



Resources for 2024-2025 - Find more on our [“Public Image”](#) Page on [RotaryD5890.org](#)

**Rotary**  **Public Image Committee**  
District 5890

Find us at [www.RotaryD5890.org](#) , “Committees” Tab, Select “Public Image”  
Tommie Buscemi, Prefers Email: [Tommie5890@SuddenLink.net](mailto:Tommie5890@SuddenLink.net)  
Charlie Buscemi, Prefers Cell/Text: 713-598-7129, [CJSB@SuddenLink.net](mailto:CJSB@SuddenLink.net)  
Gaby Santana, District 5890 Facebook Committee Chair



**Links to Important Facebook Pages & Websites**

For info about Rotary District 5890, Rotary Region 36 (Zones 25b & 29) & Rotary International  
[Rotary District 5890](#) - [Rotaract District 5890](#) - [Interact District 5890](#)  
[Rotary District 5890 Governor](#) - - [D5890 YouTube Channel](#)  
District 5890 Hashtag: [#rotaryd5890](#) - [Rotary Region 36 \(Zones 25B & 29\)](#)  
[Rotary Learning Center](#) - [Follow Rotary International on ALL Social Media Channels](#)

Dear 2024-2025 Club Leadership Teams,

We’re here to help you and your club successfully showcase your club as an active, vibrant and irresistible Rotary club! We’ll gladly do a Public Image presentation to share ideas with all your club members, so please contact us!

*Be a Leader! Be of Service! Be a ROTARIAN!*

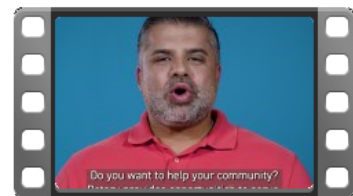
Tommie & Charlie Buscemi

Rotary District 5890 Public Image Committee

Cell: (713) 598-7129, Office: (281) 359-7193

Tommie prefers Email: [Tommie5890@SuddenLink.net](mailto:Tommie5890@SuddenLink.net) & Charlie prefers Cell/Text: 713-598-7129

**Need Photos, Videos, and Social Ads to Promote Your Club?**  
Visit [www.RotaryD5890.org](#), Click Tab “Video, Photos & Social Media Ads”



Featuring D5890 members & projects, use these photos, videos & pre-made digital banners to promote your club as people of action. Formats include Facebook Post, Facebook Cover Photo, Instagram, X (formerly Twitter), LinkedIn, and square 1080 x 1080. Each person in these photos & videos, including each child's parent/ guardian, have signed a Rotary International Photo/ Likeness Release permitting the images to be used to promote Rotary.



Resources for 2024-2025 - Find more on our [“Public Image”](#) Page on [RotaryD5890.org](#)

## What’s In This Issue?

- *Problem:* Can visitors find you D5890’s Map of Clubs & is there a link to your club’s website? (Page 2)
- *My Rotary Account:* Do all your members have one? If not, they need one! (Page 3)
- *Using the Correct Logo?* It’s been 11-years...It’s Past Time To Be Brand Compliant! (Page 3)
- NEW “For Club Presidents” Resource Webpage - Info that DG Nancy & District Leaders Need To Share with Presidents (Page 3)
- *How To Add Club’s Projects, Fundraisers & Events (not club or board meetings) to District Calendar* (Page 3)
- *Play Rotary’s Logo Game Show - ONE VOICE, EVERY CLUB!* Download the video & play at your club meeting! (Page 4)
- *ClubRunner’s “2024 Changeover Webinars” for Club Executives, Members, Webmasters, etc.* (Page 4)
- *ClubRunner Webinars & Register for FREE upcoming webinars* (Page 4)
- *Use the D5890 Checklist* to find out if your website & social media (Page 4)
- *Rotary International Article:* Do A REFRESH! Learn from RI’s Facebook Administrator! (Page 4)
- *Photos of District 5890 in Rotary Brand Center* - How many do you recognize? (Page 5)
- *Find D5890 Rotarians & Rotaractors...* Watch People of Action videos featuring D5890 members & projects! (Page 5)
- *Goodbye Printed Manuals...Hello Rotary Learning Center!* (Page 5)
- *Visit Rotary’s “Learning & Reference” Webpage* on Rotary.org (Page 5)
- *Rotary Service Project Center (previously Rotary Showcase)* - A way to promote your club’s project on a GLOBAL LEVEL! (Page 5)
- *“All Aboard! 2025 District Conference”* May 1-4, 2025 - Register Early to SAVE money! (Page 6)
- 2024-2025 District 5890 Public Image Roadmap Challenge Award (Page 7)
- 2024-2025 “Club Excellence Award” (previously the Rotary Citation Award) for Rotary, Rotaract & Interact Clubs (Page7)

