



DISTRICT 5890 PUBLIC IMAGE TEAM ***(Together Everyone Accomplishes More!) STRATEGIC PLAN***

Mission: Rotary International District 5890 will provide support and resources to all district clubs to assist in the execution of the Mission as established by Rotary International to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

District 5890 will make Public Image (PI) a critical part of the district operations by increasing the focus and resources made available to the committee. The district will actively explore and utilize new means of communication within and outside the district.

A. MEMBERS OF OUR 2022-2023 PUBLIC IMAGE COMMITTEE TEAM

Roles for this TEAM is to create and implement a plan to tell Rotary's story to the public, support each club's public image efforts, and to promote the district and club's projects and activities.

- Tommie Buscemi
- Charlie Buscemi
- Kaliko Veiseh
- Barbara Franklin
- Stacy Brevard
- Maria Cortez-Ochoa
- Steve Magoon
- Currently onboarding & training recent TEAM addition, Yunchiu Chang

Tommie Buscemi (Co-Chair)

- Serves as District Webmaster ensuring that the district website, www.Rotary5890.org is current and updated with accurate information and positive impression to the public
- Oversees the creation of all Rotary District 5890 branded material and assets to ensure compliance with the Rotary International branding guidelines
- Creates logos for all District 5890 Committees for use in promo material and websites
- Creates videos to promote events, fundraisers, and district events
- Creates promo videos for District Membership & Rotary Foundation Committees
- Coaches the District Interact and Rotaract Committees about each club using compliant logos
- Ensures that clubs are using the Rotary logo and brand appropriately
- Creates club logos in Brand Center and provides to each Rotary club and also teaches clubs how to create their own club logo and logo lockups
- Develop PI campaigns and media relations strategies
- Maintain updated promotional material and publications (brochures, videos, social media posts etc.)
- Hosts public image educational and training opportunities for Club Public Image
- Serves as a public image resource for clubs (use of Brand Center, social media, local media, developing a marketing campaign etc.)
- Establishes and maintains a public image network made up of Club PI Committee Chairs
- Shares ideas among clubs to help raise the clubs' profile in their communities, maintains the Rotary District 5890 YouTube Channel

Charlie Buscemi (Co-Chair)

- Performs semi-annual “Club Website & Social Media Audits” and provides each club a copy
- Maintains Facebook pages for Rotary District 5890 and Rotary District 5890 Governor
- Liaison with Club Public Image Chairs to assist clubs develop their own public image plan
- Helps develop public image educational and training opportunities for Club Public Image
- Recommends new individuals to District Governor for the Public Image Committee
- Seek opportunities for partnerships, sponsorships and advertising
- Make sure new members to Public Image Committee receive appropriate training

Barbara Franklin (The Rotary Foundation Liaison)

- Provides updates and strategies in regards to The Rotary Foundation
- Shares ideas that can promote district and global grants in the greater Houston-area
- Provides changes to publicly recognize (ONLY with the recipients approval & authorization) Bequest Society, Paul Harris Fellows, Paul Harris Society, Major Donors, Arch Klumph Society, etc
- Provides collaborative training to support The Rotary Foundation at District 5890 events and shares how public image supports knowledge in the community
- Coordinates with Public Image TEAM

Stacy Brevard (Membership Liaison)

- Provides updates and strategies in regards to Rotary Membership Leads
- Shares innovative ideas that can promote membership recruitment and retention using public image resources
- Provides collaborative training to support membership and retention throughout the District and shares how public image supports our efforts to GROW ROTARY!
- Meets regularly with Public Image TEAM

Kaliko Veiseh (Graphics)

- Creates graphics for district governor and district committees
- She has served as Club Public Image Chair, so she shares her unique perspective regarding the needs and ways to help Rotaractors and Rotarians serving in those positions.

Maria Cortez-Ochoa (District Photographer)

- Attends activities, trainings, and projects to take photos for use in our promotion of District 5890, and our clubs, district committees, etc. to promote Rotary

Steve Magoon (Assistant District Photographer)

- Attends activities, trainings, and projects to take photos for use in our promotion of District 5890, and our clubs, district committees, etc. to promote Rotary

RESPONSIBILITIES OF OUR ENTIRE COMMITTEE TEAM:

- Serve and support our Rotary District 5890 Governor, Governor-Elect, Governor Nominee, and clubs
- Lead by example and share stories that show your district as people of action, through social media and other media
- Encourage clubs to communicate with external audiences to promote the impact they make in their communities
- Oversees the creation of all Rotary District 5020 branded material to ensure compliance with the Rotary International branding guidelines
- Get media coverage for local projects by cultivating relationships with journalist.
- Work with clubs to use the resources available on the Brand Center to create and use club logos that reflect Rotary's brand guidelines and develop materials that are distinctly Rotary

