



**Rotary**  
District 7090

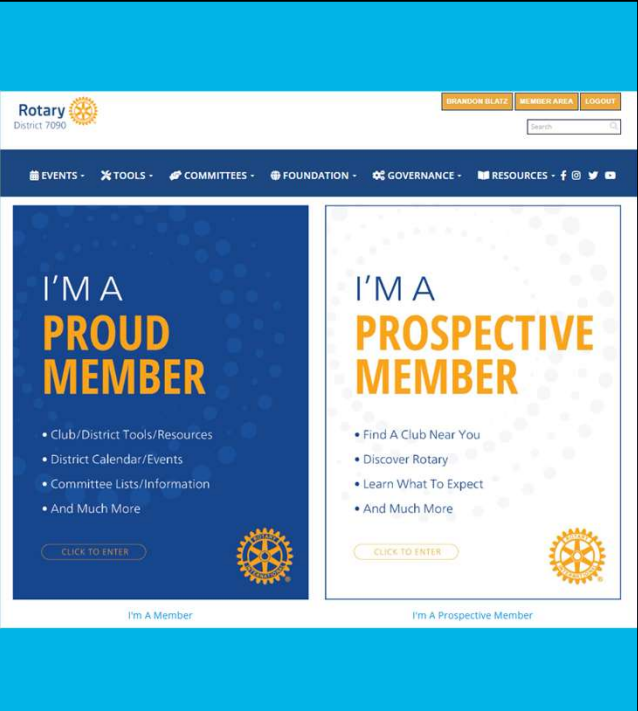
**PROMOTE YOUR CLUB.  
INSPIRE YOUR COMMUNITY.**

**PUBLIC IMAGE**  
Brandon Blatz

1

## WHAT WE DO

- ❑ **Elevate Brand Awareness:** Promote Rotary's mission to the public to increase community engagement and support.
- ❑ **Champion Internal Advocacy:** Educate Rotarians and Rotaractors on why effective publicity and positive public relations are vital to our collective success.
- ❑ **Inspire Action:** Showcase efforts of our members to entice professionals and community leaders to join us in service.



The screenshot shows the Rotary District 7090 website interface. At the top, there is a navigation bar with links for EVENTS, TOOLS, COMMITTEES, FOUNDATION, GOVERNANCE, and RESOURCES, along with social media icons. Below the navigation bar, there are two main promotional banners. The left banner is titled "I'M A PROUD MEMBER" and lists benefits such as "Club/District Tools/Resources", "District Calendar/Events", "Committee Lists/Information", and "And Much More". The right banner is titled "I'M A PROSPECTIVE MEMBER" and lists benefits such as "Find A Club Near You", "Discover Rotary", "Learn What To Expect", and "And Much More". Both banners include a "CLICK TO ENTER" button and the Rotary logo.

2

## COMMITTEE LEADERSHIP

- Chair:** Brandon Blatz
- Newsletter:** Patti Johnson
- PRISM Award:** Julio Batres-Gavidia
- Social Media & Website Administration:**



*\*Resource to Support Clubs\**

3

## NEWSLETTER

- Newsletter:** Patti Johnson
  - [Newsletter4d7090@gmail.com](mailto:Newsletter4d7090@gmail.com)
  - Start a New Thread
  - Label Photos and Story With Club Name