### **IMPORTANT FOR ALL DISTRICT 5890 CLUBS:**

*Is Your Club Shown On The “Map of Clubs in District 5890”?*

*Does Your Club’s “Contact Page” Link to Your Website?*

*Note: As the D5890 webmasters, we don’t have access to make this correction for you...ClubRunner ONLY ALLOWS CLUBS to edit their club’s information.*

District Information

Organization Chart

Organization Chart (Photos)

Club Directory & Contacts 

Map of Clubs in District 

***Problem #1: Is Your “Club Website Icon” missing? (if it’s not there, visitors can’t visit your website)\****

Here’s how to check: Go to [www.RotaryD5890.org](#), and in the column on the right, scroll to “District Information” (see example above, right). Click [“Club Directory & Contacts”](#), then click your club’s name. When your club’s info page opens, is there a “Club Website” icon (see example on the right) just below the map? If there is, click the icon to make sure the link works. If there isn’t an icon, visitors can’t find you, so see the “SOLUTION”\* section below.



Club Website

***Problem #2: Does your club appear on the “Map of Clubs in District” webpage?\****

Click [“Map of Clubs in District”](#) on the homepage. Look on the map - Is your club there - If so, is all the info correct? When you click your map locator pin, does the pop-up screen show meeting address & time, president’s name, email address, & phone?

***\*SOLUTION FOR PROBLEM #1 AND #2*** - It’s a 10-minute fix that can only be done by your club webmaster or club executive going to your club’s website, login, and on the Administration Page, click “Club Info & Settings” in the second row of the Navigation Bar. Here’s the link to ClubRunner’s “how-to” instructions ***which you need to print before you start:*** [“How Do I View and Edit Club Information”](#). *Note:* For the missing website icon, you’ll need to copy the URL of your club’s web address and paste it in the “Website” section. The Club Info & Settings page is where you update your club’s official logo (***do not use this year’s “The Magic of Rotary” logo***) update the club’s contact person, meeting location, contact phone and email address, etc.

*Need help? Please call us at 281-359-7193 or send an email to [tommie5890@suddenlink.net](mailto:tommie5890@suddenlink.net)*



Resources for 2024-2025 - Find more on our [“Public Image”](#) Page on RotaryD5890.org

**Do ALL Your Members Have a “My Rotary” Account on Rotary.org?**

**HOW TO CREATE A MY ROTARY ACCOUNT**

ALL D5890 Rotarians need to have a My Rotary Account on [www.Rotary.org](http://www.Rotary.org)? [Click here](#) for instructions to create your account. It gives you access to the areas of the website the general public can't access or view.

**ClubRunner Login versus Rotary.org Login:** Your “My Rotary” Account on [www.Rotary.org](http://www.Rotary.org) is a completely different account than your ClubRunner account (like Amazon vs. Walmart). If you need help with your ClubRunner login, send an email to [Tommie5890@SuddenLink.net](mailto:Tommie5890@SuddenLink.net). For Rotary.org, call 866-9ROTARY (866-976-8279) or email [contact.center@rotary.org](mailto:contact.center@rotary.org)



**Is Your Club Using The Correct Club Logo?**

Rotary's logo changed in 2013 (*yes, 11-years ago!*), and we must be compliant. Rotary has created a short, 2-minute videos to help clubs create club promo materials. Globally, Rotary's brand provides a consistent context for a variety of stories from clubs around the world. Use the correct club logo your club's website, Facebook, fundraiser materials, etc.

Here's the link to visit Rotary Brand Center - No login required - <https://brandcenter.rotary.org/>.

To view Rotary's “Club Logos At A Glance” Guide, [click here](#).

Three new “how-to” instructional videos lead you through creating [Your Club Logo](#), [People of Action Ad](#) & [Create Club Brochure](#)



**“For Club Presidents” Webpage**

A collection of events, resources, links, and materials that DG Nancy Anderson and her District 5890 leadership want to share with you, and your club for 2024-2025.

