Example of Club Public Image Strategic Plan

Rotary Club of ------------- Public Image Strategic Plan

The role of the club public relations committee is to create and implement a plan to tell Rotary’s story to the public and promote the club’s projects and activities.

Having strong public relations ensures that communities around the world know that Rotary is a credible organization that meets real needs.

Rotary’s public image is shaped by the actions of all members in meetings and serving our community, our events, service projects, and accomplishing the needs of our community. Each member in our Rotary Club, as well as by our involvement in the community, our presence on the web and social media, and the club materials that Rotary produces for our use.

Our Public Image Committee’s goal is to do this in a way that promotes community awareness of Rotary’s work around the world, but especially in our local community.

One of Rotary’s strategic goals is to enhance the public’s image of Rotary and its awareness of our service and activities. We’ll accomplish this by working collaboratively with all of our club members, club committees to increase membership, expand community partnerships, improve fundraising opportunities, and promote involvement in club projects.

Our committee serves as the focal point and resource of information and support in:

* Public Image campaigns
* Adequate strategic planning
* Utilizing Social Media techniques and best practices
* Website effectiveness
* Understanding Branding and related best practices
* Related training to accomplish Public Image tasks

**Committee Goals & Expectations**

* Establish relationships with Club Membership and Rotary Foundation Committees
* Support Club presence in local communities
* Serve as a resource for all materials required for events, fundraisers and related activities
* Provide materials for club – i.e. Club Brochure, Newsletter, etc. by utilizing and creating club materials available in the Brand Center ([**www.rotary.org**](http://www.rotary.org/)) and other resources
* Meet monthly or as needed to address Public Image updates and club needs
* Report to our club’s Board of Directors about our resource needs, budget requests, and PI sucesses
* Create alignment with our Assistant Governor to collect and disseminate PI information
* Develop PI workshop/training sessions for our members, and in conjunction with district trainings

**Process**

Manage all photography, videography and presentation needs for Club Events and to provide tools and resources to assist each club committee chair in their respective Public Image goals to promote our club.

* This includes club collateral material such as club brochure templates and other materials that can come from the Rotary Brand Center.
* Assisting with Club websites for adequate relevance to respective communities.
* Creating training tools and/or sessions to utilize Social Media techniques.
* In addition, the Club PI committee has additional advisors representing Club Membership, Rotary Foundation, and the various club committees.  Thus, there is a collaborative bond between ALL club committees.

**Managing Club Assets, and Resources**

* This includes club collateral material such as club brochure templates and other materials that can come from the Rotary Brand Center.
* Press release template
* Logos
* Event resources
* Flags and banners

Leverage Rotary's Global Public Relations Campaign “People of Action”

Rotary introduced the latest global public image campaign: People of Action. This campaign brings the Rotary story to life in a way that narrows the gap between public awareness and understanding.

The essence of Rotary and our values, are reflected in the People of Action campaign and communicates such values as:

* We build lifelong relationships.
* We honor our commitments.
* We connect diverse perspectives.
* We apply our leadership and expertise to solve social issues.

To help our club spread this narrative in a clear, consistent, and compelling way, our committee will utilize the People of Action campaign materials in the Brand Center: print, digital, and outdoor advertisements, as well as videos and other marketing resources have been developed.

Public Image isn't always about press releases and radio/television coverage!

Here are some other simple no cost/low cost things we can do

* Wear your Rotary lapel pin all the time, not just on meeting day
* Wear shirts, caps, jackets with the Rotary logo around town, not just at service projects!
* Place a "Proud Member" decal in your car window, place of business
* Display the "Four Way Test" in your office or other prominent location
* If you are gathered as a group, bring your club banner and/or anything else that can highlight the fact you are Rotarians
* Update your profile in services such as LinkedIn, Facebook, Twitter and make it clear you are a Rotarian
* Share Rotary and Club news on your social media pages

Our Club Public Image Committee members are:

* Chair: (name & contact details)