Rotary District 7010

Public Image

Presenter: Elizabeth de Groot, Chair
Alexandra McDermid, Promotions Chair

Date: Saturday April 13, 2019

Rotary

Rotary Public Image BOOTCAMP

Rotary

Snipping Tool

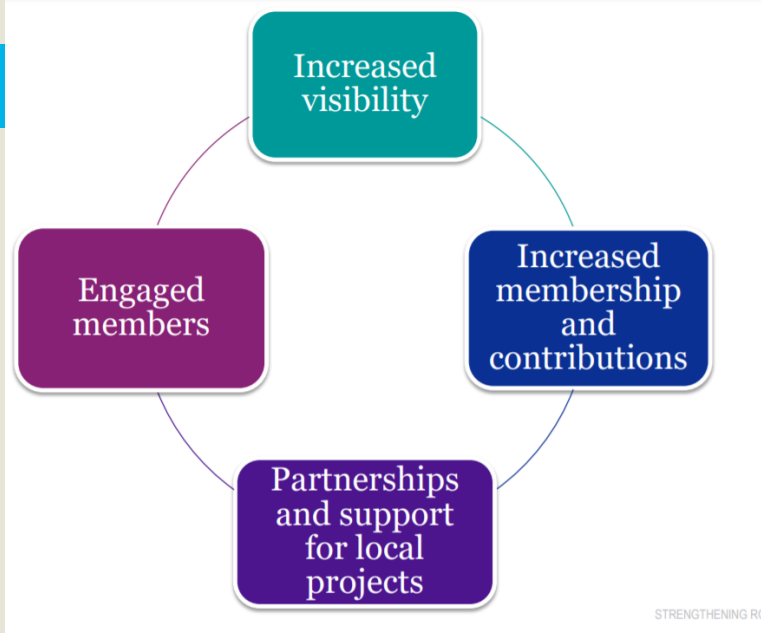
What is Public Image?

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.*

Rotary

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



Rotary

Agenda

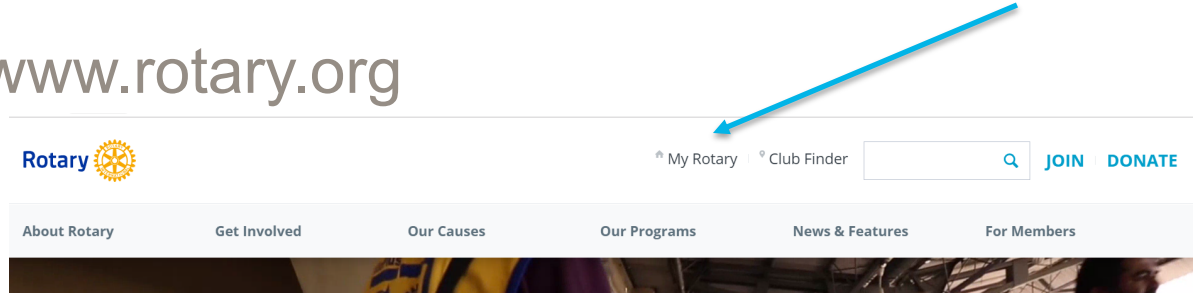
Public Image – Ontario C – Elizabeth de Groot & Alex McDermid

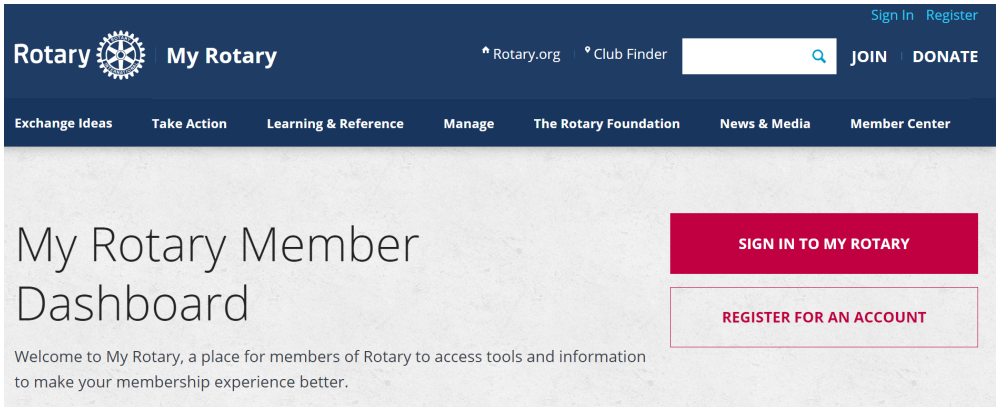
- My Rotary Account – login - E
- People of Action campaign and resources E
- Group marketing project – creating postcards - A
- Make your own club brochure - A
- Carousel of Photos for Clubrunner - E
- Best PIIP ideas - A
- Group Work – Create a marketing campaign
- Share best ideas

