2021-2022 ROTARY DISTRICT 5890 PUBLIC IMAGE CITATION

Rotary District 5890 | **Public Image Committee**

Category 1:
PUBLIC IMAGE TEAM

More hands make lighter work and allows for more to be accomplished. Creating a strong team will lead to success!

1. Have a team of at least 3 members that meets quarterly or more
2. Public Image purpose and team members are promoted on club website
3. Have a strategic plan in place for the Club Public Image Team
4. Include Public Image resources on club website
5. Identify roles/responsibilities & succession plan for team members

Category 2:
BRAND CONSISTENCY

Making Rotary memorable starts with consistency of brand. Efforts to educate & encourage members about proper use will set you on the right path.

1. Club website & social media are brand compliant
2. Conduct training or presentation for your club highlighting importance of proper branding
3. Conduct audit of club website & social media
4. Club's website adheres to brand standards
5. Club's social media adheres to brand standards

Category 3:
CLUB SOCIAL MEDIA USAGE

A great and inexpensive way to communicate with your members and the public. Are you taking advantage?

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 4:
COMMUNICATION WITH MEMBERS

Having a clear path of consistent communication will pay dividends, but it doesn't happen accidentally.

1. Club has a Public Image team leader/chair
2. Conduct at least two Public Image presentations / training events for club members
3. Identify and promote at least 10 club events or projects on club website & social media
4. Create a "New Year" checklist with activities or objectives club PI team can accomplish
5. Club has a member complete a Public Image related course at Rotary's Learning Center

Category 5:
EDUCATE MEMBERS ABOUT PUBLIC IMAGE

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
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

Category 6:
CLUB COMMUNICATION WITH MEDIA

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. ***** Submit a Press Release to media about a project
3. ***** Submit a Press Release to media about club's grant project (district and/or global grant)
4. Measure success of media communication
5. ***** Submit at least 3 media stories about club activities

(* Submit copies to Tommie5890@SuddenLink.net)

Category 7:
PARTNERSHIPS

Acting individually reduces impact and creates redundancy, but partnering increases our effectiveness and efficiency!

1. Partner with another Rotary club in at least one Public Image initiative
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 and/or global grant impact & encourage increased TRF giving
4. Partner with club Membership Committee team to promote benefits of joining Rotary
5. A member attended District 5890 Vibrant Club Training on August 7, 2021

Recognition Levels:
Deadline to complete activities:
MARCH 15, 2022

Clubs can receive the "Public Image Citation with Distinction" when they achieve the "Public Image Citation" plus one additional activity

- **"District 5890 Public Image Citation":** Complete **THREE** of the five activities in each category
- **"District 5890 Public Image Citation with Distinction":** Complete **FOUR** of five 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:_____