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Adapting with AI and Podcasting: Tools for Modern Communication or Create, Adapt,  
Amplify: AI and Podcasting for Rotary Leaders



# Telling Your Club's Story

Public Image Power-Up — Amplifying Rotary's  
Voice Through Stories, Not Just Posts



# Welcome

## Thomas Paul

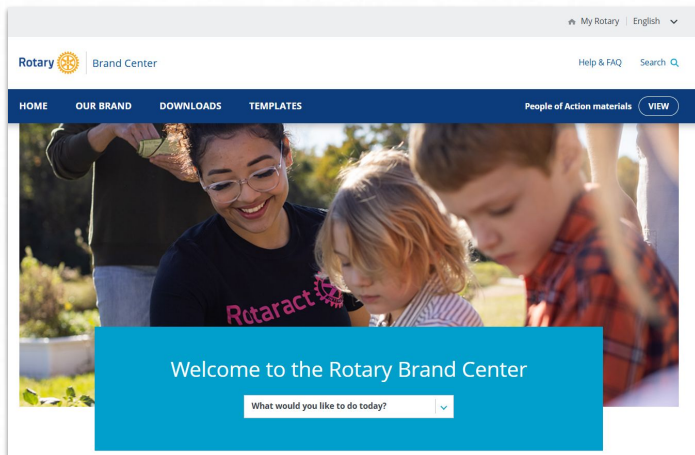
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[thomaspaul.ca](http://thomaspaul.ca)

- Member of the Rotary Club of Halifax Harbour since 2016
- Involved in Public Image at the club, district (North Atlantic Rotary / District 7815), and zone levels
- North Atlantic Rotary covers all Atlantic provinces and Saint-Pierre and Miquelon
- The “branding” of our district helps us better explain who we are to non-Rotarians
- Public Image support is always available — reach out if your club has questions, challenges, or ideas
- I’m a commercial airline pilot — Rotary has helped me build skills outside my day job
- Became a certified project manager during COVID and applied that thinking to Rotary
- Focused on improving communication within the club and how we tell our story externally
- Learned by experimenting, trying new ideas, and working with others
- Rotary is a place to learn, share ideas, and grow — you don’t have to do it alone

## Resources



[brandcenter.rotary.org](https://brandcenter.rotary.org)

**Club Public Image Chair**  
**District Public Image Chair**  
**Zone Resources**  
**Other Clubs**  
**Public Image Newsletter**  
**Google, etc.**

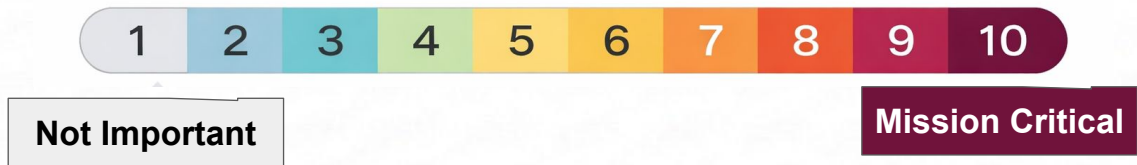
- Start with resources early — not at the end — to set the tone that help is available
- Public Image is a broad topic with no one-size-fits-all approach
- Use resources in a way that works best for your club
- Rotary Brand Center ([brandcenter.rotary.org](https://brandcenter.rotary.org)) is a key tool
- Available in multiple languages, no login required
- Includes more than logos — guidance on messaging, visuals, and storytelling
- Connect with:
  - Your club Public Image Chair
  - Your District Public Image Chair
  - Zone Public Image resources
- Learn from other clubs:
  - See what's working locally
  - Collaborate and share ideas
- Use newsletters:
  - Zone and Rotary International Public Image updates
- Look outside Rotary:
  - Search what other nonprofits and organizations are doing
  - Adapt ideas — you don't need to reinvent everything
- Rotarians are great at sharing ideas — use that to your advantage
- Not everything will work for your club, but it's worth exploring
- Takeaway: You don't have to start from scratch — the tools and support are already there

