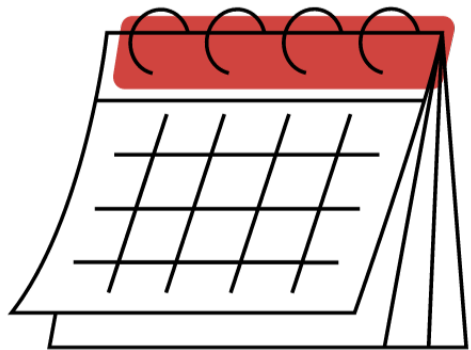


# Public Image



# PUBLIC IMAGE NEWS

- The yearly theme will be phased out starting 2025
- Zone 28 is hosting a Public Image webinar Thursday at 7pm
- Zone 34 Webinar recording Leveraging the Power of Publicity
  - <https://vimeo.com/showcase/z34webinars>



**SAVE THE DATE:** Next Public Image Forum on  
March 4 at 6pm – Social Media and Tips & Tricks

# VIBRANT CLUBS NEWS

Next issue will feature club news from Oct, Nov & Dec

DEADLINE: 1/16/24



## CLUB NEWS

### Slatington



During the summer, the Rotary Club of Slatington was awarding scholarships and giving out grants. Six scholarships awarded to Northern Lehigh Students and six grants awarded as well. Over \$10k in total. Congratulations Slatington Rotarians, this is amazing work.



President Green also reported that SRC is now preparing for their Basketball Tournament and Halloween Parade raising money and food donations for the Food Bank.

*Congratulations Devon Soso, scholarship recipient.*



### Horsham



President Ray Ruth reported the Horsham Rotary has recently supported Miracle Field of Horsham. The club recently held their Golf outing, had a fundraising event at the Fuge on 10/13 and the next day hosted the Race to Zero!



How many branding mistakes can you spot?





# How many branding mistakes can you spot?

- Always use your club identifier
- In naming events, fundraisers use your club name
- Don't use the Mark of Excellence as a replacement for letters, numbers or to replace a wheel
- Don't change the color of the Rotary logo
- The yearly theme is only for internal communications
- Don't use the legacy "old" Rotary Wheel
- Don't change the opacity, watermark, cut off any part of the Mark of Excellence or put text or images over the Mark of Excellence or Masterbrand Signature
- Lockups are only used to partner, event, program, or sponsor's logo or name to show your club's affiliation with the other entity, not for a tag line



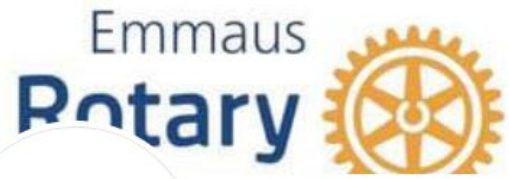


Branding Gold Star!!





Branding Gold Star!!



## Emmaus Rotary Club: Non-Profit Organization

225 likes • 299 followers

[Learn more](#)

Liked

Search

[Posts](#) [About](#) [Mentions](#) [Followers](#) [Photos](#) [Videos](#) [More ▼](#)

### Intro

We meet at 7:30 AM on Thursday mornings  
at Superior Restaurant 105 Main Street, Emmaus Pa 18049  
Distr

### Featured



Emmaus Rotary Club: Non-Profit Organization  
September 1 · 🌐



Emmaus Rotary Club: Non-Profit Organization  
September 6 · 🌐





Branding Gold Star!!

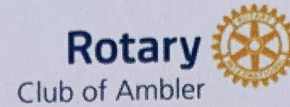




**Branding Gold Star!!**



For More  
Information



**Ambler Rotary is a group of community members that  
work to improve our community!**

- Ambler Rotary has donated hundreds of thousands of dollars to support local non-profits including Mattie Dixie Community Cupboard, Family Promise, Ambler YMCA, Wissahickon Trails, Head Start, Ambler Library & Ambler's Senior Adult Activities Center of Montgomery County to name a few.
- Hands-on projects include Adopt-A-Highway cleanups and Wissahickon Trail Cleanups.
- Ambler Rotary programs support high school students with scholarship, leadership camp and exchange student scholarship opportunities.
- We meet at noon on the first 3 Wednesdays of the month at Spring House Tavern.
- Contact us if you want to do good in the world & make a difference!

