

Suggested Topics for News Releases and Social Media

Planning ahead for special events and announcements saves time and energy. Consider pre-writing templates or press releases and social media postings for re-occurring events, club announcements, projects, and Rotary International campaigns, including:

- Service projects
- New members
- Special events
- Social events
- Fundraisers
- Grant opportunities
- Scholarship opportunities
- Election and installation of new officers
- Club achievements or awards
- Club sponsorship or support for global projects
- Club volunteer hours
- Total volunteer hours by Rotarians worldwide
- Participation in Rotary Leadership Institute
- New partnerships
- Polio progress and the Bill and Melinda Gates Foundation match
- The Rotary Foundation named as a top charity



Pro Tip: At the end of each press release, you should include information about Rotary and club-specific contact information. For example:

About Rotary International and the Rotary Club of (club name)

[Rotary](#) brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 35,000 Rotary clubs in over 200 countries and geographical areas. Their work improves lives at both the local and international levels, from those in need in their own communities to working toward a polio-free world. As part of this effort, the Rotary Club of (club name), is taking action to make the world a better place at home and abroad. To learn more, visit [website] or contact [email/phone].

MAKE AN IMPACT IN YOUR LIFETIME. SHARE ROTARY, CHANGE LIVES.

Public Image 101



Rotary

Zone 32

ROTARY ZONE 32 PUBLIC IMAGE

Meet the Team

Dear Rotarian,

The team to which you are about to be introduced is filled with professionals who bring to the table the experience, passion, and capability needed to enhance the public image of Rotary. These professional associates are embraced for their work ethic and marketing skills, but mainly for their devotion to see Rotary grow.

Each member has been handpicked by yours truly, because of their professional background in public imaging and expertise in marketing, branding, and social media outlets.

I encourage you to contact any one of us, to let us help make your Rotary Public Relations goals a success. We are here to engage and assist. We look forward to working with Zone 32 and our counterparts...our leadership teams, which include Membership and Foundation, to let current Rotarians and future members know the incredible work of Rotary.

Yours in service,

Nikki Mederos, PDG, District 7490
Rotary Public Image Coordinator, Zone 32



CLUB PUBLIC IMAGE COMMITTEE

Purpose

The Club Public Image Committee should support the promotion of Rotary to external audiences and foster understanding, appreciation, and support for the programs of Rotary. The committee should promote awareness of Rotary with effective external publicity, favorable public relations, and positive images that represent the essential goals for Rotary.

Committee Member Qualifications

Skills related to media, public relations, or marketing skills as based on vocational or professional experience are preferred.

Committee Responsibilities

- Ensure communications adhere to Rotary International's Master Branding guidelines in all forms including fonts, appropriate use of logos, color schemes, etc.
- Encourage and educate club Rotarians on making public relations (PR) a priority
- Promote Rotary to external audiences, such as the media, community leaders, and beneficiaries of Rotary's programs
- Keep your club members aware of District, Zone, and international projects, activities, or events of interest
- Complete other assigned tasks from the Club Public Image Chair

Reports to: Club Public Image Chair

To manage a club's public image takes a village. A committee is a vital part of any club's team and one that should be supported, whenever possible, with a budget. Try asking club members to manage only one specific role as to not overwhelm anyone. Another strategy is to hire or ask for a high school intern to manage communications channels, such as social media and the club's website.

Sample Job Descriptions

CLUB PUBLIC IMAGE CHAIR

Purpose

To assist your Rotary Club in informing Rotarians and non-Rotarians about Rotary's mission, programs, and activities and to seek opportunities to further the aims and accomplishments of Rotary.

Qualifications

The Public Image (PI) Chair should be an active Rotarian in the club who has regularly participated in club events and faithfully upholds the Four-Way Test. A knowledge of and experience in professional communications and graphics is advised. The Chair should be familiar with public image resources used within the district and have imaginative thinking in developing public image strategies. The Chair should lead by example as a Rotarian.

Chair Responsibilities

- Ensure communications adhere to Rotary International's Master Branding guidelines in all forms including fonts, appropriate use of logos, color schemes, etc.
- Suggest and write, as appropriate, articles for your club's newsletter, website, and social media
- Direct development of Public Image Committee goals
- Monitor postings for your club's website
- Proofread communications
- Use the resources of Rotary Area Public Image Coordinators and/or the District Public Image Chair
- Coordinate the application of PI Grants as applicable
- Maintain oversight of the Public Image Committee to include (but not limited to):

Webmaster
Newsletter Editor and Publisher
Social Media Resource Contact
Press Contact

Reports to: Club President or Board of Directors

Meet Niurka “Nikki” Mederos

Zone Public Image Coordinator



Home club: Rotary Club of North Hudson, District 7490

PI specialties: Public Relations, Marketing, Presentations, and Communications





What she does for fun: Nikki likes to travel (a lot) and read. She especially likes mysteries and romance.

Nikki's Rotary Moment:
“My Rotary Moment was when 200 Rotarians traveled for a joint conference to Santo Domingo and gave school supplies to underprivileged children in a poor village. The look of appreciation and joy in those children's faces was inspirational. Rotarians are very special people, who make a difference in someone else's life everyday.”

