



ROTARY PUBLIC IMAGE IN CLUBS:

It's a Big Deal!

District 6000 One Summit

November 23, 2024

Kyle Haugen

Rotary Public Image Coordinator, 2021-24, Zones 25B & 29

Three-Year Goals & Plans Co-Lead, 2024-27, Zones 25B & 29

WHAT IS PUBLIC IMAGE?

*The perceptions others have of us,
we have of ourselves,
and that we want people to have*

PROPER ROTARY BRANDING

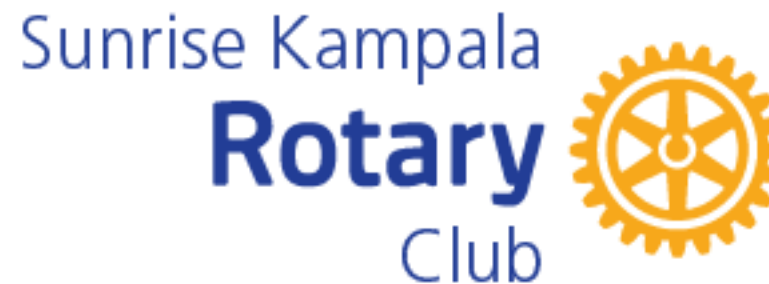
Club Name above or

Rotary

Club Name, District,
or Zone below



PROPER ROTARY BRANDING



INCORRECT ROTARY BRANDING



TEN TIPS FOR SUCCESSFUL PUBLIC IMAGE

Share your WHY

Relevant social media

Build a team

Warm and welcoming

Make a plan

Work together

Accurate content

Wear the uniform

End Polio Now

Have FUN!

THANK YOU!

