



Rotary District 7010

Public Image

Presenter: Elizabeth de Groot, Chair
Alexandra McDermid, Promotions Chair
Date: Saturday April 13, 2019



Rotary
Public Image



Rotary

Snipping Tool

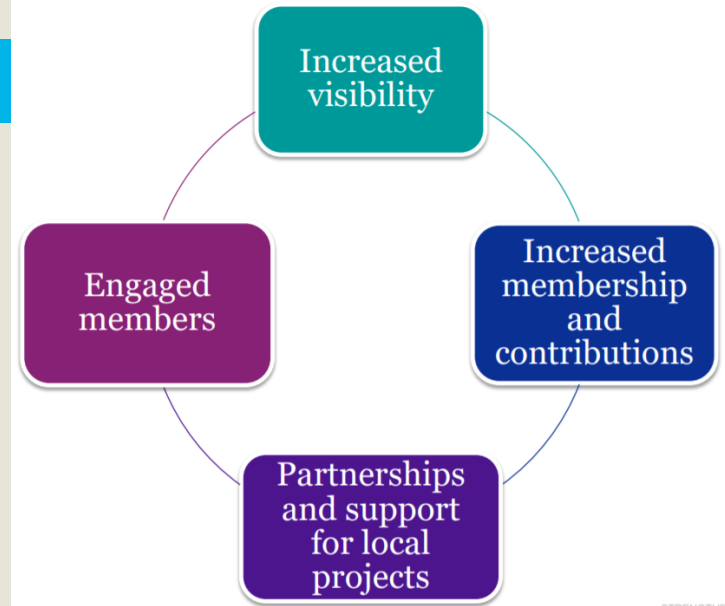


What is Public Image?

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

Why Public Image

- ✓ Increase membership – less work for everyone
- ✓ Increase out network of people with like minds
- ✓ Learn some new skills – beyond cut and paste!
- ✓ More donations to help locally and internationally
- ✓ Local coverage can help an individual with prestige and trust
- ✓ Family of Rotary



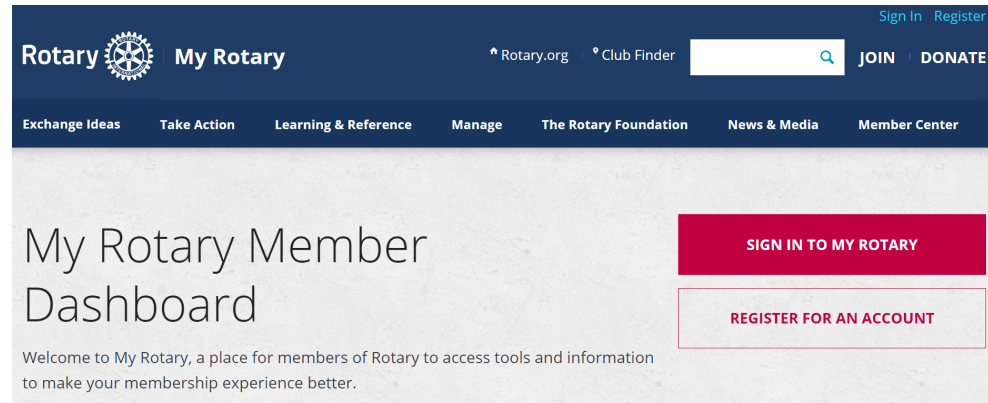
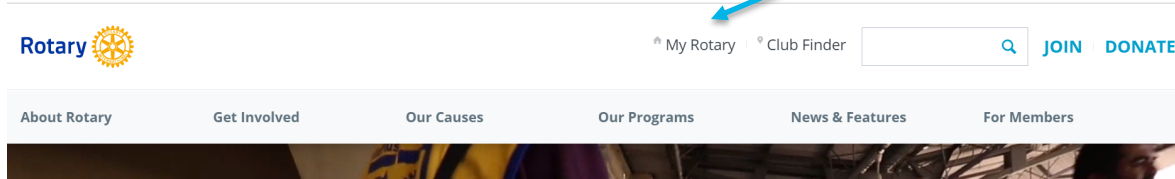
Agenda

