

# PUBLIC IMAGE

PDG Gina Growden  
Rotary Public Image Coordinator  
Zone 8 (Australia) 2018-21



# My Research:

## 53% of District 9685 Websites:


- Out of date information
- Old RI themes
- Not using the correct branding
- Links that don't work



# D9685 WEBSITE PAGES

East Gosford (18015) | F X + v

rotarydistrict9685.org.au/clubinfo/east-gosford/

 Home ▾ District ▾ Club Services ▾ Donate Volunteer ▾

Contact ▾ Search this site

East

Rotary Club of Gosford City

Home

Login

April 2018

Latest Club News

Club Details

Rotary Club of Gosford City meets every Wednesday for Breakfast at the Gosford Hotel.  
**Arrive 7.00am Start 7.15am End 8.30 am**

Mann St  
Gosford NSW 2250 Australia

Map

CLUB PHOTO

9 April 2018

ROTARY SERVING HUMANITY

DENTS MESSAGE

resentation on the trip  
ound Oz.

Parramatta. It will begin  
with registrations at 8.30am  
and formal start at 9.00am.

UPPER BLUE MOUNTAINS SUNRISE ROTARY

Start with Rotary  
and good things happen.

Rotary. Humanity in motion. rotary.org

BLUE MOUNTAINS ROTARY PROJECT PLAN

See what we do...maybe you can be involved. click on  
Trello

Upper Blue Mountains Sunrise

Rotary Club of Epping, NSW

Be a gift to the world

Welcome to our Club!

Service Above Self

Clean Up Australia Day - Terrys Creek

Speakers

Past Speakers

No Meeting  
Apr 02, 2018 6:00 PM  
Easter Monday

View entire list...

Why Join Rotary?

**Friendship**  
In an increasingly complex world, Rotary provides one of the most basic needs, the need for friends and fellowship.

**Business Development**  
One of the original reasons for Rotary's beginning was everyone needs to network. Rotary consists of a cross

