

PUBLIC IMAGE WORKSHEET



Think about your district and club goals this Rotary year. Working with members of your District or Club write your top three goals down below. Examples could be increase membership by 5 members for a club. Provide one service opportunity a month for members. Increase Rotary Foundation giving by 10 percent.

GOAL 1

GOAL 2

GOAL 3

What events will you hold throughout the year to accomplish these goals?

Plan these events out by month for the Rotary Year. Also write down the person/position as lead for each event. Examples would be membership drives, World Polio Day, Vibrant Club Workshop, Visioning, after hours socials.

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
DECEMBER	JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE	

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Looking at the events your club or district will have, utilize your public image toolkit to aid in reaching your goals. Write the toolkit item (Press Release/Media Relations, Social Media, Club Signage, Member Swag, Club Information) the goal/event the toolkit will aid in reaching and the person responsible and any resource needed.

TOOLKIT ITEM / HOW IT WILL BE USED.	GOAL / EVENT	PERSON / POSITION RESPONSIBLE RESOURCES NEEDED
<i>Example: Club Signage - we will update club logo on podium and outside meeting venue.</i>	<i>Membership Drive in October. Will help increase membership by 5 members.</i>	<i>Membership Chair & Public Image Chair. Money from Club Treasury. Assistance from club meeting space. Time to design & install new signage.</i>