[www.amblerrotary.org](http://www.amblerrotary.org)



Branding Gold Star!!



Branding Gold Star!!



## Norristown Rotaract



Do you want to make  
great things happen in  
Norristown?

Do you strive for  
social justice?

Do you want to improve  
the environment?



Rotaract Club offers opportunities for service,  
human connection, personal development,  
and change-making in the Norristown area.

Rotaractnorristown@gmail.com

*"Join the global movement of young leaders who are  
developing innovative solutions to the world's most  
pressing challenges."*

Rotaract Clubs: (n.d.). Rotary International. <https://www.rotary.org/en/get-involved/rotaract-clubs>



# UPCOMING SPEAKER

## District Governor Program

Speaker: Diane Donaher

Chairperson: Rick Zayaitz

Thought of the Day: Rolf Schlake

Badge Board: Linda Friedman



Join us for lunch at  
Cedar Crest College!

We Meet Every Friday!

The Allentown Rotary Club meets every  
Friday at Cedar Crest College, Tompkins  
Center. Please feel free to join us!

Contact our club for more information:  
[info@allentownrotary.org](mailto:info@allentownrotary.org)

[www.allentownrotary.org](http://www.allentownrotary.org)

Allentown  
Rotary  
Club



Meeting Date:  
Nov. 17, 2023  
12:00 pm





# *The* **ROTARY ACTION PLAN**







**Increase our Impact**

# TELLING THE STORY

14



Morning Star Rotary of Bethlehem

Published by Janet Frost Kolepp · January 7 ·

Together, We Fight Hunger! #PeopleOfAction 🧑🧑 Our club and members have been providing dinners at [Bethlehem Emergency Sheltering](#) and supporting their work to serve the homeless for nearly 10 years. 🌱💜 Last night we served 60 men and women of our community. #ServiceAboveSelf #ImagineRotary



Boost post

Together, We Fight Hunger! #PeopleOfAction 🧑🧑 Our club a...

January 7, 2023 at 2:06 PM

ID: 5754928074544888

Interactions

👍 36 reactions

💬 7 comments

➦ 4 shares

Overview

Performance

Feed preview

## Performance

### Reach ⓘ

Total

**367**

Organic

367 (100%)

Paid

0 (0%)

### Engagements ⓘ

Reactions

**36**

Comments

7

Shares

4

View details

### Negative interactions ⓘ

Total

**0**

Unique

0



113

Engagements

Boost post

3 comments 4 shares

👍 Like

💬 Comment

➦ Share





# TELLING THE STORY

the student population in the coming year. #womenofaction #RotaryResponds Thank you 🙏 to all that donated to the Be The Good Fund making this project successful. 🇰🇪

### Post Insights

Total Insights  
See more details about your post.

Post Impressions	Post reach	Engagement
1,326	1,129	136

Keep boosting to grow your audience.  
Morning Star Rotary of Bethlehem could reach 577 more people for every \$42 you spend.  
[Learn More about reach estimates](#)

Boost post

See insights and ads

Boost post

11

8 shares

Like

Comment

Share



Morning Star Rotary of Bethlehem

Published by Janet Frost Kolepp · November 21, 2022 ·

The Isiolo Rotary Club members delivered desks today to the Ntulili School. These desks were purchased by the Women of Action #BeTheGood fund. This school presently has 800 students in 8 classrooms. These desks will be placed in a new classroom to handle the expected growth of the student population in the coming year. #womenofaction #RotaryResponds Thank you 🙏 to all that donated to the Be The Good Fund making this project successful. 🇰🇪



See insights and ads

Boost post

11

8 shares

# TELLING YOUR CLUB'S STORY

- What were we trying to accomplish?
- Who is our audience?
- How we took action?
- Impact/Support to the claim?
- What so we want our audience to do?







