



Resources for 2021-2022 - 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

- 2021-2022 Rotary District Governor**
E.Michelle Bohrer, DGMichelle5890@gmail.com
- 2022-2023 Rotary District Governor**
Mindi Snyder, Mindi.Snyder89@gmail.com
- 2023-2024 Rotary District Governor**
Heather Rimato, RotaryHR@RimatoInsurance.com
- D5890 Public Image Committee**
Tommie Buscemi, Tommie5890@SuddenLink.net
Charlie Buscemi, CJSB@SuddenLink.net
- D5890 Social Media Chair**
PDG Eric Liu, EricLiu5890@gmail.com

Save The Date: Saturday, August 7th, D5890 Vibrant Club Training
9 AM - 1 PM (Location TBA) Public Image - Membership - The Rotary Foundation



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](#) ****



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Dear Club Leadership Team,

We’re part of the world’s greatest organization, and 2021-2022 is going to be amazing!

Do you know that clubs in districts that host the Rotary International Convention have a 40% increase of visits to their club websites, social media, and club meetings based upon Rotary International’s historical data the last several years?

July 1st, we’re entering our 3rd and final year of Rotary’s Membership Marketing Pilot Program. Rotary International is spending nearly \$1 million dollars in Houston on media & marketing to help you grow your membership. Potential members will soon be visiting your club’s website and Facebook page and you’ve got one chance to make a great first impression. Below are some tools & resources to help your club.

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



Above is a screenshot of the “My Rotary” login at Rotary.org. Have you created your “My Rotary” Account on www.Rotary.org? [Click here](#) for instructions to create your account. Many of the links below require this login to access Brand Center, Rotary Club Central, etc.

Note: Your “My Rotary” Account is a completely different account than your ClubRunner account. [Click here](#) for “How Do I...?” including adding members, changing access levels, changing member’s profiles, etc. We’re always here to help you, but ClubRunner’s expert staff know ALL of the answers, and their email address is Support@ClubRunner.ca.



Is Your Club Using The Correct Club Logo?

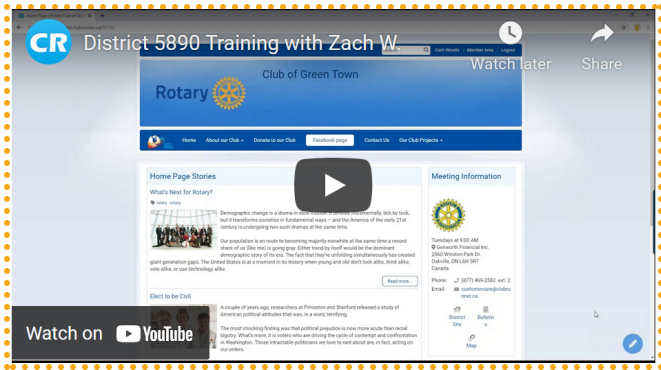
Rotary’s logo changed in 2013, and we must be compliant. Globally, Rotary’s brand provides a consistent context for a variety of stories from clubs around the world. Just as we’ve



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[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)



Need Help Refreshing Your Website Or Social Media?



- Watch D5890’s Website Training By ClubRunner - [Click here](#)
- ClubRunner’s Social Media 101 - [Click here](#)
- Have You Downloaded 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 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

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.



June 2022 Rotarian Magazine Article, “Do A Refresh”

The experts at Rotary International give you tips and ideas. Need a visual to help refresh your club’s website? This short article gives you “do it now”, “do it later” fixes, tweaks, and much more and for refreshing your website and social media sites. [Click here](#) for link to read story.

DO A REFRESH
Raise your club’s profile with online updates
 Illustration by James Graham



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Our “District 5890 Expanding Our Reach” on Learning Center

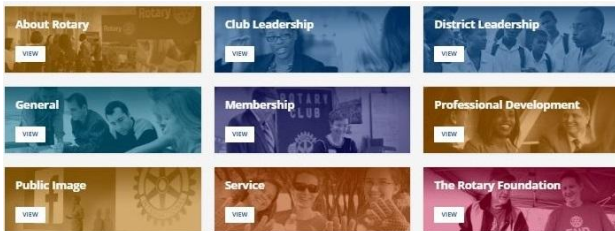


As part of Rotary International’s 3-year “District 5890 Membership Marketing Pilot”, Rotary created courses just for us. There’s lots of info about Public Image, Membership, Training, and more! You can watch our recent 3-part series webinar, “Building Your Club’s Social Media Plan” with Andy Sternberg,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

D5890 website in the right sidebar of the home page for a direct link, or [Click here to visit!](#) **(login required)**

Here’s how to access our D5890 courses via www.Rotary.org:

1. Sign into [My Rotary](#)
2. Hover over the Learning & Reference menu and click Learning Center
3. When the Course Catalogs page loads, click on the User Menu in the top left of the screen (3 horizontal lines next to the Rotary logo)
4. Click Learning Topics
5. Scroll down on the page until you see District 5890 Expanding Our Reach (it usually takes a few moments for additional topics to load as you scroll) and click on the title.



Other Courses On Learning Center

Learn specific roles, take professional development courses, help a new member learn more about Rotary. Each on-line course helps you learn new skills and become more successful in what you do. Pick a topic, learn at your own pace, [earn virtual medals](#) & certificates! Visit www.Rotary.org/learn.

Visit the “Learning & Reference” Site Page on Rotary.org

(Click here - My Rotary login is required)

The “Learning & Reference” webpage on Rotary.org has resources with links to help Rotaractors & Rotarians, and new members learn more about their role, and about Rotary.



Hands-on Service Projects Stories and Photos Needed!

Submit directly to RI staff. Rotary’s Marketing and PR staff are looking for new and sustainable or ongoing projects showing Houston area Rotaract/Rotary clubs as People of Action.

Submit project stories to: https://rotary.qualtrics.com/jfe/form/SV_1yIVvSvfbAPS4qp

Submit project photos to: https://rotary.qualtrics.com/jfe/form/SV_07HbElf4FRR7rN4

[Click here](#) for RI’s “People of Action Story Mining Guide.”

[Click here](#) for link to RI’s “People of Action Story Examples.”



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Happening NOW! The June 12-16, 2021 Convention - [Click to Register!](#)



One Rotary
Rotary World Headquarters
Evanston, IL

October 14-17, 2021

Tours of One Rotary
Dynamic Speakers
Private Tour of Paul Harris Home

Hilton – Orrington
On-line reservations:
<http://www.orringtonevanston.hilton.com>
Booking code is R5890

On-line registration at
www.rotary5890.org

DG Michelle's District Conference
On October 14-17, 2021 At
Rotary International Headquarters!

[Click here to Register, make hotel reservations, and learn more!](#)



The 2022 RI Convention in HOUSTON!
Date: 4-8 June, 2022
Registration started this weekend! [Click here](#)
Visit www.HoustonRI2022.org
[Click to watch D5890 welcoming the world to D5890!](#)

We're here to help you, and your club. We'll gladly do a PI presentation, so please contact us!
Tommie & Charlie Buscemi
Rotary District 5890 Public Image Committee Co-Chairs
Mobile: 713.598.7129, Office: 281.359.7193 Email: Tommie5890@SuddenLink.net