



Do you know who we are locally? Rotary District 7950 is a thriving community of over 1700 dedicated Rotarians across 64 clubs in Southeastern Massachusetts, Cape Cod, Martha's Vineyard, Nantucket, and all of Rhode Island. District 7950: <https://rotary7950.com/>

Do you know who we are globally? We are part of a global network of more than 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Why does Public Image matter?

A positive reputation builds trust and credibility, which helps in three key ways:



Attracting and Keeping Members: People are more likely to join and stay with an organization they see as reputable, welcoming, and effective.

Enhancing Partnerships and Fundraising: Collaboration is key to the mission and vision of Rotary International and to every Club. Our reputation makes it easier to work with other organizations, community leaders, and local businesses. A trusted name also helps us secure the resources needed to fund projects.

Telling Our Story: Our public image is a reflection of our actions. By showing the world what we do using brand specific content, the correct logos, colors and fonts we tell our story, generate recognition and build a reputation that supports all our efforts.



What Makes Up Your Club's Public Image?

- Current Logos and Trademarks: Consistent use of Rotary's official branding.
- Social Media and Websites: Your club's online presence and messaging.
- Communication: How you share information both inside and outside of your club.
- Marketing and Promotion: How you publicize your club and its projects.
- Partnerships: Your relationships with corporate and community partners, as well as other nonprofits.
- Member Commitment: The collective effort of all members to share your work and brand with the public.



For more information, support, or to get involved, contact the District Public Image Committee Chair, Stacey O'Brien, d7950publicimage@gmail.com

Public Image Growing Rotary in District 7950

