

Category 1: PUBLIC IMAGE TEAM

More hands make lighter work and allows for more to be accomplished. Creating a strong team will lead to success!

- Have a team of at least 3 members that meets quarterly or more
- Public Image purpose and team members are promoted on club website
- Have a strategic plan in place for the Club Public Image Team
- Include Public Image resources on club website
- Identify roles/responsibilities & succession plan for team members

Category 2: BRAND CONSISTENCY

Making Rotary memorable starts with consistency of brand. Efforts to educate & encourage members about proper use will set you on the right path.

- Club website & social media are brand compliant
- Conduct training or presentation for your club highlighting importance of proper branding
- Conduct audit of club website & social media
- Club's website adheres to brand standards
- Club's social media adheres to brand standards

Category 3: CLUB SOCIAL MEDIA USAGE

A great and inexpensive way to communicate with your members and the public. Are you taking advantage?

- Have at least two club social media accounts
- Promote at least two club programs /projects each month
- Utilize People of Action materials at least 10 times in social media posts
- Develop, promote, and utilize club's hashtag (#) on social media
- Create and post at least two videos promoting a club project or Rotary initiative

Category 4:

COMMUNICATION WITH MEMBERS

Having a clear path of consistent communication will pay dividends, but it doesn't happen accidentally.

- Club has a Public Image team leader/chair
- Conduct at least two Public Image presentations / training events for club members
- Identify and promote at least 10 club events or projects on club website & social media
- Create a "New Year" checklist with activities or objectives club PI team can accomplish
- Club has a member complete a Public Image related course at Rotary's Learning Center

Category 5:

EDUCATE MEMBERS ABOUT PI

While communicating with club executive officers is important, there are some messages that need to be broadcast to all club members as well.

- Promote Rotary's World Polio Day & submit your event to Rotary at EndPolio.org
- Feature Rotary's monthly themes on club social media / videos / newsletters
- Create and maintain a club calendar on club's website that includes club & district events
- Create and maintain a club library / resource toolbox with proven tips & guides
- Enter club projects on Rotary Showcase

Category 6:

CLUB COMMUNICATION WITH MEDIA

Telling our stories to the public so create & maximize ways to interact with the media

- Promote at least 3 club events in local traditional media
- * Submit a Press Release to media about a project
- * Submit a Press Release to media about club's grant project (district and/or global grant)
- Measure success of media communication
- * Submit at least 3 media stories about club activities

(* Submit copies to Tommie5890@SuddenLink.net)

Category 7: PARTNERSHIPS

Acting individually reduces impact and creates redundancy, but partnering increases our effectiveness and efficiency!

- Partner with another Rotary club in at least one Public Image initiative
- Partner with another organization to leverage promotion of your Rotary club (local Civic Club, Chamber, Food Bank, hospital, etc.)
- Partner with your club's Rotary Foundation (TRF) Committee to promote district and/or global grant impact & encourage increased TRF giving
- Partner with club Membership Committee team to promote benefits of Rotary membership
- A member attended District 5890 Vibrant Club Training on August 7, 2021

Recognition Levels:

Deadline to complete activities:

June 15, 2022

Clubs can receive the "Public Image Citation with Distinction" when they achieve the "Public Image Citation" plus one additional activity

- **District 5890 Public Image Citation:** Complete **THREE** of the five activities in each category
- **District 5890 Public Image Citation with Distinction:** Complete **FOUR** of five activities in each category
- **District 5890 Public Image Club of the Year:** Club with the **MOST ACTIVITIES** achieved.

Rotary
District 5890