- Promote the End Polio Now campaign, our areas of focus, grant successes, and alumni activities.
- Plan and conduct the District 5890 Vibrant Club Workshop in consultation with the governor and district trainer, as well as the District Membership, Community Service and Rotary Foundation chairs.
- Create and maintain a strong public image emphasis
- Coordinate with district governor a budget for public image.
- Manage all the publicity for the district.
- Develop new strategies, operate, and actively evolve the following:
 - District Website – update and maintain on weekly basis
 - District Social Media platforms Facebook – create and follow posting calendar
 - Instagram - update
 - Our Two (2) YouTube Channels – create and add videos on regular basis
 - Utilize our 15+ videos showcasing our District 5890 Rotaractors and Rotarians at their community service projects (full-length plus individual segments) available on our Rotary District 5890 YouTube Channel:
 - “We Are Rotary – Houston”
 - “People of Action – Houston”
 - “Rotary In Houston”
- Create custom and informative videos promoting all district events and projects
- Create custom videos promoting Membership and The Rotary Foundation district/global grants, etc.
- For clubs, we’ll create custom videos (club logo and URL) for promotional use on the club website, and social media platforms.
- Other media that is identified and viable for District advertising
- Contacting monthly and/or quarterly the media regarding newsworthy stories of district events, speakers, and projects.
- Integration of Rotaract member data into district website
- Help clubs understand “Internal” versus “External” messaging

B. GOALS OF OUR PUBLIC IMAGE TEAM

For each of the following goals we’re striving for 75% to 90% participation of our clubs:

- Implement consistent use of correct/compliant Rotary’s visual identity and voice requirements on Websites, Social Media & Club Materials – If they aren’t, we’ll assist them!
- Rotaract and Rotary clubs have an active and vibrant Public Image Chair & TEAM
- Clubs are telling and sharing their “Why” stories – if they aren’t we’ll take action to show them
- Use “People of Action” Templates on club photos
- Using “Rotary Brand Center” to create promo materials, POA assets, etc.
- Our TEAM will actively seek clubs that need an in-person or Zoom a Public Image Presentation. Each club’s Assistant Governor will be utilized to help identify clubs in need
- Clubs using correct logos on all club materials: Brochures, handouts, etc.
- Encourage clubs to participate in the “District 5890 Public Image Challenge Award”
- Provide clubs with an example of a Club Public Image Strategic Plan and offer to help them customize one for their club
- Consistently using Rotary Showcase to promote club projects
- Each club has their Club Public Image chair serving as a Board of Director (or at least receiving an invitation to attend and speak at the board meeting)
- Videos capture viewers' attention for a more extended time so encourage clubs to take advantage of *free* online social media video creators to create quick and easy custom videos that promote their club such as iMovie, Nutshell, Magisto, Animoto, etc. for the following:
 - An open invitation for community to volunteer at a club’s service project
 - Inform community about district and/or global grants from The Rotary Foundation

- Promote & Sell Tickets to club's fundraiser
- Welcome New Members, Paul Harris Fellow, etc.
- "Thank You" to Sponsors & Volunteers
- Play while Rotarians & visitors arrive (social time!) for weekly meeting

C. STRATEGIC ALIGNMENT

The district will actively participate in the execution of the RI Houston Membership Marketing Pilot Program (approved by the Rotary International Board of Directors at their January 2019 meeting) scheduled to commence in Q4 2018 and continue through June 30, 2022

D. INTRA-DISTRICT COLLABORATION

- a. The District PI Chair will proactively ensure that the district is actively communicating with Rotary International PI resources including Zone and RI level. The district will utilize this as a collaborative effort to share and receive best practices that are available
- b. The District PI Chair will communicate and collaborate with the District Membership Chair, the District Foundation Chair, and the District PolioPlus chair and other district committee chairs to cross promote activities and support each area's efforts

E. PUBLIC IMAGE TRAININGS

Our TEAM will develop and maintain training programs to provide a consistent message of how to create marketing pieces that comply with RI guidelines and requirements. Our aim is to help them understand the significant value and role of public image in the health and growth of their club and Rotary District 5890.