## Overall, how important do you think telling your club's story and public image are for your Rotary club?



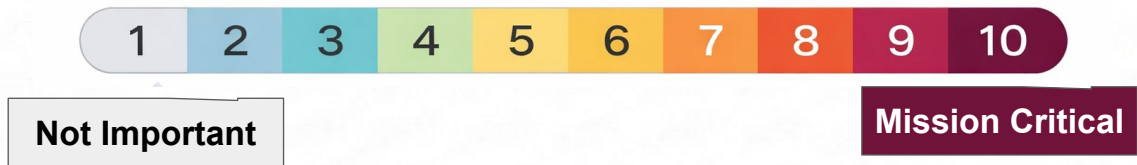
- This question is meant to help you reflect on where Public Image fits in your club
- There is no right or wrong answer
- Think about the scale:
  - 1 = Not important
  - 10 = Mission critical
- Another way to look at it:
  - If Public Image stopped completely and nothing changed → closer to 1
  - If stopping Public Image would significantly impact or weaken the club → closer to 10
- Consider:
  - How important is telling your story to your club's success?
  - Where does it realistically sit today?
- This is a moment to reflect honestly, not to judge
- Takeaway: Understanding where you are helps guide where you can go

## How important do you think building and maintaining membership is for your Rotary club?




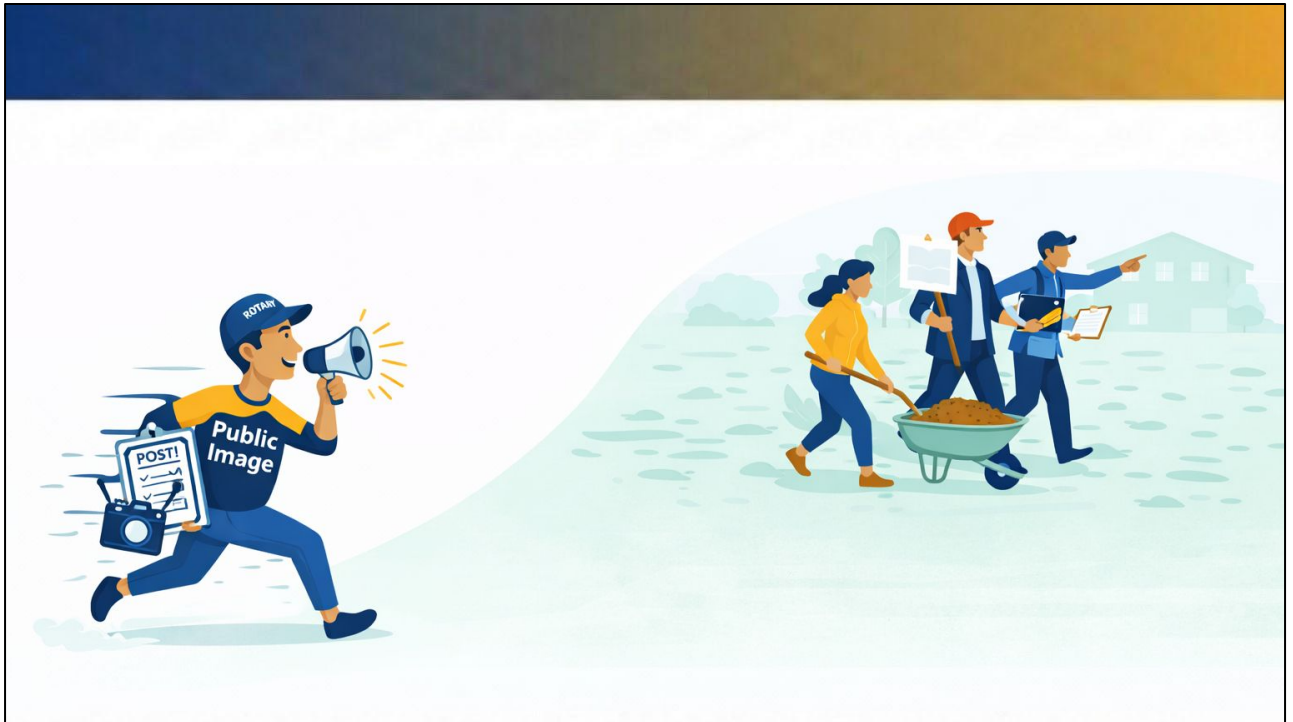
- Using the same scale, reflect on the importance of membership in your club
- Again, there is no right or wrong answer
- Think about the scale:
  - 1 = Not important
  - 10 = Mission critical
- Consider:
  - If we stopped focusing on membership, would the club continue to thrive?
  - Or would it put the future of the club at risk?
- Membership includes both:
  - Building new membership
  - Maintaining and engaging current members
- If membership declined significantly, what would that mean for your club's impact?
- Takeaway: Membership is directly tied to the long-term sustainability of Rotary