Contact Nikki

Phone: (201)956-1667

Email: nikkimaderos7490@gmail.com

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	@MederosNikki	None	@7490Rotary
	NikkiMederos	#northhudsonrotary	rotary_district_7490
	Nikki Mederos	None	None

Meet Laura Spear

Assistant Zone Public Image Coordinator

Home club: Rotary Club of Nashoba Valley, District 7910

PI specialties: Branding and the Voice and Visual Identity Guidelines, People of Action campaigns, Writing and Editing, Presentations, and Design tools

What she does for fun: Laura likes to cook, read, chat with her book club, work in her garden and yard, travel, play mah jongg, and volunteer.

Laura's Rotary Moment:



"It wasn't one single 'a-ha' moment. Rather, I was in my final year serving as a Selectman and wanted to continue my community service outside of town government. Therefore, I became a charter member of our Rotary club and served as its second president, not knowing anything about Rotary when I started! I loved the whole experience."

Contact Laura

Phone: (508)353-8228

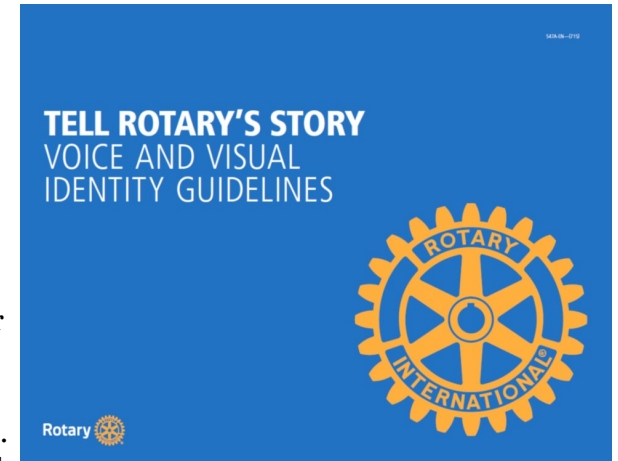
Email: laura@spear.net



	Laura Spear	Nashoba Valley Rotary	District 7910
	laura.y.spear	NashobaRotary	RotaryDistrict7910
	Laura Spear	None	None

Branding Overview

Rotary International has voice and visual identify guidelines that are critical in helping your club streamline, upgrade, and unify your public image. You can download a copy from Brand Center for free, or consider printing a copy for your Public Image team. Among the most helpful tools included are guidelines on fonts, color palettes, and images!



People of Action

Did you know that Rotary International's People of Action campaign is customizable, downloadable, and easy to use? You can even add your club's pictures and customize the appropriate image sizes for various social media platforms! Check it out today by visiting www.rotary.org and sign into My Rotary. Click on the Manage tab and then click on Brand Center.



Meet Amy Luckiewicz

Assistant Zone Public Image Coordinator

Home club: Rotary Club of Wakefield, MA, District 7930

PI specialties: Social Media, Writing for Mass Media, Branding, and Dynamic Presentations

What she does for fun: Amy loves to travel, SCUBA dive, and take road trips.

Amy's Rotary Moment:





"While on a water and sanitation mission to Honduras, we were allowed to give some children their polio vaccines. The health worker thanked our group, and the enormity of being a part of a global network to eradicate polio and provide clean water to kids really hit me. These kids had a need that Rotary fulfilled."

Contact Amy

Phone: (781)588-0257

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	underwateramy	None	rotary7930
	Amy Luckiewicz	None	Rotary District 7930

Rotary Public Image Resources

Brand Center

brandcenter.rotary.org or via MyRotary > News and Media > Brand Center

Rotary Images

Brand Center > Images & Video > Images

Press Center

Rotary.org > News and Features > Press Center

Public Relations page

MyRotary > Learning & Reference > Learn by Topic > Public Relations

Rotary Showcase

MyRotary > Take Action > Develop Projects > Rotary Showcase

Rotary Voices

blog.rotary.org

EndPolio.org Resource Center

www.endpolio.org/resource-center

Learning Center

www.rotary.org/learn

Rotary Social Channels

Facebook: www.facebook.com/rotary

Instagram: www.instagram.com/rotaryinternational

Twitter: www.twitter.com/rotary

LinkedIn: www.linkedin.com/company/10422

Vimeo: www.vimeo.com/rotary

YouTube: www.youtube.com/user/RotaryInternational

Here are some tips to maximize your club's social media.

- [illegible]




Assistant Zone Public Image Coordinator

PI specialty: Social Media

Jen spends time with her
nieces and nephews,
watches movies, swims,
and volunteers.

“My passion in Rotary has always been service to youth as I have spent my entire career working in higher education and directly with students with disabilities. During the charter celebration of the first Interact Club that my Rotary club sponsored at County Prep High School in Jersey City, I was truly inspired by the enthusiasm of the students and was so impressed by the number of service projects the club accomplished in a single year. After listening to the students’ presentations and having a chance to interact with them socially, I sat back and turned to one of my fellow Rotarians and said, “This is my Rotary Moment.”



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