- Attendance at trainings for District Executives, Assistant Governors, District Committee Chairs, Club Executive Officers, Committee Chairs and Club Members
- Our TEAM will provide promotional materials and videos for district and club websites, Facebook, and press releases to clubs for developing their public image outreach
- These district and club trainings include:
 - a. Governor Elect's "District Leadership Training" for incoming leadership team (February)
 - b. Lone Star PETS (February/March)
 - c. Club Leadership Training (District Assembly) (April)
 - d. Vibrant Club Training
 - e. Club Virtual or In-Person Trainings (held periodically throughout year with individual clubs)
 - f. End Polio Now Events
 - g. TRF Foundation events/dinner events
 - h. District Conference (April)
 - i. Annual District 5890 ClubRunner Virtual Training (by ClubRunner's team of experts)

F. SPEAKERS BUREAU:

Our District 5890 website will have a page dedicated to listing excellent speakers and programs which have been suggested/vetted by our Rotary clubs. Many of these speakers are Rotarians and Rotaractors with specific messages about projects, grants, professional development, etc. Speaker information will be updated as speakers are suggested/nominated.

G. WEBSITE: DISTRICT 5890 COMMITTEES WEBPAGES

Our District 5890 Webmaster will create and update a custom landing webpage for each of the following committees based upon needs from each respective chairs, and district governor:

- Rotary Foundation
- Membership
- Public Image
- End Polio Now
- Come Serve With Us (invitation to non-Rotarians to volunteer alongside our members)

- District Secretary
- District Treasurer
- District 5890 Rotary Leadership Institute (RLI)
- Interact
- Rotaract
- Rotary Youth Exchange
- EarlyAct FirstKnight Character Development Project
- RYLA
- Task Force to End Human Trafficking
- Peace
- Community Service
- District Conference
- Dakota Peace Grove Environment Project
- District 5890 Yellow Pages
- Books for the World
- Guerrero Clinic

H. PUBLIC IMAGE ASSETS - ROTARY DISTRICT 5890

The following assets are available for clubs to use at their events, fundraisers, galas, etc. Each are branded with compliant logos. Club presidents must contact our District 5890 Assets Chair, Derrill Painter, to complete the required form regarding date needed, Rotarian picking up the asset(s), and timely return of asset(s) to Derrill.

- Custom District 5890 “Rotary Foundation” tent (with ½ wall side panels, full back panel, and tent tear drop flags)
- Custom District 5890 “Rotary Foundation” tablecloth
- Custom District 5890 tent with D5890 Logo (with side panels)
- Tent with “Rotary” logo
- Custom District 5890 tablecloth with D5890 Logo
- Six (6) Custom District 5890 Feather banners with D5890 Logo & URL
- 6 Feather Banners (2 each: Come Join Us, Rotary Service Communities, Rotary Changing Lives)
- Six (6) Custom Areas of Focus retractable banners with D5890 logo and URL
- Custom “Four-Way Test” retractable banner with D5890 logo and URL
- Custom “Object of Rotary” retractable banner with D5890 logo and URL
- Custom “Join Rotary” retractable banner with D5890 logo and URL
- Four “People of Action” retractable banners

I. SUCCESSION PLAN: DISCOVERING & DEVELOPING COMMITTEE TEAM OF THE FUTURE!

- Actively seek qualified and skilled Rotaractors and Rotarians to serve on the committee based upon their qualifications (club website, social media platforms, professional experience and Rotary “experience”, and recommendations)
- Access vacancies we need to fill on our TEAM
- Ask current and past club public image committee members to consider joining TEAM
- Share expectations of their role
- Begin inviting them to participate in TEAM meetings and trainings
- Transition the new members into their role and provide them with ongoing training
- Encourage attendance at RMDTI & Zone Institutes (ask DG to have funds in their budget)

J. DISTRICT 5890 PUBLIC IMAGE CHALLENGE AWARD:

- This promotes and gives clubs a roadmap to develop a strategic plan and understand the importance of public image for their club
- Award requirements will be published on our district website, emailed to club's executive officers and committee chairs
- District 5890 Public Image Club of the Year will be recognized at the Vibrant Club Training.
- Our committee will also visit each club that participated to present their award and also stress to their members the importance of utilizing all public image assets to promote their club in the community
- Rotaract clubs are encouraged to participate in this challenge!

2022-2023 ROTARY DISTRICT 5890 PUBLIC IMAGE CHALLENGE

Category 1:

CLUB PUBLIC IMAGE TEAM

Creating a strong team will lead to success!

1. Have a team of at least 3 members that meets quarterly or more
2. Create Club Public Image Team goals
3. Promote club public image purpose, team members and resources on club website
4. Identify roles/responsibilities of team members
5. Have a succession plan to ensure continuity
6. Create new PI initiatives for your club

Category 2

TRAINING/COMMUNICATION

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

1. Club submitted name of Public Image team leader/chair to Rotary.org as officer
2. Have at least two Public Image presentations / training events for your club
3. Club PI Team has completed a Public Image related course at Rotary's Learning Center
4. Identify and promote at least 10 club events or projects on club website & social media
5. Create a "New Year" checklist with activities or objectives club PI team can accomplish
6. Club PI members attend either the Vibrant Club Training or Club Leadership Training

Category 3

BRAND CONSISTENCY

Making Rotary memorable starts with consistency of brand.