Public Image – Ontario C – Elizabeth de Groot & Alex McDermid

- My Rotary Account – login - E
- People of Action campaign and resources E
- Group marketing project – creating postcards - A
- Make your own club brochure - A
- Carousel of Photos for Clubrunner - E
- Best PIIP ideas - A
- Group Work – Create a marketing campaign
- Share best ideas

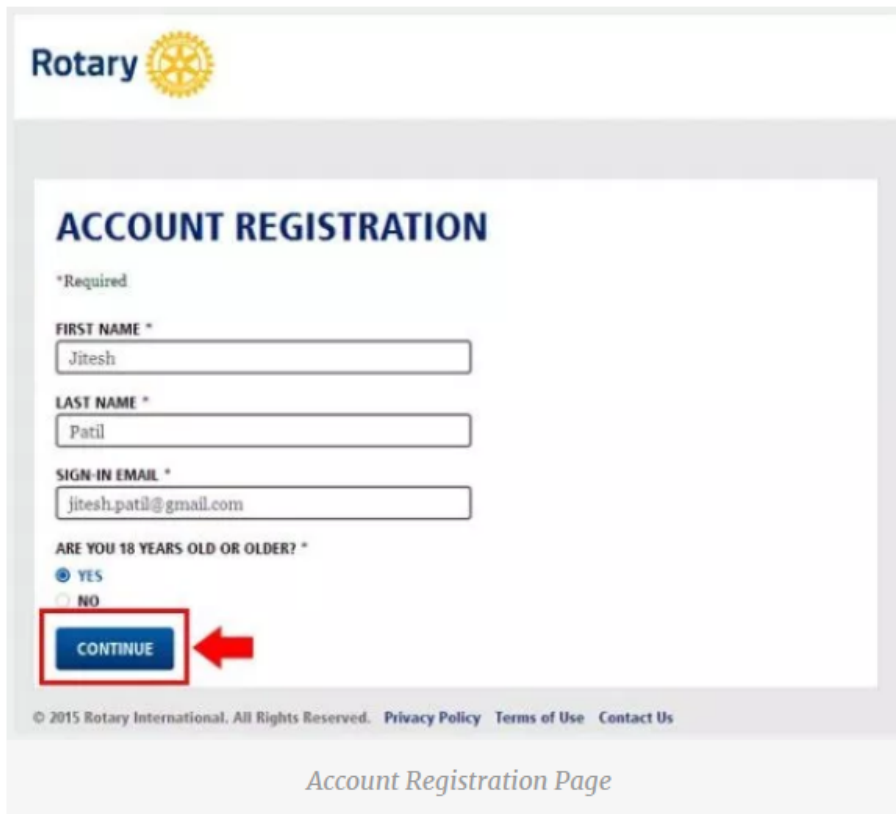
Signing in or Creating – MY ROTARY ACCOUNT


www.rotary.org



Step 1: Register your account

Visit the [Account Registration](#) page. Fill up your first name, last name and email address registered in the Rotary database. Click on the blue **Continue** button.



Rotary 

ACCOUNT REGISTRATION

*Required

FIRST NAME *
Jitesh

LAST NAME *
Patil

SIGN-IN EMAIL *
jitesh.patil@gmail.com

ARE YOU 18 YEARS OLD OR OLDER? *

YES
 NO

CONTINUE

© 2015 Rotary International. All Rights Reserved. [Privacy Policy](#) [Terms of Use](#) [Contact Us](#)