## How important do you think financial stewardship is for your Rotary club?



- Reflect on the importance of financial stewardship in your club
- Again, there is no right or wrong answer — this is your perspective
- Think about the scale:
  - 1 = Not important
  - 10 = Mission critical
- Financial stewardship includes:
  - Bookkeeping
  - Budgeting
  - Tracking receipts and expenses
- Consider:
  - If your club didn't manage finances properly, what would happen?
- Would it impact your ability to operate or exist long-term?
- This may feel separate from Public Image — but it's connected

- 
- The purpose of these questions is to reflect on where different priorities sit within your club
  - It's not a competition — multiple things can be mission-critical
  - It's okay if Public Image isn't a 10 for you
  - But ask yourself:
    - Is your view shared by your club?
    - Your district?
    - Rotary as a whole?
  - Consider the connection:
    - If we fail to tell our story, does it impact membership?
    - Does it impact awareness, support, and growth?
  - Financial stewardship feels obvious:
    - Every project expects budgeting, tracking, and accountability
    - It's built in from the start
  - But Public Image often isn't:
    - It's sometimes treated as an afterthought
    - Added on instead of planned from the beginning



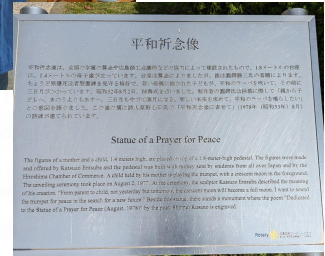
- Public Image is a core challenge — not because it isn't valued, but because it's often not prioritized
- As Public Image champions, we need to help others understand its impact
- Telling our story clearly:
  - Increases our impact in the community
  - Helps people understand what Rotary is
  - Prevents us from starting every conversation from zero
- Strong Public Image helps:
  - Attract new members
  - Connect with partners
  - Engage donors and supporters
- Visibility matters:
  - Visibility = awareness = opportunity
  - It also boosts morale within the club
- When people see the impact:
  - It reinforces that the work we're doing matters
  - It builds pride and engagement
- The challenge:
  - Public Image is often treated as an afterthought
  - Added on after the project is done
- The shift:
  - Public Image should be a core part of every project
  - Built in from the beginning, just like planning and budgeting

## Why should Rotarians care about telling our story?

- One of the most impactful things you can do is help your club understand the value of telling your story
- Telling your story helps:
  - Attract new members — or helps them find you
  - Make your club easier to find for anyone interested in Rotary
  - Connect with visiting Rotarians
- It increases visibility:
  - People can't engage with you if they don't know you exist
  - Awareness leads to opportunity
- It helps communicate:
  - The value of Rotary
  - The real impact your club is making in the community
- Supports your strategic goals:
  - Membership growth
  - Partnerships
  - Community engagement
- Makes outreach easier:
  - When people already understand Rotary, conversations are more effective