1. Club website & social media are brand compliant (have at least 2 social media sites)
2. Conduct training or presentation for your club highlighting importance of proper branding
3. Conduct audit of club website & social media
4. Club's materials at meetings are brand compliant
5. Have at least 2 club social media sites
6. Club's social media adheres to brand standards

Category 4:

CLUB SOCIAL MEDIA

A great and inexpensive way to communicate with your members and the public.

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

Category 5:

CLUB COMMUNICATION

We need to tell our stories to the public, so creating & maximizing ways to interact with the media is a must! Consider all print media, radio, online news, & local TV!

1. Promote at least 3 club events in local traditional media
2. Promote club's projects on "Rotary Showcase"
3. * Submit a Press Release to media about a project
4. * Submit a Press Release to media about club's grant project (district and/or global grant)
5. * Submit at least 3 media stories about club
(* Submit copies to Tommie5890@SuddenLink.net)

Category 6:

PARTNERSHIPS

Acting individually reduces impact and creates redundancy, so partner to promote your club

1. Partner with another Rotary club in at least one Public Image initiative (promote project)
2. Partner with another organization to leverage promotion of your Rotary club (local Civic Club, Chamber, Food Bank, hospital, etc.)
3. Partner with your club's Rotary Foundation (TRF) Committee to promote district or global grant, PolioPlus, or about Rotary Foundation
4. Partner with club Membership Committee team to promote benefits of joining Rotary



Public Image Committee

Category 7:

OTHER

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

1. Promote Rotary's World Polio Day & submit your event to Rotary at EndPolio.org
2. Feature Rotary's monthly themes on club social media / videos / newsletters
3. Create and maintain a club calendar on club's website that includes club & district events
4. Create and maintain a club library / resource toolbox with proven tips & guides
5. Enter club projects on Rotary Showcase
6. Hold events to promote Rotary's D.E.I. Initiatives

Recognition Levels:

Deadline to complete activities:
JUNE 15TH, 2023 (Email Checklist to: Tommie5890@SuddenLink.net)

CHALLENGE AWARD LEVELS:

- "District 5890 Public Image Citation": Complete 1-3 of the activities in each category
- "District 5890 Public Image Citation With Distinction": Complete **THREE** of the activities in each category
- "District 5890 Public Image Club of the Year": Club with the **MOST ACTIVITIES** achieved.

Using Rotary's Four-Way Test, I hereby certify that this information is true & accurate.

Name: _____

Email: _____

Rotary Club of: _____

K. THESE KEY MESSAGES WILL BE CONVEYED TO ALL CLUBS:

- Share your "WHY" story so non-Rotarians understand your club's IMPACT!
- Your club's interactions with the community greatly **influence how people think** about Rotary.
- Because just knowing about Rotary often isn't enough to spark people's interest and spur them to get involved
- When people understand **what your club does** to make the world a better place, they'll be motivated to support your efforts and get involved. Strengthening Rotary's public image in your community will help you attract members, volunteers, partners, and donors
- Promoting your club's good work in the local news media and on social media can also **engage current members**. Keeping members involved is much easier when they take pride in your club's accomplishments
- People in the community are more likely to **donate their time and money** when they see the impact of your club's projects. It's also easier to find local partners to work with when they know and trust your club
- Enhancing your club's public image also helps your club **stand out** from all the other opportunities that members of your community have to donate, volunteer, and get involved

- As a Rotary member, you are an ambassador for our brand. Because you have direct experience with Rotary, **you are in the best position** to raise awareness and understanding among those who don't know us
- Help your club **build a strong public image** in your community:
 - Publicize your projects and activities to influence how your club is perceived.
 - Share stories about how your club's projects affect the lives of people in your community.
 - Present your club as vibrant and your members as people of action.
- **Social Media:** Post photos that reflect your club's diversity. Share news and personal stories about club projects and events. Invite your followers to learn more about your activities by providing links to your club website
- **Events:** Plan activities that are of interest to your community. Encourage the public to participate in your events to build awareness of and support for your club
- **Website:** Make sure your website shows up-to-date information about your club and its activities. Use images and videos that feature club members working together, having fun, and making positive changes in the community. Update your website frequently
- **Partnerships:** Work with local organizations to increase both your visibility and your impact