set your club's goals - Increase Our Impact				
		2. Promote Rotary's World Polio Day & submit your event to Rotary at EndPolio.org - Increase Our Impact				
		3. Encourage members to share stories about their favorite effective program or project. Enhance Participant Engagement				
		4. Feature Rotary's monthly themes on club social media / videos / newsletters - Enhance Participant Engagement				
		5. Create and maintain a club calendar on club's website that includes club & district events - Expand Our Reach				
		6. Create and maintain a club library / resource toolbox with photos, videos, proven tips & guides - Expand Our Reach				
		7. Hold events or club presentations to promote your club's activities. - Increase Our Ability to Adapt				
		8. Other significant and innovative public image initiatives that didn't fit into any of the above categories.				
		Completed			At risk of not reaching goal	
		Planned or in progress			Not in 2024-2025 plan	