- Integrating Public Image into projects increases overall impact
- The impact of telling our story isn't always immediate:
  - It builds over time
  - Like an investment, the return comes later
- Think of a project example:
  - You build a greenhouse with all the right resources
  - But don't add soil → impact is clearly reduced
- That connection is obvious:
  - Missing a core element limits the project's success
- Public Image works the same way:
  - It may not feel as tangible
  - But it still increases the project's potential impact
- Telling the story of the project includes:
  - Social media posts
  - News coverage
  - Sharing within Rotary
  - Visible Rotary branding
- These efforts:
  - Increase awareness
  - Extend impact beyond the project itself
  - Create opportunities for future projects
- Even if not directly tied to one project:
  - Strong storytelling builds momentum over time



- Rotary is already good at telling its story in tangible, visible ways
- Examples include:
  - Signs at projects
  - Rotary logos in the community
  - Branded items like shirts and plaques
- These create:
  - Awareness
  - Recognition
  - Curiosity (“I’ve seen that before — what is Rotary?”)
- Many people’s first exposure to Rotary comes from:
  - Seeing a project
  - Visiting a Rotary space (like a park)
  - Noticing the Rotary wheel
- These physical elements:
  - Tell a story without saying a word
  - Show real impact in the community
- We are already doing this well — often without even thinking about it

## Three Inputs for Telling Our Story



- Effective Public Image starts with a clear foundation of value and why
- Without understanding why we tell our story, it's hard to do it well
- Think of everything you create as content:
  - Social media posts
  - Newsletters
  - Websites
  - Videos, podcasts, signage, etc.
- Strong storytelling includes three key inputs:
- Purpose / Call to Action
  - Why are you sharing this?
  - Inspire, inform, attract members, find partners, raise funds
- Image / Video / Audio
  - Something visually or emotionally engaging
  - A photo, video, or even strong audio
- Narrative / Story
  - The human element
  - Move beyond information — tell a story people connect with
- These three inputs work together:
  - Purpose guides the message
  - Media captures attention
  - Story creates connection
- Rotarians power the process:
  - Shaping the message
  - Using tools (including AI)

- Adapting content for different platforms
- One story can become many outputs:
  - Same inputs → social post, article, video, etc.

## Example Opportunity

- Somewhere Rotary Club
- Environmental Committee project
  - Tree planting
- 1000 trees planted
- 2 hours
- 15 Rotarians and friends

- Example: A Public Image opportunity within your club
- As the Public Image lead:
  - You're informed ahead of time
  - This is your opportunity to plan the story, not react after
- Think of this as:
  - A storytelling opportunity
  - Not just an event to document
- Key mindset:
  - Don't wait until the project is over
  - Start thinking about:
    - What story you want to tell
    - How you'll capture it
    - Where you'll share it

## Purpose?

- Inform
- Inspire
- Recruit new members
- Get new sponsorship/partnership
- Get donations
- Etc.

- Start with purpose / call to action — what are you trying to achieve?
- It's okay to have more than one purpose
- But keep it focused:
  - Aim for 1–2 clear goals
  - Too many makes the message unclear
- If you have multiple goals:
  - Consider creating multiple pieces of content
  - Use the same project in different ways over time
- One project can support:
  - Several messages
  - Shared over weeks, months, or longer



- Capture lots of photos during the project — more than you think you need
- Don't worry about being a professional photographer
- Focus on documenting the moment
- Get a variety of shots:
  - Individuals
  - People in action
  - Group photos
  - Different angles and perspectives
- Look for:
  - Genuine moments
  - Interaction and teamwork
  - The impact of the work
- The goal:
  - Build a library of images to choose from
- Later, you can:
  - Match the best images to your purpose
  - Use different photos for different messages

## Narrative

- Make it real
- Use strong action words
- Don't crowd the message
- Call to action