<https://rotary7090.org/page/district-7090-newsletter>

*Email Patti Name of Club "Newsletter Rep"*

WELCOME TO THE JUNEY 2026  
DISTRICT 7090 NEWSLETTER  
CELL PHONE/TABLET: USE LANDSCAPE MODE



**May is Youth Service Month**

~~~~~INDEX~~~~~

**MESSAGES FROM RI, ZONE and TRF LEADERS**

RI President Francesco Arezzo's Monthly Message  
Get "In the Zone" with Chris Etienne, Dir. Zones 28 & 32  
TRF Chair of Trustees Holger Knaack's Newsletter  
Rotary in Review: A roundup of Rotary news

**ROTARY INTERNATIONAL NEWS**

D7090 Monthly Foundation Learning: Dir. Chris Etienne's  
Pakistan Experience - MAY 21

**\$ = Fundraiser** **📺 = ZOOM** **📅 = Mark Your Calendar**  
**👉 = Help Wanted** **📖 = Learning**

**MESSAGES FROM DISTRICT LEADERS: DISTRICT NEWS**

In Memory of John Boronkay, Rotary Club of Orchard Park  
Dick Earne Garden Dedication - MAY 13  
TOGETHER, WE CAN END HUMAN TRAFFICKING  
Human Trafficking Along the 401 Film - MAY 20  
Stop Human Trafficking Seminar - MAY 23  
Retaining Members using Mentorship - MAY 12 **📺**  
D7090 Monthly Foundation Learning: Dir. Chris Etienne's  
Pakistan Experience - MAY 21 **📺**

4

## NEW YORK MARKETING

- ❑ **The Team:**
  - ❑ **Owner:** Vincent Buccitelli
    - ❑ [vincent@newyorkglobalmarketingsolutions.com](mailto:vincent@newyorkglobalmarketingsolutions.com)
  - ❑ **Questions/Help:** Meg
    - ❑ [info@nygmsonline.com](mailto:info@nygmsonline.com)
  - ❑ **Website:** Jordan
  - ❑ **Social Media:** Jenna
- ❑ **D7090 Services:**
  - ❑ D7090 Website Administration
  - ❑ D7090 Social Media Posts
  - ❑ D7090 Club Support – Questions
- ❑ **Other Services:**
  - ❑ Special Rotary Prices for Club Website and Social Media Administration
  - ❑ Graphic Design
  - ❑ Content Creation
  - ❑ Printing

<https://newyorkglobalmarketingsolutions.com/>



CONGRATULATIONS TO  
**THE ROTARY CLUB  
OF KENMORE**

ON 100 GREAT YEARS!



5

## PRISM AWARD

- ❑ **PRISM Award:** Julio Batres-Gavidia
  - ❑ [jbg@rotarysouth.ca](mailto:jbg@rotarysouth.ca)
- ❑ **Monthly Tasks:**
  - ❑ GOAL= Build a Strong Public Image Foundation
- ❑ **Key Focus Areas:**
  - ❑ Platform Audits
  - ❑ Social Media Engagement
  - ❑ Service Impact
  - ❑ Rotary Brand Alignment
- ❑ **Award Tiers:**
  - ❑ Bronze
  - ❑ Silver
  - ❑ Gold
  - ❑ Platinum

<https://rotary7090.org/page/prism-award>



6

# WEBSITE

Rotary7090.org

The screenshot shows the website header with the Rotary logo and 'District 7090'. The user is logged in as 'BRANDON BLATZ' with 'MEMBER AREA' and 'LOGOUT' options. A search bar is present. The main navigation bar includes: EVENTS, TOOLS, COMMITTEES, FOUNDATION, GOVERNANCE, and RESOURCES. A dropdown menu is open for 'Public Image', listing: Public Image Committee, Public Image Support, Public Image Tool Box, Public Image Links and Resources, Social Media Toolbox, Media Release - How To Guide, Website and Technology Support, Public Image Copyright and Privacy Guidance, PRISM Award, and Public Image Huddle. The background features a large graphic that says 'I'M A PROUD MEMBER'.

7

# SOCIAL MEDIA

Membership Monday

Fun Fact Wednesday

Foundation Friday

About Rotary Saturday