Account Registration Page

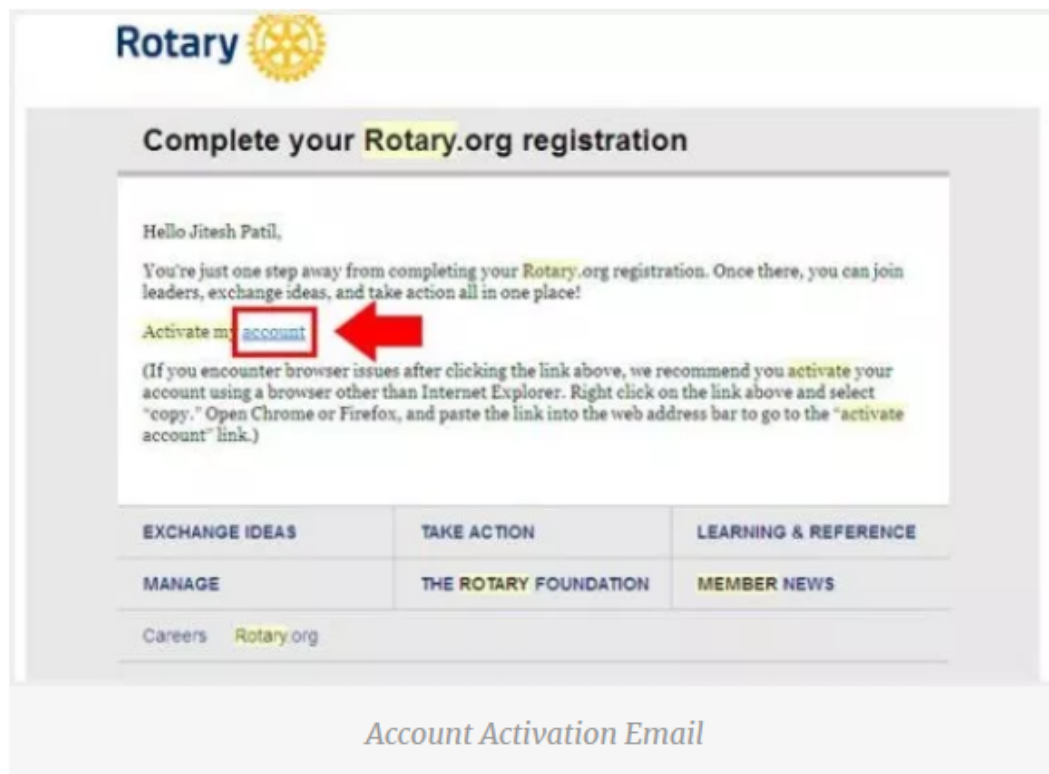
If everything goes ok, you will see a message as below. You will also receive an email from Rotary asking you to activate your account.



The screenshot shows a web page with the Rotary logo at the top left. Below the logo is a grey horizontal bar. In the center, there is a white box with the heading "ACCOUNT REGISTRATION" in bold blue letters. Below the heading, a paragraph of text reads: "Thank you for registering, you've completed the first step in the process. You will receive an email sent to your sign-in email with a link to activate your account." At the bottom of the white box, there is a footer with the text: "© 2015 Rotary International. All Rights Reserved. [Privacy Policy](#) [Terms of Use](#) [Contact Us](#)". Below the white box is another grey horizontal bar containing the text "Account Registration Success Message" in an italicized font.

Step 2: Activate your account

After completing step 1, you will receive an email from Rotary asking you to activate your account. Click on the **Activate your account** link as marked in red below.



Rotary

Complete your Rotary.org registration

Hello Jitesh Patil,

You're just one step away from completing your Rotary.org registration. Once there, you can join leaders, exchange ideas, and take action all in one place!

Activate my [account](#)

(If you encounter browser issues after clicking the link above, we recommend you activate your account using a browser other than Internet Explorer. Right click on the link above and select "copy." Open Chrome or Firefox, and paste the link into the web address bar to go to the "activate account" link.)

