



Resources for 2023-2024 - Find more on our [“Public Image”](#) Page on [RotaryD5890.org](#)

Rotary District 5890  | **Public Image Committee**

Find us at www.RotaryD5890.org , “Committees” Tab, Select “Public Image”

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[CLICK HERE For Links to Resources From Vibrant Club Workshop Discussion Leaders](#)

Presentations included: Membership, Youth Services, The Rotary Foundation, International Service Projects Grant Funding, & Public Image

Rotary District 5890  | 

[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 International](#) - [Rotary International President](#) - [Rotary Learning Center](#)

** [Follow Rotary International on ALL Social Media Channels](#) **

WHAT'S IN THIS ISSUE?

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Dear 2023-2024 Club Leadership Team,

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

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Tommie prefers Email: Tommie5890@SuddenLink.net & Charlie prefers Cell/Text: 713-598-7129

District Information

[Organization Chart](#)

[Organization Chart \(Photos\)](#)

[Club Directory & Contacts](#) 

[Map of Clubs in District](#) 

IMPORTANT FOR ALL DISTRICT 5890 CLUBS:

Is Your Club Shown On The "Map of Clubs in District 5890" And/Or 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.**

Below is a long explanation for a less than 10-minute solution!

The info on your club's website (website, meeting address/time/day, contact info, etc) automatically appears on our District 5890 webpage

for your club. If the info on your club's website is wrong...then our D5890 website is wrong.

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

Please go to www.RotaryD5890.org, and in the column on the right, scroll to "District Information" (see example above). 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 left) 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 **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 include meeting address & time, president's name, email address, meeting address & time, phone number, etc.? If so, great! If not, see **SOLUTION** section below.

***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 should 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 "Create Hope in the World" 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



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DO ALL YOUR MEMBERS HAVE A “MY ROTARY” ACCOUNT ON ROTARY.ORG?

[MY ROTARY](#) | [CLUB FINDER](#) | [SEARCH](#)
JOIN
DONATE

Above is a screenshot of the “My Rotary” login at Rotary.org. ALL D5890 Rotarians need to have a My Rotary Account on 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 is a completely different account than your ClubRunner account. If you need help with your ClubRunner login, send an email to Tommie5890@SuddenLink.net. For Rotary.org, call 866-9ROTARY (866-976-8279) or email contact.center@rotary.org



IS YOUR CLUB USING THE CORRECT CLUB LOGO?

Rotary’s logo changed in 2013 (yes, 10-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 ads](#), and [your club brochure](#)

WANT TO ADD 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”

Zip/Postal Code: 77339
 Country: United States of America
 State: Texas
 Map Override: Inputting Latitude & Longitude will override the address on the map.
 Latitude: ⓘThe GPS coordinates need to be entered
 Longitude: ⓘThe GPS coordinates need to be entered
 Show Event in home page? Yes No
 Show Event in Calendar? Yes No
 Show In Events List? Yes No
 Show Event in Bulletin? Yes No
 Display Social Media Share Bar? Yes No
Show Event in District Calendar? Yes No
 Show Map? Yes No



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 adding it your 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”.

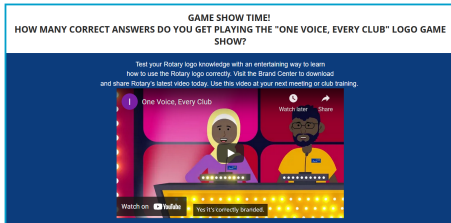


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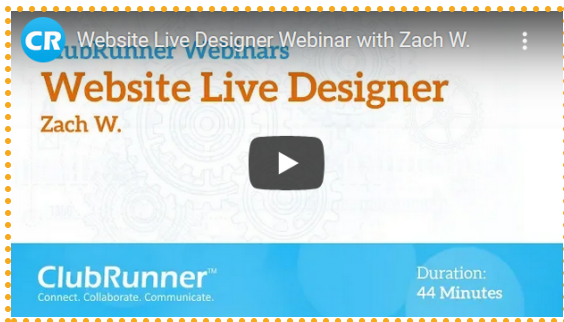
PLAY ROTARY'S LOGO GAME SHOW, "ONE VOICE, EVERY CLUB" - [CLICK HERE](#)

Download the video & play at your club meeting!

Bring bags of candy & reward members for correct answers!



NEED HELP REFRESHING YOUR WEBSITE OR SOCIAL MEDIA?