Go to RotaryD5890.org, click “For Club Presidents” tab - or [click here](#)

**Want To Add Your Club Projects & Fundraisers On the District Calendar?**

**ADDING CLUB EVENTS ON DISTRICT 5890 CALENDAR**

- Club Webmaster or Club Executive: Login to [their club's website](#)
- Admin Page: Create “Event” & enter info
- At bottom of page, **“Show Event in District Calendar”** Click **“Yes”**

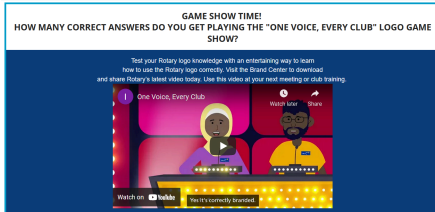
**IMPORTANT NOTE:** *This is not for club meetings, club board meetings, or speakers.*

If your club is having a fundraiser, service project, or social event that Rotarians and the general public can attend please add to the district calendar by first creating an event on your club's Event Calendar and clicking the “Show Event in District Calendar” button. [Click Here for ClubRunner's How-To instructions for “How do I create an event in Event Planner”](#). See Step #10 for clicking “Show Event in District Calendar.



Resources for 2024-2025 - Find more on our [“Public Image”](#) Page on [RotaryD5890.org](#)

**Play Rotary’s Logo Game Show, “One Voice, Every Club - Click here**



Download the video & play this at your club meeting!  
Learn how to use your club logo correctly and consistently in this fun, 2-minute animated video created by Rotary International.

Bring bags of candy & reward members for correct answers!

[Click to Download](#)

**Need Help Refreshing Your Website, How Club Executives Access Club Website, Web Design & More!**

**Changeover Training Series 2024**

If you missed ClubRunners annual FREE Changeover Webinars for 2024, here’s a link: [Click here](#). There are a total of 24 webinars from Club & District Executives, Membership, Newsletter, Webmasters, Managing Events, Cloud Events, Website Designer, Sending Emails, and more! Learn more about the ClubRunner App - [Click here](#)

Need help from Clubrunner? [Click here](#) for ClubRunner’s “How Do I...?” help articles 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 how to quickly help you solve the problem. Their Support Team’s email address is [Support@ClubRunner.ca](mailto:Support@ClubRunner.ca).



**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.

Rotary District 5890 Public Image Committee  
District 5890  
Rotary District 5890 Public Image Committee - Tommie Buscemi ([tommie5890@clubrunner.ca](mailto:tommie5890@clubrunner.ca)), Charlie Buscemi (6713-596-7125)  
2024-2025 Rotary District 5890: Club Web & Social Media Presence Checklist/Audit  
First impressions matter because they often determine whether visitors become members. Be irresistible! In today's digital age, your website and social media platforms serve as your virtual front door for the community. Your website's design is the first thing visitors notice and should reflect your brand identity, values, and that your members are People of Action! Does your website and social media convey trust and credibility? Modernize your outward presence to the public by using official Rotary club logos and materials to promote your club you can find at [brandcenter.rotary.org](https://brandcenter.rotary.org).  
Club Presidents and Public Image Chairs can use the checklist below to assess factors that will provide a positive impression.

CLUB NAME	YES / NO
ONLINE PRESENCE	
Does club website have a website?	
Does website appear prominently in an online search?	
Have any news articles about the club appeared in the media in the last 12 months?	
<b>IS YOUR CLUB'S INFO CORRECT ON DISTRICT 5890 WEBSITE &amp; MAP OF DISTRICT CLUBS?</b>	
Go to <a href="http://www.RotaryD5890.org">www.RotaryD5890.org</a> Home Page, "District Information" section (Top of column on	

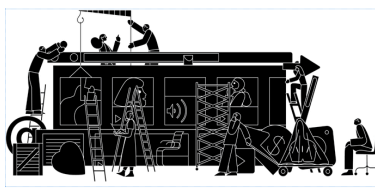
**What Should Your Club’s Website and Social Media include?**  
**Use Our Checklist To Find Out!**

[Click Here](#) to print and use this D5890 checklist to find out what should or shouldn't be included! Make a great first impression! Don't let a drab, outdated website lose potential members. *Note: The D5890 Public Image Committee will use this form to audit your club's website & social media!*

**DO A REFRESH**

**Raise your club's profile with online updates**

Illustration by James Graham



**Rotary Magazine Article, “Do A Refresh” (An oldie, but a goodie)**

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.