5:46 PM  
13/04/2018

# Today:



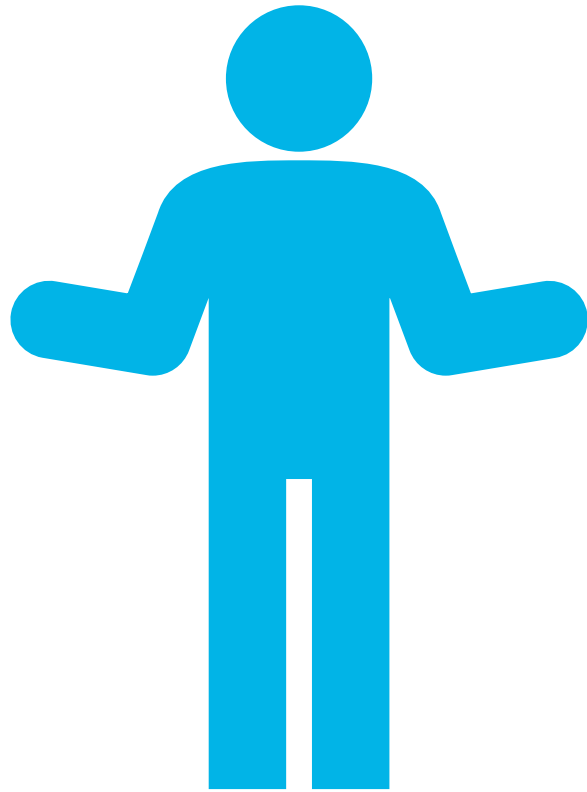
**68%**  
have correct logo

However:  
**45%** need work





**Your Social  
Media/Website  
Is  
Your Storefront  
Use It Wisely**



**Why are we  
concentrating on  
raising our  
Public Image?**

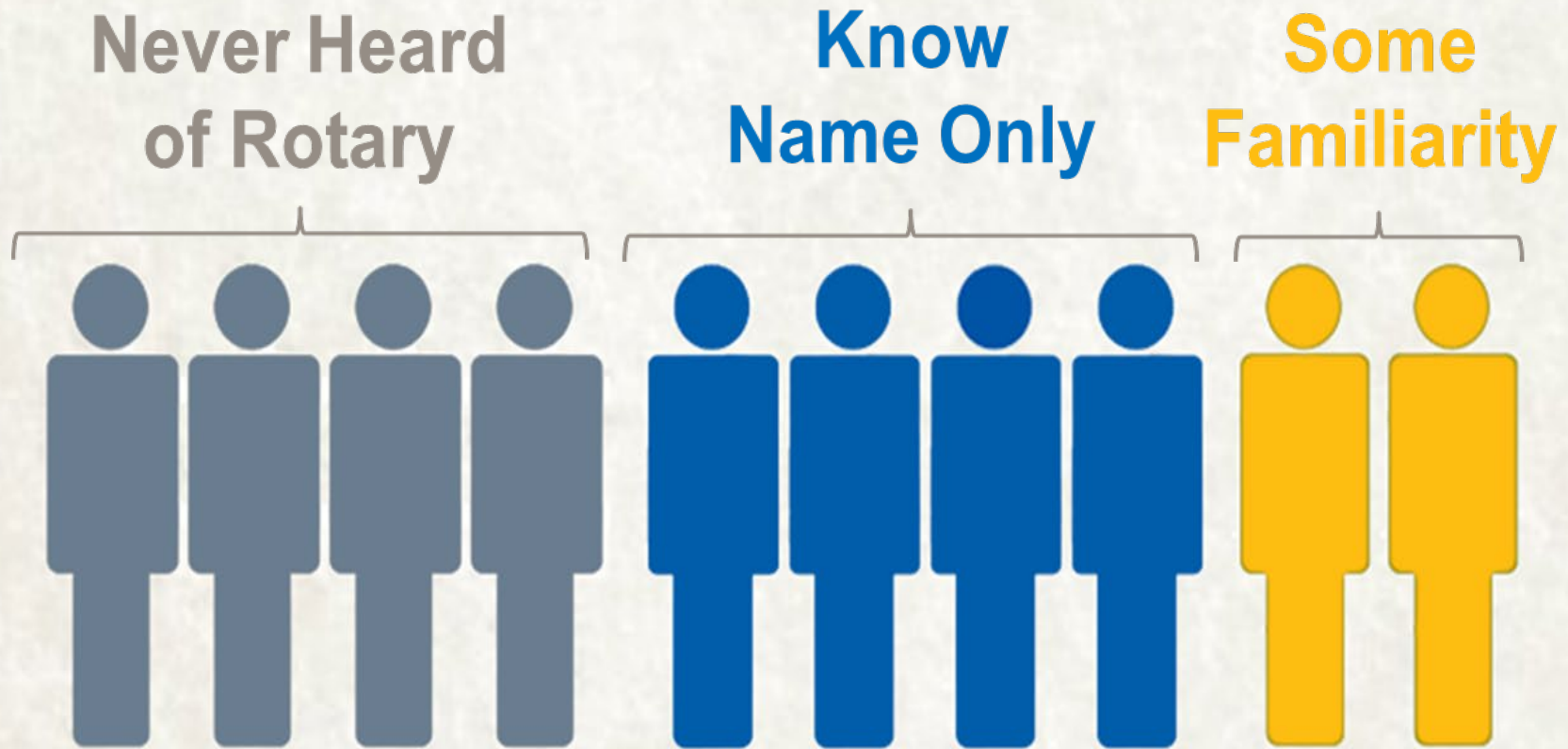
**Rotary**





**We need to  
be more like  
McDonald's**

# 2016 RI Survey on Brand Recognition



# WHY RAISE OUR PUBLIC IMAGE?



**PEOPLE WILL  
JOIN US**



**MAXIMISE  
OUR IMPACT**



# Public Image is EVERY ROTARIAN'S responsibility





**Back to  
Basics!!**

**Do the basics  
well, and the  
rest will  
follow**





How do we  
raise our  
public  
Image?

- **Tell our Rotary Stories**
- **Be diligent about Branding**
- **Make the most of our Opportunities**
- **Plan for Success**



**Tell Our Rotary  
Stories**

# TELL **ROTARY'S** STORY



## Clear, Compelling and Consistent way



# Make use of Resources in My Rotary

[rotary.org/myrotary](https://rotary.org/myrotary)



[PROMOTIONAL RESOURCES](#)

[CLUB RESOURCES](#)

[CREATE YOUR OWN](#)

[TOOLKITS](#)

# WELCOME TO THE BRAND CENTER

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

[LEARN MORE](#)

