

SERVE TO CHANGE LIVES

PUBLIC IMAGE

District 5790

Meeting online

Let's agree to:



Mute when
not talking



Turn the
camera on



Be fully present



Raise hands to
contribute or comment

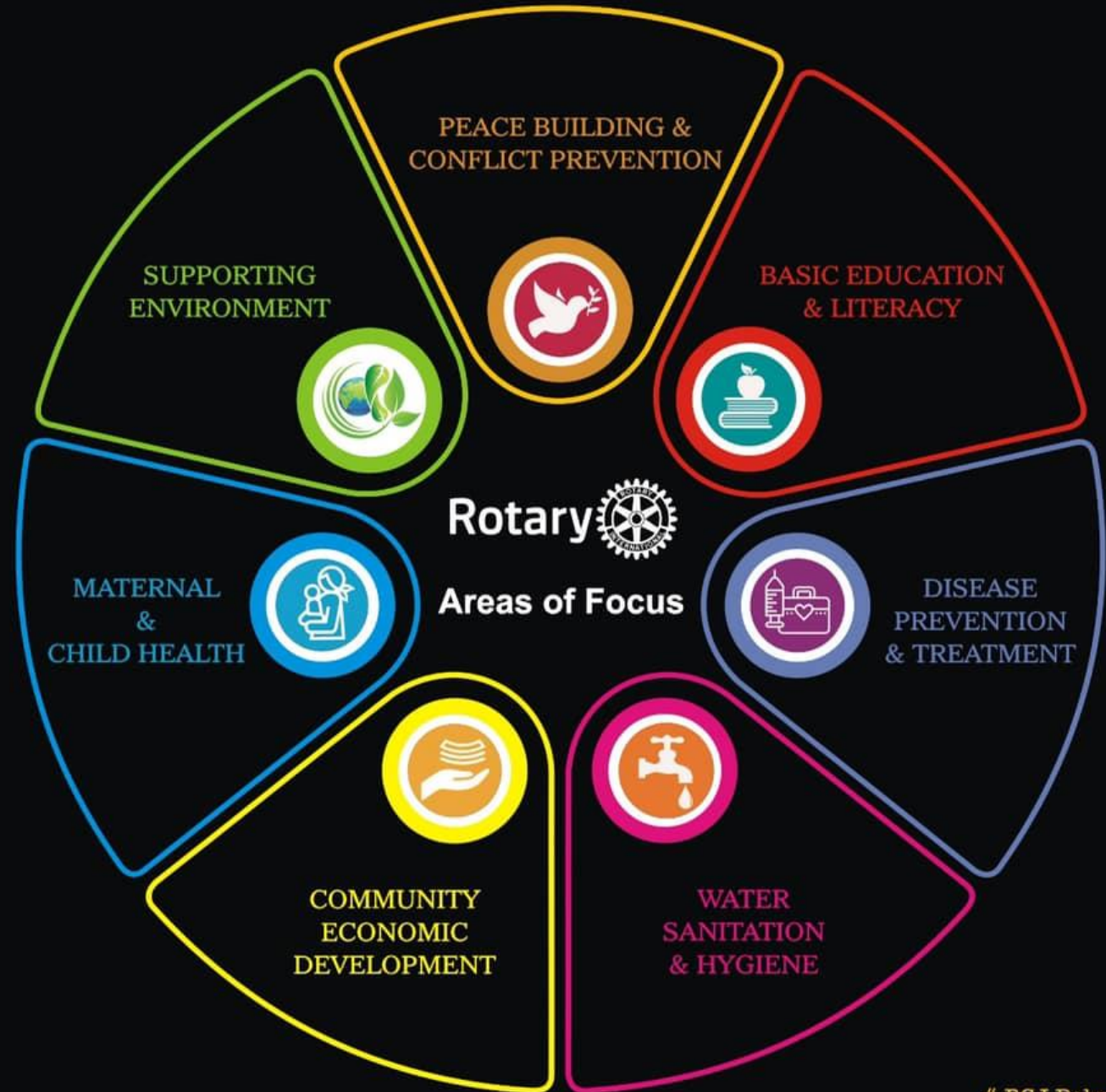


Speak and listen
with kindness

Please Mute!

Tell us in the chat box.

What is your favorite area of focus?



**What is
PUBLIC IMAGE?**

PUBLIC IMAGE IS

Effective strategies that help communities understand what Rotary does and how we're making a difference. The District 5790 Public Image (PI) committee promotes Rotary to the public and fosters understanding, appreciation, and SUPPORT for our clubs and programs.

- Create brand approved content for social media platforms (new media)
- Contact & partner with traditional media outlets
- Promote the End Polio Now campaign, People of Action, 7 areas of focus, & grant successes
- Encourage clubs to make public relations (PI) outreach a priority
- Work with District Membership and District Foundation for consistent messaging

WHY is it important?

- 1. OUR IMAGE MATTERS**
 - 2. COMMUNICATION REFLECTS OUR
DISTINCT CHARACTER**
 - 3. IT IS HOW WE SEE OURSELVES**
-

ROTARY AS A BRAND



SERVE TO CHANGE LIVES

MYROTARY.ORG
ALL THINGS ROTARY AT
YOUR FINGERTIPS!

My Rotary



Rotary Spotlight



Donate

Join



Online tools >

Products & Services >

Rejoin or change clubs

Resources & reference >

Join Us!

Refer a new member

International Convention

Rotary Global Rewards

Rotary magazine

Brand Center





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[ROTARY LOGOS](#)

[LOGO TEMPLATES](#)

[FOUNDATION LOGOS](#)

[THEME LOGOS](#)

WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.




FILTERS

ASSET TYPE (6) ▾

AD TYPES (4) ▾

TOPICS (4) ▾

CREATE YOUR OWN

 No filters

1 - 8 of 8

View per page ▾

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Logo Lockup Template



Club Logo Template



People of Action Print Ad



People of Action Facebook Post



QUESTIONS

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