Resources for 2024-2025 - Find more on our [“Public Image”](#) Page on RotaryD5890.org

## How Many District 5890 Rotarians Do You Recognize in Rotary Brand Center?



Rotary International’s video producers & directors, film crews, official photographers and staff came to Houston. Why? To film People of Action promo videos and photos! Here’s a link to Brand Center featuring our D5890 members: [Click here!](#) These photos have appeared in Rotary Magazine, on multiple web pages on Rotary.org, in global Rotary newsletters, The Rotary Foundation info cards & more! They’re safe to use: Every adult, and parent of each child in the photos have signed a Rotary Photo Release!

## Video: “Service Resources: Rotary Community Corps, District Resource Networks, Rotary Action Groups, Partnerships”



How Many District 5890 Rotarians Do You Recognize in this Rotary International Video? [Click here](#) to watch the video to see if you can spot all of our District 5890 members that appear in Rotary’s new video: *“Service Resources: Rotary Community Corps, District Resource Networks, Rotary Action Groups, Partnerships”*. Full of great info about resources for clubs, it is a great 4-minute video to download and show at your club meeting.

*The photo on the left is from the video features only four of the multiple D5890 members in the video: (L to R) Jenna Buscemi (Houston Galleria RC), Toriana Fonteno (Kingwood RC), Art Bautista (University Area RC) & Sandra Liu (Houston Galleria RC)*



## Goodbye Printed Manuals...Hello Rotary Learning Center!

Rather than printing manuals, Rotary’s Learning Center is your on-line resource for learning to make the most out of your membership. There’s lots of courses about Public Image, Membership, officer training, Toastmasters, and more! Visit [www.Rotary.org/learn](http://www.Rotary.org/learn) (you’ll be prompted to login to your My Rotary Account) and start exploring all the courses! Visit their [“Rotary Learning Center”](#) Facebook page, [Click here](#). Pick a topic, learn at your own pace, plus earn virtual medals & certificates!



[Home](#) [Browse Projects](#)

## “Service Project Center” replaces Rotary Showcase on Rotary.org

Share your club projects with the WORLD by adding your club’s projects to Rotary Service Project Center! Members can view details about your projects, and you can find partners! To add your project, sign in to “My Rotary” then click the “Service Project Center.” [Click here for FAQ about Service Project Center](#)



## DG Nancy’s District Conference & Golf Tournament May 1-4, 2025 At Texas A&M Hotel and conference Center in College Station

[Click here to visit our District Conference webpage!](#)  
The earlier you register, the more money you SAVE!



Resources for 2024-2025 - Find more on our "[Public Image](#)" Page on [RotaryD5890.org](#)

## 2024-2025 District 5890 Public Image Roadmap Challenge Award



The Public Image Roadmap Challenge Award includes best practices that lead to a successful achievement in the goals of promoting your club in the community.

All clubs that participate will receive acknowledgement and a certificate and the club that achieves the most achievements in Categories 1-7 will be the recipient of the "2024-2025 District 5890 Public Image Club of the Year."

[Click here for the 2024-2025 Public Image Goal Requirements](#)

[Click here for the 2024-2025 Public Image Award Roadmap Checklist](#)

## 2024-25 Club Excellence Award for Rotary, Rotaract, & Interact Clubs (formerly the Rotary Citation)



*This is the most prestigious award that a club can receive! The "Club Excellence Award" comes directly from the President of Rotary International is the new name for the Rotary Citation effective 1 July 2024. The award recognizes Rotary, Rotaract, and Interact clubs that successfully achieve goals that are aligned with Rotary's action plan.*

Established in 1992, the award has undergone some changes over the years to remain relevant and to continue to align with Rotary's strategic objectives. The Rotary International Board of Directors approved the name change to better convey its intent as recognition of club excellence.

[Club Excellence Goals and Instructions for Rotary Clubs \(PDF\)](#)

[Club Excellence Award Frequently Asked Questions \(PDF\)](#)

[Club excellence goals](#) can be found in [Rotary Club Central](#). To achieve the Club Excellence Award, review all the available goals, select at least half of them, achieve those goals, and report your achievement in Rotary Club Central.

All achievements need to be reported in Rotary Club Central by 30 June 2025.



- [Rotaract Club Excellence Award 2024-2025 - Goals and Instructions](#)
- [Club Excellence Award - Frequently Asked Questions](#) (includes how to submit)



- [Club Excellence Goals and Instructions for Interact Clubs \(PDF\)](#)
- [Club Excellence Award Frequently Asked Questions \(PDF\)](#)
- [How to Update Interact Club Information \(PDF\)](#)