

CLUB PI CHAIR

ROLE DESCRIPTION

YOUR ROLE

Your role as club public image committee chair is to create and implement a plan that promotes your Club's members, meetings and projects to the public!

It is important to understand that each member and each meeting and each project projects a Public Image to your community and that **ALL of us** can have an active role in helping our communities understand what Rotary does and **WHY** our work matters and hopefully inspire others to get involved!

QUALIFICATIONS REQUIRED?

It's helpful if a public image chair and members of a public image team for a club 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!

Here are some learning resources that may help too:

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

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 or End Polio Now
 - Speaker Spotlights or 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

LEADERS AVAILABLE TO SUPPORT YOU

- District Public Image Team
- District Content Creation Team
- Zone Public Image Team

