Dear President-elect,

This is our fourth letter in the series. As you begin your training and to prepare you for NEPETS and the journey you will be taking, please don’t hesitate to look for help from your district support team.

I would like to ask one question about your club. If I were to sell it today, would there be a buyer who would be interested in it? Making sure your club is visible and irresistible to your community is a way to grow rotary and to get connected.

Each club should have on its board a Public Image Coordinator who is savvy regarding social media and who can manage how your club looks to the public. If you need assistance or more information, please contact our district’s public image coordinator, Past District Governor Venu Rao.

Many tools to help you in developing advertising and marketing materials for your club can use can be found in Rotary’s Brand Center. Check out My Rotary .org. Go to Member Center, then Online tools and then Brand Center. Other resources and public relations ideas can be found with the following link:

[Public Image – Personalizing Your Club in the Community](https://my.rotary.org/en/learning-reference/learn-topic/public-relations)

We will have more training at Northeast PETS that will help your club build and improve its image in your community.

Yours in Rotary Service,

Steve Puderbaugh

District Governor