- The narrative is where everything comes together — and often the hardest part
- This is where you:
  - Make it real
  - Connect purpose and images
  - Bring in people, emotion, and impact
- Focus on:
  - Real people
  - Real moments
  - Real outcomes
- Use:
  - Strong action words
  - Clear, simple language
- Avoid:
  - Overloading with facts and data
  - Trying to say everything in one post
- You don't need to tell the whole story at once:
  - One post can focus on results (e.g., 1,000 trees)
  - Another can focus on impact or meaning
- Tie in your call to action:
  - What do you want people to do next?
  - Like, share, join, donate, learn more

## Shape For the Channel



- Bring your inputs together:
  - Purpose
  - Images / media
  - Narrative
- This is where the work happens:
  - Rotarians shape the message
  - Combine the elements into a clear story
- Think of it as a “content engine”:
  - Inputs go in
  - Content comes out
- The same inputs can create:
  - Social media posts
  - Website updates
  - Newsletters
  - Videos or other formats
- Adjust based on the channel:
  - Short and visual for social
  - More detail for newsletters or websites
- You don't need to start from scratch each time:
  - Reuse and adapt the same story

## Version 1



**Purpose:** Inspire, inform, and show Rotary in action

**Story:** Henk showed up, got his hands dirty, and got to work—because making a difference isn't something Rotarians just talk about, it's something we do.

- Example of combining the three inputs:
  - Purpose
  - Image
  - Story
- Purpose:
  - Inspire, inform, and show Rotary in action
- Story:
  - Focus on a real person (Henk)
  - Simple, human, action-focused message
- Key idea:
  - Same inputs can be used across different formats
- For social media:
  - Keep it short
  - Strong image + quick message
  - Clear call to action
- For newsletters or websites:
  - Expand the story
  - Add more detail and context
- You don't need to change the core story:
  - Just adjust how it's delivered

## Version 2



**Purpose:** inspire connection and invite others to experience Rotary firsthand

**Story:** Henk didn't come for a title or recognition—he came to be part of something bigger. If you've ever thought about getting involved, there's a place for you here.

- Same project, different angle — adjust the inputs to change the message
- Purpose:
  - Inspire connection
  - Invite others to experience Rotary
- Story:
  - Focus on belonging and purpose
  - Highlight why someone chooses to be involved
- This version shifts from:
  - Showing action → to inviting participation
- Subtle changes create a new outcome:
  - Different image
  - Different tone
  - Different call to action
- Strong example of:
  - One project → multiple stories
  - One person → multiple perspectives

## Version 3

Purpose: inspire connection and invite others to experience Rotary firsthand

Story: This is Rotary—people showing up, working together, and making a difference



- Another version using the same project, with a different emphasis
- Purpose:
  - Inspire connection
  - Invite others to experience Rotary
- Story:
  - Focus on people and teamwork
- Show Rotary in action — people showing up and making a difference
- Image:
  - Group setting reinforces:
    - Community
    - Collaboration
    - Energy
- Key point:
  - You don't need to include every detail in one post
  - This version doesn't mention:
    - Number of trees
    - Time spent
    - Number of volunteers
- That's intentional:
  - Keep the message focused
  - Save other details for future content
- One project = multiple stories over time:
  - Impact story
  - Membership story

- Environmental story
  - Recap post later
- Build a “content bank”:
  - Capture once
  - Share in different ways over time

## 1. Project Spotlight

- **Purpose:** Highlight a food security project.
- **Visual:** Members working.
- **Narrative:** Why it matters locally.
- **Outputs:** Social post, blog, press release, radio script.

## 2. Member Story

- **Purpose:** Show diversity of backgrounds.
- **Visual:** Member at work.
- **Narrative:** Why they joined Rotary.
- **Outputs:** Social carousel, blog, newsletter, interview pitch.

## 3. Behind the Scenes

- **Purpose:** Show Rotary is active year-round.
- **Visual:** Planning or setup.
- **Narrative:** What the club is preparing for.
- **Outputs:** IG stories, FB post, newsletter preview.

