PUBLIC IMAGE: CREATING THE NARRATIVE

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MEMBERSHIP

WHY Public Image

Rotary District 9685
We need to counteract lingering public perceptions of who and what we are

A Good “Old’ Boys Club
to

A Modern Diverse group who not only get things done, they get the things that matter and make a difference done.
BUILDING THE BRAND

The subliminal message that informs the brand
A strong **brand promise** is one that connects your purpose, your positioning, your strategy, your people and your customer experience.

It enables you to deliver your **brand** in a way that connects emotionally with your customers and differentiates your **brand**.
Coca Cola as a Brand

1. Brand Identity
   a. Coca Cola became legendary
   b. People associate Coca Cola with feelings of ...

2. Brand Personality
   a. Trust-worthy Brand
   b. Build a long-lasting relationship with its customers

3. Brand Promise
   a. Exceed customers’ expectations
Our Brand Promise

➢ We EXCHANGE our ideas

➢ We GROW our professional and personal horizons

➢ In the company of other LEADERS

➢ We Take ACTION and Make a Difference
Bringing The Power of Rotary to Life
People of Action

Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.
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Feeling Good – Doing Good

Rotary

Districts of Australia

Feeling Good – Doing Good
Rotary Districts of Australia

Feeling Good – Doing Good
Connect People to Your Cause
Public Image - Photo Competition

[Image of a group of people smiling with a sign that reads "CATARACT FOUNDATION Philippines, Inc. Restoring Sight, Transforming Lives"

[Image of two people hugging

[Image of a camera]
Make use of official channels and resources

• Upload your projects to Rotary Showcase

• Promote new projects & gain partners via “Rotary Ideas”

• Follow Rotary International on Facebook & Twitter and share their posts

• Sign up to Rotary Weekly and other publications
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