

ROTARY CLUB PI CHAIR



ROLE DESCRIPTION

WHAT IS PUBLIC IMAGE

Public image is all about attracting, retaining and engaging members and emphasizing the importance of giving to The Rotary Foundation.

PUBLIC IMAGE IS EVERYTHING! Public Image is the perception that others have of us, the perception we have of ourselves and what we want people to see in us.

YOUR ROLE

Your role as club public image committee chair is to create and implement a plan to promote your Rotary Club's members, meetings and projects to the public. You will use the many resources and medias available to tell your community your Rotary club story and why the work done by your club is important locally and globally.

QUALIFICATIONS REQUIRED

It's helpful if a public image chair and members of a public image team for a club to have some experience in marketing, journalism, copywriting, digital media, etc. or at least have worked under and with a previous chair with such experience.

But it isn't absolutely necessary. It helps to be a good storyteller! It helps to like to talk to people! It helps to be organized, to be aware of trends, to know a lot of people ... But most people can't be all of those things. **So the main qualification is just being willing to step up to the challenge and to not be afraid to LEARN & TRY!**

The great news is that there are resources to help.

- ROTARY'S BRAND CENTER - Logos, Templates & Images
- DISTRICT PUBLIC IMAGE RESOURCES - Step-by- Step Guides, Tools, Templates & More
- Each Club PI Chair has an entire team of District and Regional support to help.

RESPONSIBILITIES

The Club's PI Chair is responsible for:

- Setting Club Public Image Goals for website, social media, social activities & Club marketing materials
- Entering and tracking those Goals in "Club Central"
- Ensuring the club logo and all club branding follows RI guidelines and are used properly and consistently
- Help manage Club website - providing club stories, promoting Club socials, fundraisers and service projects
- Promote Club on social media
- Designing graphics, flyers, posters and other imagery needed by the club for its activities and events
- Designing and managing club campaigns
 - People of Action
 - End Polio Now Speaker Spotlights
 - Membership Promos
- Writing press releases and announcements for dissemination to the public

Inspiring your fellow members to share their Rotary Stories... and maybe even "brag a little!"

That doesn't mean the PI chair has to do ALL of that alone. As with any role in a Rotary club, others need to pitch in and help. The PI chair keeps an eye on the tasks in the above list and coordinates the work to get them done.

TRAINING & EDUCATION & SUPPORT

TRAININGS AVAILABLE IN THE LEARNING CENTER AT MYROTARY.ORG

--Our Logo & Representing Rotary --
Building Rotary's Public Image --
Promoting Your Club As People Of Action --
Public Relations & Your Club

DISTRICT PUBLIC IMAGE TEAM

The district team is happy to offer assistance in content creation for social media, Website development, event promotions.

Visit District6000.org for more information.

Email D6000PublicImage@gmail.com

- Heidi Drager (Chair) - HOPE
- Gretchen Nollman - HOPE
- Jill O'Neal - Clinton
- Michelle Roseburrough - Marshalltown
- Allyson Walter - Ames
- District Administrator