- Consistency matters — keep telling your story year-round
- Use slower periods as opportunities:
  - Winter months
  - Gaps between major projects
- Content ideas to stay active:
- Project Spotlight / Recap
  - Highlight past projects
  - Focus on impact and community value
- Member Stories
  - Profile members and their backgrounds
  - Share why they joined Rotary
  - Great fit for vocational month
- Behind the Scenes
  - Show how things come together
  - Meeting setup, planning, small moments
  - Simple content (even short videos) works well
- Always include:
  - Clear purpose
  - Strong visual
  - Simple, human narrative
- Use Rotary theme months:
  - Align content with themes (e.g., Peace)
  - Reframe past projects to match the theme
- Reuse and recycle content:

- Past projects can be shared again with a new angle
  - Connect them to Rotary's mission and areas of focus
- Build from what you already have:
  - You don't always need something new
  - Just a new perspective

## **TIP: Plan in advance - give yourself time.**

- Plan ahead — it makes everything easier and more effective
- Look a few months out:
  - Upcoming projects
  - Events and announcements
  - Rotary theme months
- Think in advance:
  - What stories can we tell?
  - What content can we create?
- Build a simple content plan:
  - Outline types of posts
  - Match them to events or themes
- Use scheduling tools:
  - Prepare content ahead of time
  - Schedule posts in advance
- Benefits:
  - Saves time during busy periods
  - Reduces last-minute stress
  - Improves consistency
- You don't need a perfect plan:
  - Even a simple outline helps



## **TIP: Use theme months for inspiration.**

- Use Rotary theme months to guide your content
- Theme months highlight:
  - Key areas of focus
  - Important needs in the world
- Rotarians are already doing this work year-round:
  - Theme months help you tell those stories with focus
- Take advantage of the momentum:
  - Align your content with the theme
  - Reinforce Rotary's priorities
- Reuse and adapt past content:
  - Bring back previous projects
  - Connect them to the current theme
- Adjust your purpose:
  - Turn informational posts into calls to action
  - Example: Use a past project to support a membership push
- Examples:
  - Membership Month → invite people to join
  - Vocational Month → highlight member stories

## **TIP: Keep “channels” manageable.**

- Keep your communication channels simple and manageable
- It's easy to try to do everything — but that's not sustainable
- Start with a focused set:
  - 1–2 social media platforms
  - A well-maintained website
  - A consistent newsletter
- Prioritize:
  - Quality over quantity
  - Consistency over complexity
- Be realistic about:
  - Your time
  - Your team's capacity
  - Available skills
- Video platforms (e.g., YouTube, TikTok):
  - Add significant effort
  - Only use if you can maintain them consistently
- Think long-term:
  - Can someone else continue this work after you?
  - Is the system easy to hand off?
- Avoid building something:
  - Too complex
  - Too dependent on one person

**Social Media (Management Tools)**  
**Newsletter Tools**  
**ClubRunner**  
**Youtube / TikTok (Video)**  
**Google Business / Google Maps**  
**Podcasts**  
**Ect.**

- There are many tools available — choose what works for your club
- Social media tools:
  - Use management tools to post once and share across platforms
  - Helps save time and stay consistent
- Newsletter tools:
  - Build a subscriber list
  - Send updates directly to inboxes
  - Great for consistent communication
- ClubRunner:
  - Use built-in tools for websites and communication
  - Keep your club info current and active
- Video platforms (YouTube / TikTok):
  - Powerful, but require more effort
  - Use if you have the capacity
- Podcasts:
  - Another way to tell stories and share impact
  - Growing opportunity, especially for interviews and updates
- Google Business / Google Maps:
  - Often overlooked but very important
  - Makes your club searchable
- Quick check:
  - Search “Rotary” in Google Maps
  - Does your club appear?
  - Does it look engaging?