EXCHANGE IDEAS	TAKE ACTION	LEARNING & REFERENCE
MANAGE	THE ROTARY FOUNDATION	MEMBER NEWS

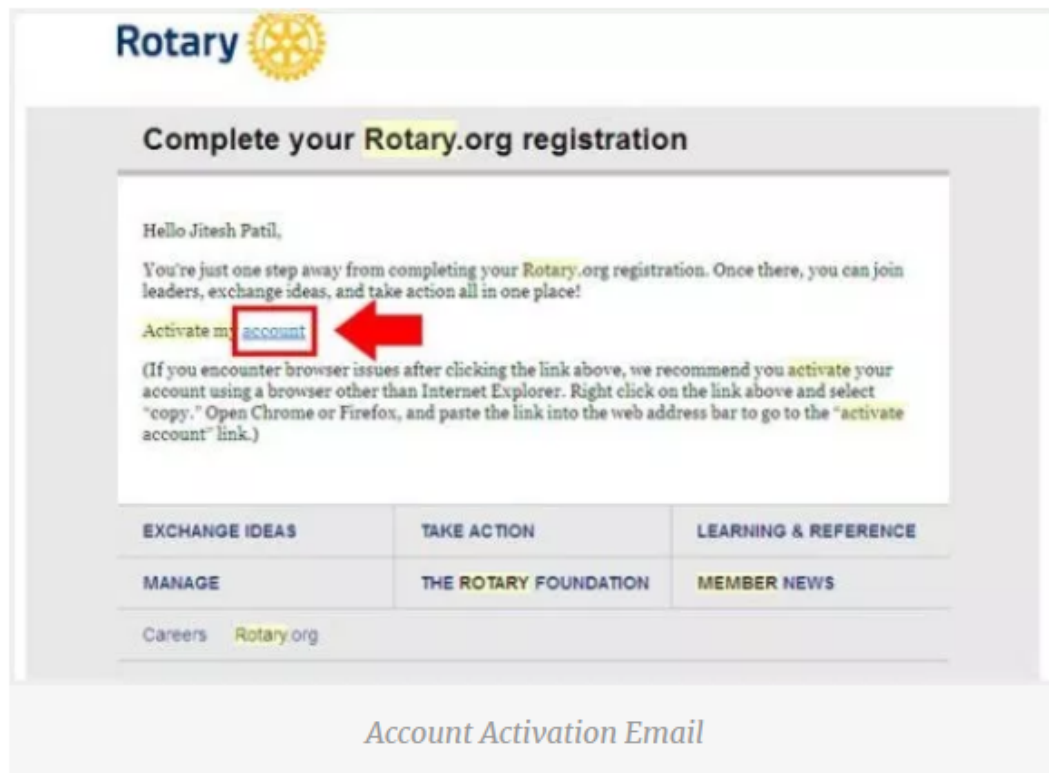
Careers [Rotary.org](#)

Account Activation Email



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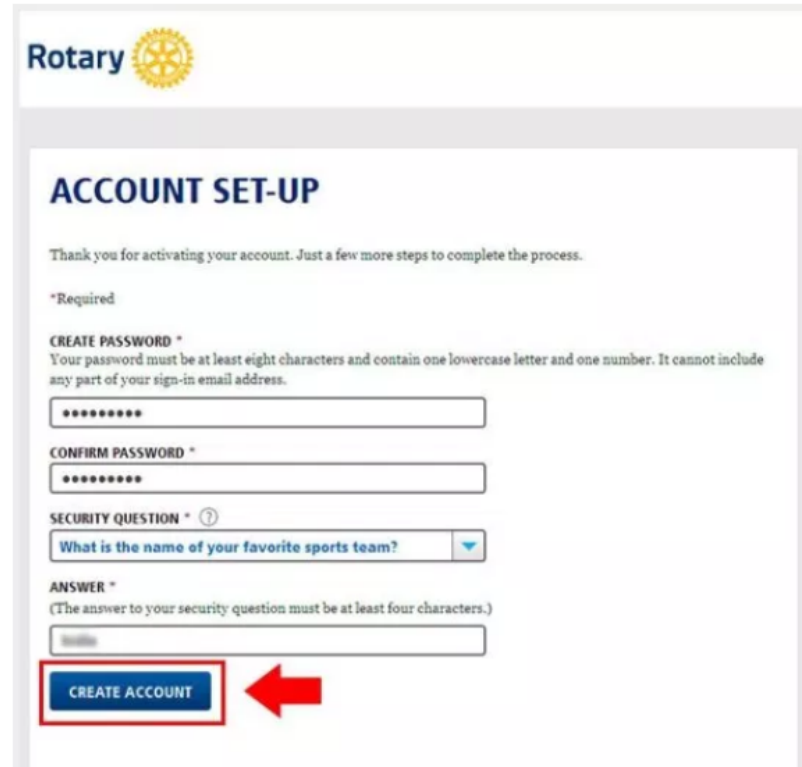
Account Activation Email




Step 3: Account setup

After activating your account, you will be taken to the **Account Setup** page. Fill up the form with your password, security question and security answer, then click on the blue **Create Account** button.

Note that the password must be at least 8 characters long, with at least one lower case letter and at least one number.



Rotary 

ACCOUNT SET-UP


Thank you for activating your account. Just a few more steps to complete the process.

*Required


CREATE PASSWORD *
Your password must be at least eight characters and contain one lowercase letter and one number. It cannot include any part of your sign-in email address.

CONFIRM PASSWORD *

SECURITY QUESTION * ?

What is the name of your favorite sports team? 

