



## GOALS OF OUR 2022-2023 DISTRICT 5890 PUBLIC IMAGE TEAM

***For each of the following, our goals is 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
- Manage our District 5890 Assets for club and district use
- 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

### STRATEGIC ALIGNMENT

*The district will actively maintain throughout 2022-2023 in the execution of the RI Houston Membership Marketing Pilot Program (approved by the Rotary International Board of Directors at their January 2019 meeting) which began in Q4 2018 and continue through June 30, 2022. While this pilot is over, we are continuing with the same goals and standards.*

### 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

### 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)

### **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.*

### **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

### **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 1/2 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

## 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)

## DISTRICT 5890 PUBLIC IMAGE CHALLENGE AWARD for 2022-2023:

- 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](mailto: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, FolioPlus, or about Rotary Foundation
4. Partner with club Membership Committee team to promote benefits of joining Rotary

Rotary  
District 5890

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](http://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](mailto: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: \_\_\_\_\_