

ROTARY DISTRICT 5890 PUBLIC IMAGE NEWSLETTER

TAKE ACTION:
www.Rotary5890.org



May 2022



HAVE YOU SEEN OUR “ROTARY IN HOUSTON” PEOPLE OF ACTION BILLBOARDS & TV ADS ?

Potential members have already been visiting your club's website & social media platforms thanks to the Houston-area billboards, TV (ABC & CBS stations) and radio ads, plus magazine and newspaper articles!

You only get one chance to make a great impression, so make sure your sites are current, welcoming & informative!

Since August, as part of Rotary International's Houston Membership & Marketing Pilot Program, billboards have been placed along many of our major freeways in the Houston area. The above billboard was on Westpark Tollway at Hwy-59 at Chimney Rock.

Currently, there is a billboard directly across from the George R. Brown Convention Center on Hwy 59 (visible to the southbound traffic), another on I-45 South in Clear Lake, and another on Loop 610 North (visible from the eastbound lane) between Hwy-59 and the Lockwood Drive exit.

If you see a billboard, take a photo and then share on Facebook and tag as many people as possible! Let's make them go VIRAL!

What are the billboards promoting? That Rotarians are People of Action plus the www.RotaryInHouston.org website. If you haven't visited this webpage, please do so you can see what potential members are seeing!

2021-2022 District 5890 Public Image Awards

[Click here for Award Requirements](#)
[Click here for Checklist/Score Card](#)
June 15, 2022 Deadline to Complete Activities & Submit Checklist/Score Card

In this issue...

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HAVE YOU WATCHED THE VIDEO FEATURING D5890 ROTARACTORS & ROTARIANS?



Exclusive Public Image Resources for D5890
[Click here](#) to visit our District 5890 Dropbox for photos from our RI photoshoots, Rotary in Houston Marketing Materials, “Spotlight on Rotary In Houston” Newsletter, and videos.

Two Great Videos Focusing on District 5890! Download both at our District 5890 Dropbox!

- 1. “Rotary in Houston People of Action PSA”** features D5890 Rotaractors, Rotarians, and service projects:
 - 60-second version: [Click to view](#)
 - 30-second version: [Click to view](#)
 - 15-second version: [Click to view Option 1](#) and [Click to view Option 2](#)
- 2. “We Are Rotary-Houston” PSA** which ran on Channel 11 (CBS) in March & Channel 13 (ABC) in April.
 - 60-second version: [Click to view](#)
 - 30-second version: [Click to view](#)
 - 15-second version: [Click to view](#)



NEW & IMPROVED BRAND CENTER! IT'S NOW “USER FRIENDLY”

Visit the [Brand Center](#) to find everything you need to create your Rotary communications with our new look and feel. You can download Rotary's logo – or create your own club logo or use the logo lockup templates to create a fundraiser, event or partner logo. Plus you'll find editable templates for brochures, newsletters, PowerPoint presentations, fliers, and more (sign-in required.)

The Strengthening Rotary initiative helps us tell Rotary's story in a clear and compelling way. By providing a consistent image of what Rotary stands for and how we differ from other charitable organizations, we can engage members, prospective members, donors, and volunteers in our work to improve communities.

What Is “Connect by Rotary”?

connect.
by Rotary

**Advancing Careers, Causes and
Communities for Good**

- Post service projects to attract volunteers
- Be a mentor and share your expertise
- Re-engage inactive members
- Contribute to online discussions

It's Rotary's newest online platform for those looking for something new! Rotary International is testing Connect as a pilot program in the Chicago and Houston areas.

[Connect](#) offers you and your club a great opportunity to meet and engage with people in your area who are eager to get involved and are looking for opportunities to make a difference. If your club wants to attract more community service volunteers, adding your projects to Connect is a new way to do this.

Links to [one-page overview](#) or [here for website](#)



ROTARY IN HOUSTON MARKETING MATERIALS

As the 2022 Rotary International Convention approaches and the spotlight on Rotary in Houston intensifies, we have a prime opportunity to expand our reach. We encourage you to use these new marketing materials that have been developed for Rotary members in District 5890. On the district [Dropbox site](#) you'll find photos, videos and ads featuring Houston Rotary club members as people of action.

Rotary in Houston photos



PR Materials for D5890 Clubs

Have you visited our Rotary District 5890 Dropbox to see all the amazing materials, videos, digital banners and photos? Take advantage of new ready-made videos and ads for digital, print and social media platforms featuring Houston members as People of Action. You can find these marketing materials, which can be used as they are or customized for your clubs, in the D5890 Public Image Resources portal.

1. Go to www.Rotary5890.org
2. In the Navigation Menu at the top of the page see "Public Image Committee". In the dropdown menu, select "[Public Image Resources for Clubs](#)"
3. When the page opens, scroll down to the section, "Visit Our Exclusive District 5890 Dropbox With Photos, Videos, and More!" and click the blue button, Click to Open District 5890 Dropbox.
4. Or [click here for District 5890 Dropbox](#)

NOTE: Photos Releases have been obtained by Rotary International from everyone in the photos, ads, & videos so they are legal to use!



YOUR CLUB SERVICE PROJECTS NEEDED FOR THE DISTRICT 5890 CALENDAR

There's no better way to give a non-Rotarian the experience of service than at a Rotary service project! We're inviting potential members to come serve alongside Rotary club members at their service projects.

How?

We've created a District 5890 "[Come Serve With Us](#)" webpage which spotlights upcoming projects.

Where do we find those projects?

From our District 5890 calendar!

Here's the step-by-step instructions:

On your club's website, add your project to your club's event calendar. ([click here for "how-to" instructions](#))

While on the event page, scroll to the very bottom and click "Yes" for "Show Event In District Calendar" (see example below) Please only post projects, *not fundraisers or club meetings*)

Display Social Media Share Bar?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Show Event in District Calendar?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
Show Map?	<input checked="" type="radio"/> Yes	<input type="radio"/> No

Visit www.RotaryInHouston.org



2022 Rotary International Convention – June 4-8

[Click here to Register!](#)



We encourage you to see what's new in Rotary's Brand Center

Rotary International introduced new templates to make it easier for you to create official club logos and to customize ads, social media graphics, and brochures. You'll find these templates in the [Brand Center](#) (login required)

With these updated templates, you can:

- Select Rotary images to use — or upload your own
- Easily crop photos and images
- Quickly add text and headlines
- Choose options for printing on your own or by a professional

When you use the new templates to create logos and promotional materials, you'll be prompted to download your finished product. The materials you create won't be saved in the Brand Center.

Be a Leader! Be of Service! Be a ROTARIAN

Tommie & Charlie Buscemi

Rotary District 5890 Public Image Committee Co-Chairs

281-359-7193 (Office) 713-598-7129 (Mobile)

[I'm A Proud Rotarian – Click here to find out why!](#)