ANSWER *
(The answer to your security question must be at least four characters.)

CREATE ACCOUNT 

If you don't know your club number or Rotary ID
<https://www.crsadmin.com/Gen/Admin.aspx?aid=225>

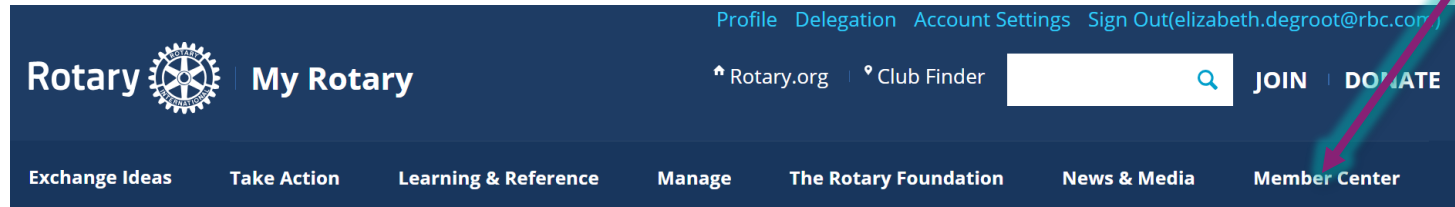


The New Rotary Theme Logo



Where do I FIND resources?

Log in to MY ROTARY



Click here

Online Tools

- [Rotary Club Central](#)
- [Brand Center](#)
- [Rotary Showcase](#)
- [Rotary Ideas](#)
- [Learning Center](#)
- [Discussion Groups](#)

Click here





PEOPLE OF ACTION

Get everything you need from Rotary's latest public image

[LEARN MORE](#)

TELL ROTARY'S STORY
YOUR ROTARY CLUB
IDENTITY GUIDELINES



GUIDELINES

Apply our messaging and visual guidelines to your

[LEARN MORE](#)



LOGOS

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)



MATERIALS

Use our customizable materials to promote your

[LEARN MORE](#)

TOOLKITS

PEOPLE OF ACTION

Use these resources to increase public understanding of Rotary and drive engagement within your community.

[View Resources](#)
[Create Your Own](#)

WORLD POLIO DAY

Eradicating a disease is a big job and we need your help. Use these resources to help Rotary advocate, fundraise, and educate communities on the need to end polio now.

[View Resources](#)

ROTARY GLOBAL REWARDS

Use this kit to encourage other Rotarians to explore Rotary Global Rewards to find discounts and special offers, along with opportunities to give back to Rotary.

[View Resources](#)



Rotary



ADS



ONLINE

Promote Rotary as People of Action using our digital ads.

[VIEW](#)



PRINT

Use ads that show the true spirit of Rotarians and our work around the globe to promote Rotary in your community.

[VIEW](#)



OUTDOOR

Promote Rotary in your community by creating billboards and other outdoor signage with our new visual identity.

[VIEW](#)

RADIO

Use our radio public service announcements to promote Rotary in your community.

[View >](#)

Logo Creator - print

Language: English

Club: Rotary

Logo: Standard

Color: Full color

Alignment: Below Logo

Frame Text: Club name / Location (Optional text here)

[LINK](#)

Rotary

Club (of/at) Location
Optional text here



MATERIALS

Use our customizable materials to promote your

[LEARN MORE](#)



ADS

Download online, print, outdoor, and radio ads to

[LEARN MORE](#)



IMAGES & VIDEO

Select images or videos that capture Rotary's essence and

[LEARN MORE](#)



Rotary

Club of Wasaga Beach



Carousel Widget

Types of Access Levels

There are seven types of access levels:

- 30 [Site Administrator](#) - This is for the member or members who changes the website and administrates the club. This access gives them the access to do everything in ClubRunner
- 40 [Club President](#) - This is reserved for the current year president. This gives access to everything except for changing the website.
- 50 [Club Executive](#) - This is for Club Executives and Directors. This gives access to everything except for changing the website.
- 60 [Editor](#) - This is for members who would like to write stories, create the bulletin, and events.
- 70 [Member](#) - This is the default access. This lets members edit their own profiles, send email, pay invoices, and view the club directory.
- 80 [Restricted Member](#) - This restricts the member from sending emails.
- 90 [No Access](#) - This will not let the member login.