

Rotary's Public Image

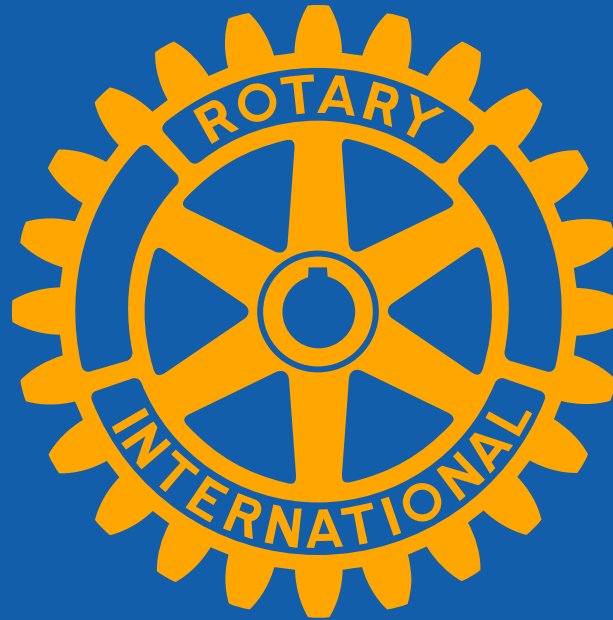
Public Relations efforts are vital to Rotary's continued growth and service.

Rotary International encourages the efforts of Rotary Clubs, with the support of their District, to enhance Rotary's Public Image. How we share our story with the world is vital to our future.

It is the responsibility of every Club and District, to develop plans and initiate activities that will enhance the organization's local visibility and help implement Rotary's global Brand Awareness Initiative.

Michael D. Wailes
District 5440 PI/PR Chair
Greeley After-Hours Rotary Club

Rotary
District #5440 PR/PI



**Rotary District
5440**

3729 W. 22nd Street
Greeley, CO 80634

www.rotary5440.org

Rotary District 5440

Public Image Citation

2016-17



Rotary



Public Image Citation 2016-2017

Public Relations is any communication between an organization and its public. It forms a relationship between your Club and non-Rotarians in the community.

The Rotary District 5440 Public Relations Award recognizes Rotary clubs that have embraced the new Rotary Identify and Voice guidelines.

The 2016 Public Image Citation will be presented to the Clubs in District 5440 that have demonstrated a more comprehensive understanding of the goal of the Voice and Visual Guidelines that lay out Rotary International's branding initiative.

It will also provide those Clubs which have not yet adopted the new Visual Guidelines and/or developed a Public Image plan a template to start from.



Required Activities

Club Administration and Planning

Must complete:

- ☐ Club has appointed a Public Image Chair.

and one of the following:

- ☐ Club has a Public Image Committee that meets on a regular basis (at least twice per quarter).
- ☐ Club has a Public Image Plan in place.

Update Visual Identity

Must complete:

- ☐ Club website and social media reflect the new Rotary International visual identity.

and one of the following:

- ☐ Club brochure and other printed material have been redesigned according to Rotary International's new visual identity guidelines.
- ☐ Club has used the new materials in a specific campaign directed to an external (non-Rotarian) audience such as media, local government officials, the business community, other civic organizations, and or people directly affected by Rotary's service initiatives.

Social Media

Must complete:

- ☐ Club has established a Facebook page and regularly shares Club news and information.
- ☐ Club Facebook page likes the District #5440 Facebook page.

Misc.

Additional activities:

- ☐ Club produces a newsletter (printed or electronic) and regularly distributes it to members.
- ☐ Club regularly submits weekly meeting information to local media.

Certification

Please sign below and either scan this document and send to: mwailes@mdwailes.com

or mail to:

Rotary District 5440
c/o Michael D. Wailes
3729 W. 22nd St.
Greeley, CO 80634

I _____,
President of the Rotary Club of:

certify that our Club has completed the Public Image activities listed to qualify for the Rotary District #5440 2016-2017 Public Image Citation. Our Public Image/Public Relations chair is:

_____.

President's Signature

President's Email

Date