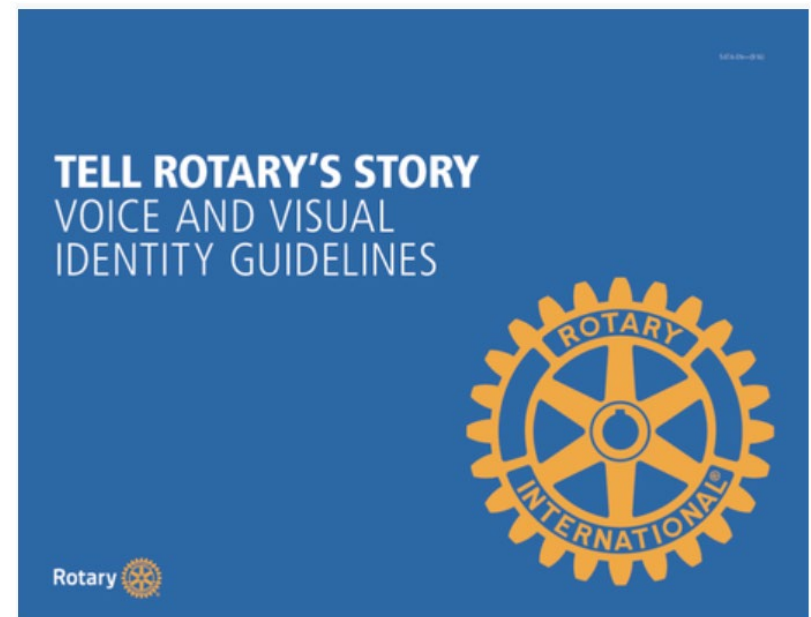


[Join Leaders. Exchange Ideas. Take Action.](#)

# brandcenter.rotary.org



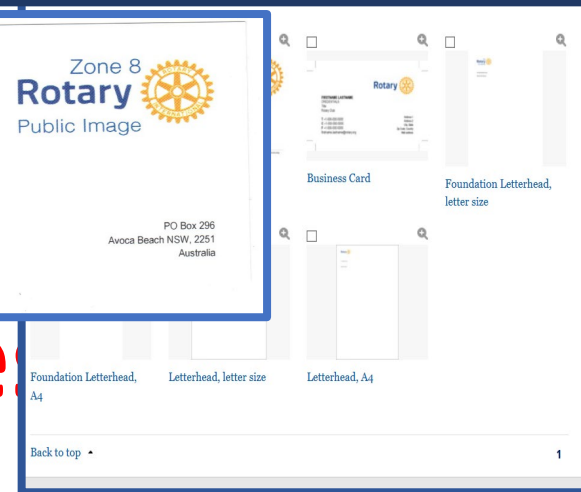
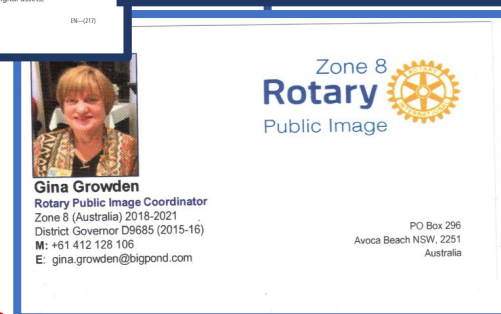
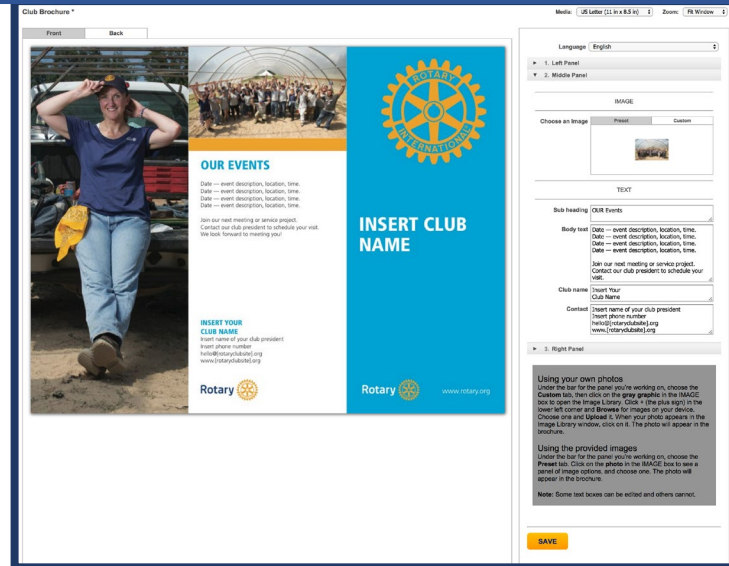
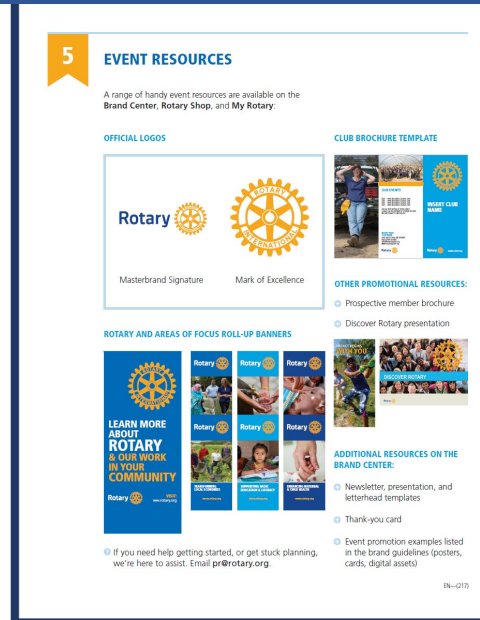
# Guides:





# Templates:

## Flyers Banners Logos Letterhead Business Cards Membership Certificate



# Ads & Videos:



GIVE TO THE CAUSE THAT MEANS THE MOST TO YOU.