- Watch ClubRunner's easy to follow webinar videos - [Click here](#)
- ClubRunner's Social Media 101 - [Click here](#)
- Have You Downloaded the Mobile App for ClubRunner - [Click here](#)

The above links will help you renew and refresh your sites, and the App will have your club's information on your mobile phone. All of the above is posted on our Public Image page at www.RotaryD5890.org

Need help from Clubrunner? [Click here](#) for ClubRunner's

“How Do I...?” 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.

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

Rotary District 5890 Public Image Committee: Tommie Buscemi (tommie590@suddenlink.net), Charlie Buscemi (c)713-598-7129
2023-2024 Rotary District 5890: Club Web Presence Checklist
 People who are curious about Rotary or the clubs in their area will likely search for information online. What they find will either end their interest or inspire them to learn more. Modernize your outward presence to the public at: brandcenter.rotary.org. Club Presidents and Public Image Chairs can use this check checklist to assess factors that will affect someone's impression of your club, and Rotary. Use of official consistent logos, current information, etc. will impact a member from joining a club, or help them make a decision to keep looking.

CLUB NAME	ONLINE PRESENCE	YES / NO
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?		
IS YOUR CLUB'S INFO CORRECT ON DISTRICT 5890 WEBSITE & MAP OF DISTRICT CLUBS?		

Go to www.RotaryD5890.org 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. Our District 5890

Note: Public Image Committee will use this form to audit your club's website & social media!

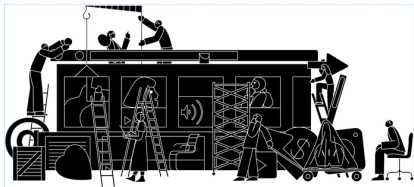


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DO A REFRESH

Raise your club's profile with online updates

Illustration by James Graham



ROTARIAN MAGAZINE ARTICLE, "DO A REFRESH"

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.

HOW MANY DISTRICT 5890 ROTARIANS DO YOU RECOGNIZE IN BRAND CENTER?



Rotary International's video producers & directors, film crews, official photographers and staff came to Houston in 2021. 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! Their safe to use: Every adult, and parent of each child, in the photos have signed a Rotary Photo Release!

Want to watch Rotary's videos featuring D5890 members & projects? Link to our D5890 website: Videos: [Click here](#) - Social Media Ads & Photos: [Click here.](#)



HOW MANY DISTRICT 5890 ROTARIANS DO YOU RECOGNIZE IN THIS NEW 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"

The screenshot above from the video features only four of many D5890 members in the video: (L to R) Jenna Buscemi (Houston Energy Corridor RC), Toriana Fonteno (Kingwood RC), Art Bautista (University Area RC) & Sandra Liu (Houston Energy Corridor RC)



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GOODBYE PRINTED MANUALS...HELLO ROTARY LEARNING CENTER!

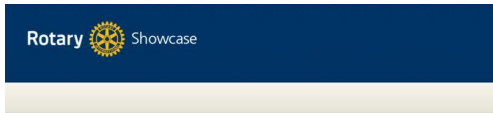


Rather than printing manuals, Rotary's Learning Center is your resource for learning to make the most out of your membership. There's lots of courses about Public Image, Membership, officer training, Toastmasters, and more! Visit www.Rotary.org/learn (you'll be prompted to login to your My Rotary Account)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

VISIT THE “LEARNING + REFERENCE” SITE PAGE ON ROTARY.ORG

[\(Click here - My Rotary login is required\)](#)

The “Learning & Reference” webpage on [Rotary.org](#) has resources with links to help Rotaractors & Rotarians, and new members learn more about their role, and about Rotary.



ROTARY SHOWCASE ON ROTARY.ORG

Making a difference

Rotarians are improving lives in communities around the world every day through thousands of service projects. Browse projects to explore the good work that Rotary clubs are doing locally and globally. Share your own with the Rotary community and your Facebook friends.

Share your club projects with the WORLD by adding your club's projects to Rotary Showcase! Members can view details about your projects, and you can find partners! To add your project, sign in to “My Rotary” and under “Member Center” tab, select “Online Tools”, the click [“Rotary Showcase”](#)



DG HEATHER'S DISTRICT CONFERENCE ON APRIL 25-28, 2023 AT MARGARITAVILLE LAKE CONROE, TX!

[Click to Reserve Your Hotel Room & Register to Attend!](#)

The earlier you register, the more money you SAVE!



***THE 2024 ROTARY INTERNATIONAL CONVENTION IS IN SINGAPORE!
DATE: 25-29 MAY 2024 - REGISTRATION IS NOW OPEN - [CLICK HERE](#)***