Rotary

Signing in or Creating – MY ROTARY ACCOUNT

www.rotary.org

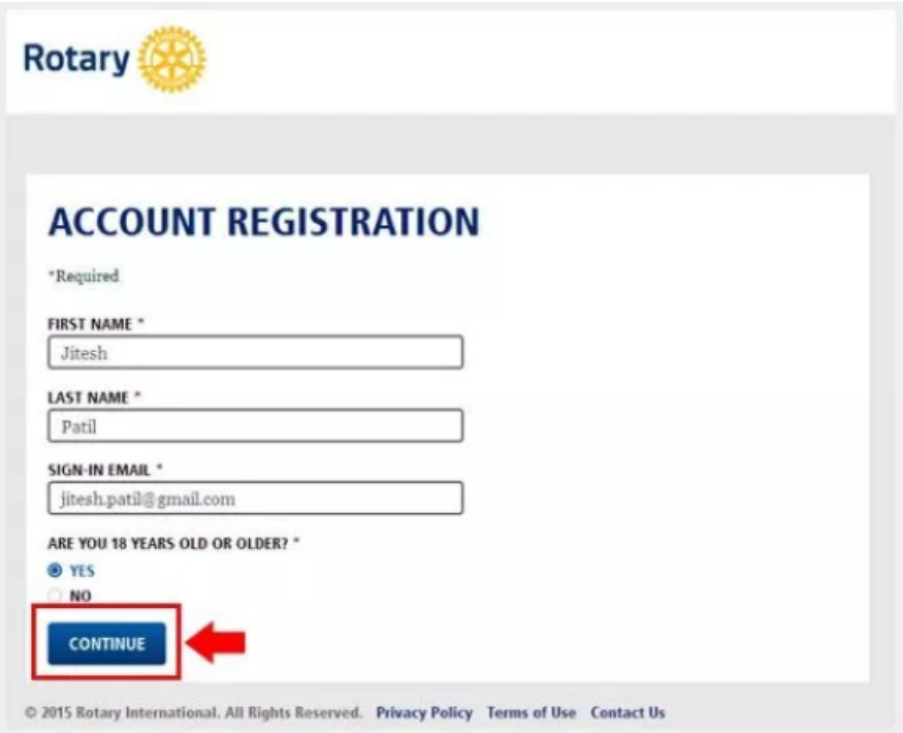




Rotary

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.



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.

Account Registration Success Message

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.

Account Activation Email

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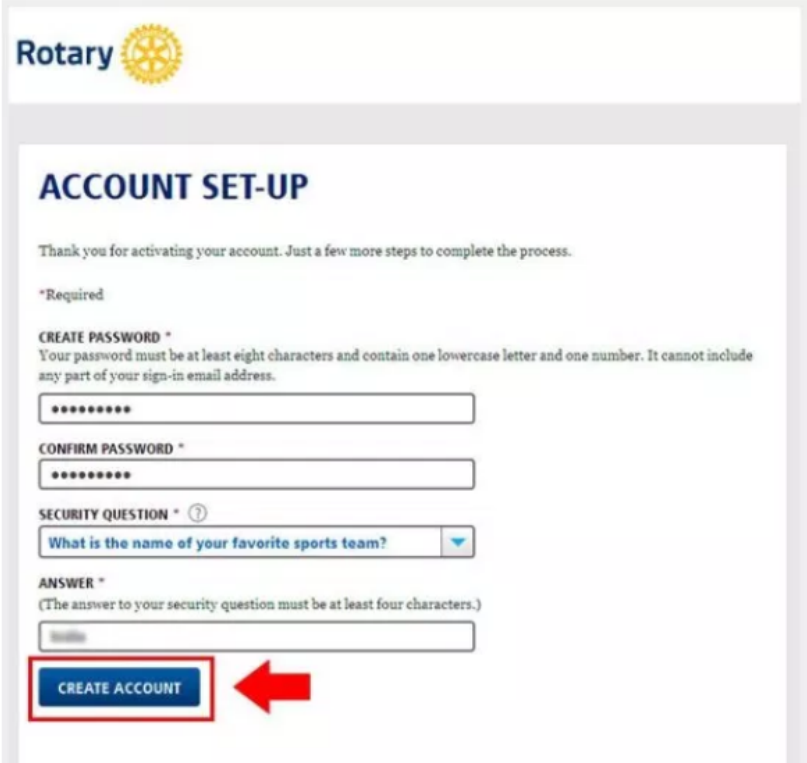
Account Activation Email

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.



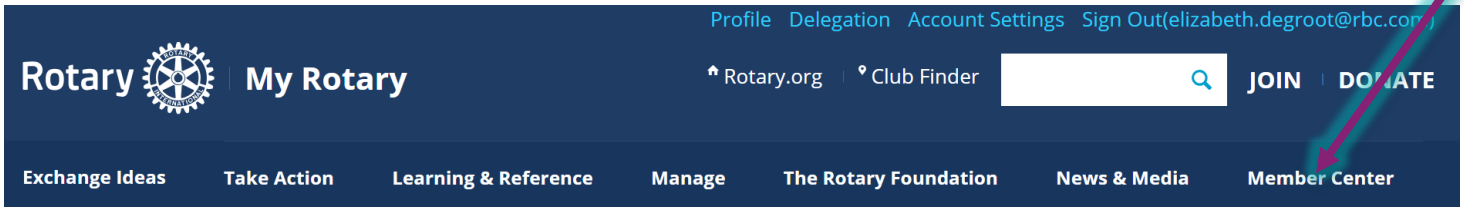
Rotary

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

Rotary

PEOPLE OF ACTION

Get everything you need from Rotary's latest public image

LEARN MORE

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

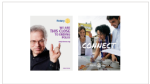
Rotary

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 >

MATERIALS

Use our customizable materials to promote your

LEARN MORE

Rotary
Club of Wasaga Beach

ADS

Download online, print, outdoor, and radio ads to

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IMAGES & VIDEO

Select images or videos that capture Rotary's essence and

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ROTARY CONNECTS THE WORLD

Rotary

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.

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