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Rotary Supports Education



Rotary Supports Mothers and Babies



Rotary Supports Local Economies



Rotary Fights Disease



Rotary Promotes Peace



Rotary Provides Water, Sanitation and Hygiene

# PEOPLE OF ACTION CAMPAIGN



TOGETHER, WE

# TRANSFORM

Rotary



PEOPLE OF ACTION



# CREATE YOUR OWN

People of Action - Print \*

Media: US Letter (8.5 in x 11 in) Zoom: Fit Window



Language: English

Option: Inspire

Background: Preset Custom



Text: Rotary believes education is a right. Our more than one million members across the globe unite to educate and uplift students through scholarships and service. Inspiring the next generation—that's what people of action do. Learn more at Rotary.org.

## Using this template

Use this template to create a People of Action print ad. Select an action verb, upload a photo or choose from the images provided, add your copy and end with a call to action.

Send questions to: [graphics@rotary.org](mailto:graphics@rotary.org)

By using the CREATE button and uploading copy and photos to the ad, you warrant that you are the owner of or have a right to use the copy and photos and you have obtained permission from each adult and the parent or guardian of each minor in the photos to use their images in the ad.

SAVE





# New Templates

# People of Action



# Remember

# People forget facts





**But they always  
remember a  
great story**





**Be Diligent  
about  
Branding**

**What do these do  
for our Public  
Image?**









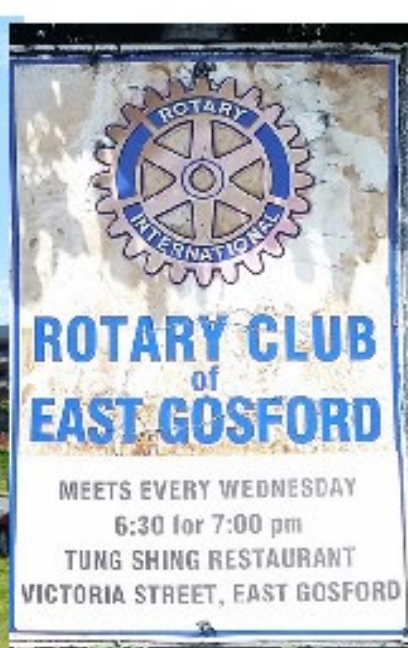














# The ultimate in Roadside signs?



# Our Masterbrand – Our Official Logo

# Rotary





# Our Mark of Excellence

(The Rotary wheel) should not be used by itself

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Used by Rotary International for Official Documents





# Branding

**All Logos  
should be  
personalised**



**Rotary**



Woy Woy  
District 9685

East Gosford

**Rotary**

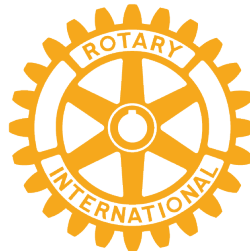


**Rotary**

Club of Erina



**Rotary**



**ROTARY  
CONNECTS  
THE WORLD**

**Rotary**

People of Action



District 9685

**Rotary**

Central Coast Clubs



# Create Your Own – templates in Brand Centre

Logo Creator - print \*

Zoom: Fit Window ▼

**Rotary**   
Club (of/at) Location  
Optional text here

Language: English ▼

Club: Rotary ▼

Logo: Normal ▼

Color: Full color ▼

Alignment: Below Logo ▼

Insert Text: Club (of/at) Location  
Optional text here

SAVE





**Make the Most  
of our  
Opportunities**

# NAMING EVENTS



**SOKS**  
Youth Suicide  
Prevention and  
Enrichment





# SIGNATURE BLOCK FOR YOUR EMAILS

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# WEAR YOUR ROTARY LAPEL PIN





**WHAT  
YOU  
CAN DO**



**Plan for  
success**

# Plan for Success

**Public Image needs  
to be an integral  
part of EVERY  
PROJECT**





# Plan for Success

- 1. Ensure correct branding is used at all times**
- 2. Allocate a budget to update club merchandise**
  - banners, road side signs, polo shirts**



# Plan for Success

**3. Select the right team**

**4. Train them well – District Assembly, PI Seminars, on-line courses**

**5. Give them a budget**



# And Finally!

# Make Public Image a Priority in 2019-20





# Need Help?



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