

**I'M A  
BRAND  
CHAMPION**



**Rotary**

**Rotary**   
District 7430

## **Governor's PI Challenge**

# GOVERNOR'S CHALLENGE

## A CLEAR & COMPELLING MESSAGE



### ENHANCING ROTARY'S PUBLIC IMAGE

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us. By speaking, writing, and designing in a unified voice and look, we ensure that our communications are unmistakably Rotary.





# DISTRICT 7430 AREAS OF GROWTH

- Grow Membership
- Grow Giving
- Grow Service
- Grow Youth Programs
- **Grow Public Image**
  - 4 Focus Areas for Public Image Team
    - **Branding**
    - **Club Communications**
    - **Social Media**
    - **Video**



# GOVERNOR'S CHALLENGE

## **PUBLIC IMAGE JOURNEY - MESSAGING CONSISTENCY AND STRUCTURE**

- Consistent branding compliant with Rotary International standards
- Consistent timing - no long droughts between messages
- Consistent placement - members and non-members know where to find the most info about your club's activities
- Structure provided by the D7430 Public Image Team
  - Monthly Guidance and Challenges

# 5 LEVELS / CHALLENGES FOR 2020

- January: Make your Commitment
- February: Branding
- March: Club Communications
- April: Social Media
- May: Video

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# JANUARY 2021 - REGISTER

## Goal - 100% Participation

- **Register** via Google Form sent to Presidents
  - This is a required step; other levels are optional - a club can pick and choose levels of participation
- Identify your Club Public (PI) Image Champion
- Each Champion Joins our Facebook Public Image Group
- What is your Club's PI Priority for 2021?

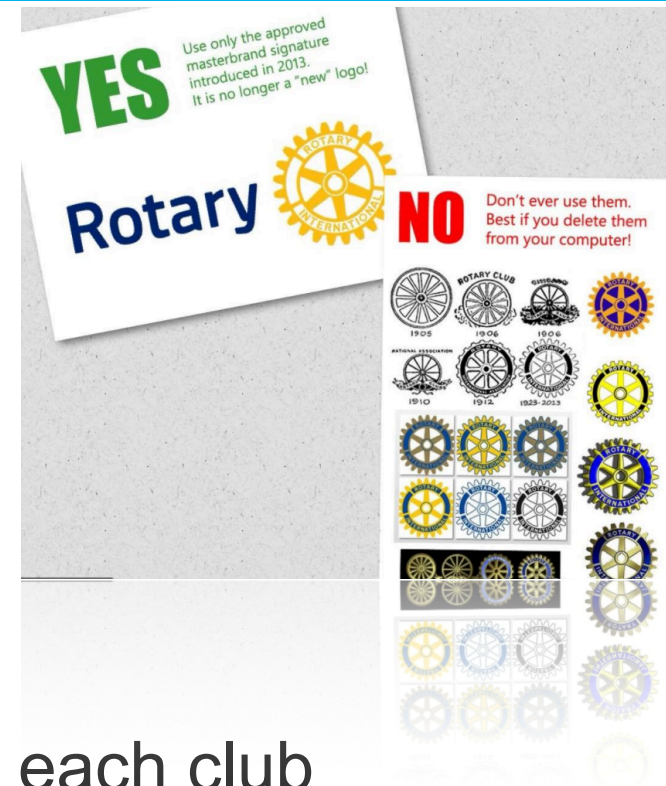
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# FEBRUARY 2021 - BRANDING

## GOAL - Promote Consistent Image

- **D7430 PI Team will share a “Top 10” list**
  - DO's and DON'Ts for RI Branding
- **D7430 PI Team will review Club's Rotary Branding**
  - Club Champions submits Website URL
  - Sample newsletters
  - and/or social media URLs
  - PI Team promises to review at least 2 submissions for each club
- **A D7430 PI Team member will work with Club Champion to update any branding images that need changing**



# MARCH 2021 CLUB COMMUNICATIONS

## Goal - Encourage Contributions from all Clubs

- District's VIBRANT Club News is published every other month
- Earn this Level 3 Certification by contributing to the VIBRANT:
  - A Calendar Item for a Club Activity or
  - A People of Action Story from a Club newsletter or
  - A Care Mongers Facebook post
- Deadlines:
  - April 5th for April
  - June 5th for June



# APRIL 2021 - SOCIAL MEDIA

## Goal - “People of Action” Social Media Month

- Flood social media with “People of Action” (POA) posts and hash tags
- Post at least 3 POA service or charitable work stories per Club
- Submit links for the stories via Google Form
- Report # of “LIKES” for the Facebook post which garners the most interactions



# MAY 2021 - VIDEO CHALLENGE

## Goal - Encourage Clubs to “Give Video a Try”



- Video is the least used of the PI tools
- D7430 Team will provide suggestions for creating simple videos
- Compare traffic for non-video posts to those that do include video
- Zoom meetings provide new opportunities - Record and then edit into video highlights to share with non-Rotarians?
- Can we develop new video habits?

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# QUESTIONS