- Simple improvements:
  - Add your meeting location
  - Upload quality photos
  - Keep details up to date
- Why it matters:
  - Helps visitors and potential members find you
  - First impressions count

**TIP: Always have the three (purpose, graphic, story).**

- Always include the three core elements:
  - Purpose (what are you trying to achieve?)
  - Graphic / visual (what grabs attention?)
  - Story (what makes it human and meaningful?)
- Before you publish anything, ask:
  - What is the goal of this post?
  - Is there a strong image or visual?
  - Does it tell a clear story?
- If one is missing:
  - Pause and fill the gap
  - Don't publish incomplete content
- These three elements work together:
  - Purpose guides
  - Visual attracts
  - Story connects

**TIP: Consider AI as a tool - don't let it take the wheel.**

- AI is a tool, not a replacement for your voice
- Use AI to:
  - Generate ideas
  - Organize thoughts
  - Proofread and refine content
  - Assist with basic graphics
- Don't rely on AI to:
  - Tell the story for you
  - Replace human experience and perspective
- Rotary stories are powerful because they are:
  - Human
  - Personal
  - Authentic
- Overusing AI can:
  - Remove emotion and authenticity
  - Make content feel generic
- Best approach:
  - Start with your real story
  - Use AI to enhance, not create from scratch

Purpose / Call To Action



Image or Video or Audio



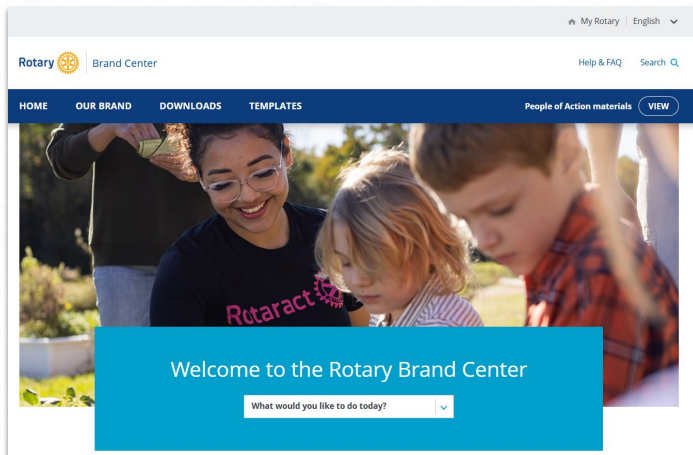
Narrative / Story



## Foundation of Value and WHY

- Start with a strong foundation of value and why
- If people don't understand why storytelling matters, the rest won't stick
- Once that foundation is in place:
  - You can consistently create meaningful content
- Use the three core inputs:
  - Purpose / call to action
  - Visual or audio
  - Narrative / story
- These inputs come together to:
  - Create clear, engaging messages
  - Tell Rotary's story effectively
- Rotarians are at the centre:
  - Shaping the message
  - Using tools to create and share content
  - The tools support the work — they don't replace it
- The result:
  - Strong, consistent storytelling
  - Greater awareness and impact

# Resources



[brandcenter.rotary.org](https://brandcenter.rotary.org)

**Club Public Image Chair**  
**District Public Image Chair**  
**Zone Resources**  
**Other Clubs**  
**Public Image Newsletter**  
**Google, etc.**

- There are many resources available — you don't have to do this alone
- Start with:
  - Your club Public Image Chair
  - Your District Public Image team
  - Zone resources
- Learn from others:
  - Look at what other clubs are doing
  - Share ideas and collaborate
- Use available tools:
  - Public Image newsletters
  - Online resources
  - General research (Google, etc.)
- Rotary Brand Center ([brandcenter.rotary.org](https://brandcenter.rotary.org)):
  - Key resource for visuals, messaging, and guidance
  - No login required
- Don't reinvent the wheel:
  - If something works, adapt it for your club
- Reach out:
  - Share your ideas
  - Ask for help or feedback