The graphic has a blue and yellow background. It features the text 'Fun Facts About Rotary: Women in Rotary' and the Rotary logo. Below the text is a photograph of three women smiling in a kitchen setting. At the bottom, there is a purple bar with the text 'Contact Us!' and social media icons, along with the website 'www.rotary7090.org' and email 'office@d7090.org'.

8

# BRAND CENTER

- Our Brand
- Downloads
- Templates
- People of Action

<https://brandcenter.rotary.org/en-us>

## ROTARY LOGOS - DO'S & DON'TS

### ROTARY LOGOS



The Rotary, Rotaract, and Interact Masterbrand Signatures are the official logos of Rotary International. They combine the wheel with the word "Rotary," "Rotaract," or "Interact" to the left for visibility and recognition.

You can use either the regular or simplified version of the Masterbrand Signature on all print and digital applications



**Correct:** Use your official club logo, which includes your club name along with the Masterbrand Signature, as the main identifier in all your promotional materials.

**Incorrect:** Don't alter the Mark of Excellence to make it represent another object, don't change the color and font of your club name, and don't add any other images to the correct club logo.



**Correct:** Use Rotary's current branding and logos.

**Incorrect:** Don't use previous versions of the Rotary logo. The only exception is when it appears in historic photos that illustrate stories referencing specific events before July 2013.

### WHEEL OF EXCELLENCE



The Rotary wheel is the Mark of Excellence. This is a secondary logo that is mainly used on round items like road signs and merchandise. This logo also can be used as the round profile image on club, district, and zone social media pages.

There is no simplified version of the Mark of Excellence — the words "Rotary International" always need to appear in the wheel.

**Correct:** When creating your official logo, use your club, district, or zone logo instead of the Rotary, Rotaract, or Interact Masterbrand Signature alone.

**Incorrect:** Don't use the Rotary, Rotaract, or Interact Masterbrand Signature without your club, district, or zone name.



**Correct:** Use the Mark of Excellence near your club or district logo for clarity and recognition.

**Incorrect:** Don't use the Mark of Excellence alone or as your club's official logo. Use only the Mark of Excellence available in the Brand Center. Remember that there's no simplified version of it.



9

# LEARNING CENTER

## Club PI Committee Trainings

- Get Ready: Club Public Image Committee
- Working With Other Club Leaders
- Leading Effective Committees
- Our Logo: Representing Rotary
- Promoting Your Club as People of Action
- Public Relations and Your Club
- Rotary's Action Plan and You
- Promoting Rotary on Social Media
- Using Rotary's Trademarks

<https://learn.rotary.org/members/learn/catalog/view/72>



**Club Public Image  
Committee Essentials**

10

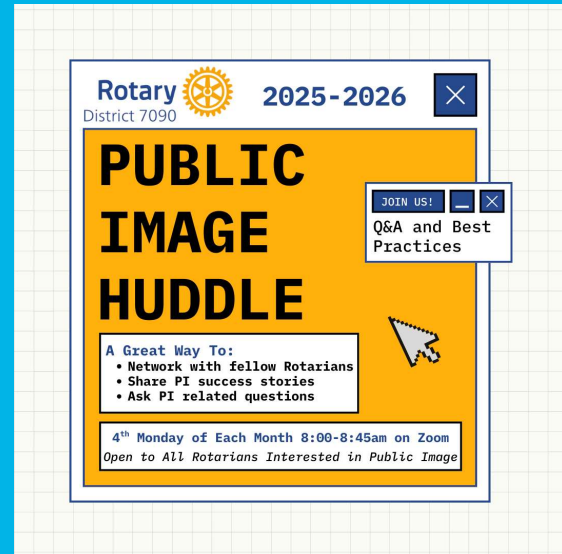
## PUBLIC IMAGE HUDDLE

- Short presentation on PI related topic
- Ask questions about Public Image Tools & Strategies
- Share what's working for your Club
- Connect with others throughout the District
- Recap PRISM Award tasks

 Date: 4th Monday of each Month

 Time: 8:00 AM – 8:45 AM

<https://rotary7090.org/page/public-image-huddle>



11

# QUESTIONS

**Brandon Blatz**  
**716-445-3350**  
**Brandon.Blatz@Scouting.org**

12