# TOGETHER, WE

---

*Select a verb: Connect, Empower, End Polio, Fight Hunger, Inspire, Learn, Mentor,  
Promote Peace, Save Lives, Transform*

The need:

---

The impact/proof:

---

**That's what People of Action do:**

Body copy

Add your call to action and club url:

For example, get involved at [yourRotaryclub.org](#)

Add your club's logo

# IMPACTFUL VISUALS





Expand Our Reach





## **When communicating on social media, websites and printed material . . .**

1. Leverage our brand
2. Avoid use of acronyms & idioms
3. Showcase our diversity in images
4. License your content
5. Make it 'Welcoming to ALL'

**Keep It Friendly !**



# MAKE ALL COMMUNICATION DIVERSE & INCLUSIVE

## Norristown Rotary



**Who is missing ?**

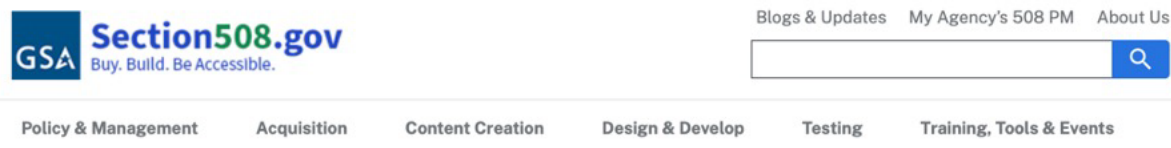


**What is wrong with this brochure ?**

# MAKE CONTENT ACCESSIBLE TO ALL

American Disabilities Act Section 508 –

<https://www.section508.gov/content/guide-accessible-web-design-development/>



Do you know how to create accessible digital products and services? This guide recaps relevant [Web Content Accessibility Guidelines \(WCAG\)](#) requirements and calls out specific considerations for content, design, and development. It also clarifies how developers should work together with designers and content creators to ensure that federal websites and digital products meet the [Revised 508 Standards](#).

The profound impact of disability on user experience cannot be underestimated, shaping not only accessibility but also the very essence of inclusivity in design. A study by the [World Bank shows that](#) accessibility technology can make website navigation possible or easier for 57% of all computer users.

If you are a developer, designer, or content manager, keep reading! Bookmark this guide and refer to it whenever you're developing new content, websites or digital tools.

## How To Use This Guide

Major topics are listed below in alphabetical order. Click on a topic name to jump to that topic for an explanation of the [WCAG](#) requirements (also known as Success Criteria) related to that topic.

[Audio-Only or Video-Only](#)  
[CAPTCHA](#)  
[Changing \(Dynamic\) Content](#)  
[Contrast](#)  
[Flashing](#)  
[Forms](#)  
[Frames & iFrames](#)

## - Challenges

Many recommendations in 508 are illustrated in HTML. Using ClubRunner, we don't write in HTML & have limited control of content wizards in Web Designer.

### Visit us on Social Media

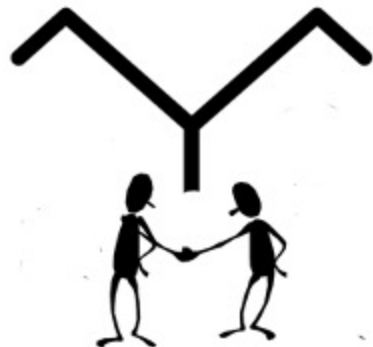


## - Colors and fonts validation

## - Color contrast (stick to the Rotary brand)



# CREATE COMMUNITY BRIDGES



## Bridges connect us to the community

- People want to serve, 'find a way'  
Try new meeting times and member types / flexible clubs
- Member non-profit volunteering
- Attend town council, school board and Chamber meeting
- Community Day booths
- Build a large 'Friends of the Club' network



**Rotary**  
District 7430



# COLLABORATE CELEBRATE COMMUNITY WEEK



Rotary Club of Norristown

September 4 · 🌐

Powerful things can happen when the Kiwanis and Rotary work together. Great friendship and fun in service. Rotarians, Kiwanians, Optimists and Lion's everywhere are teaming up to serve Sept 11-17. Below: Preplanning picnic to begin assembling donations for Martha's Choice Marketplace donation on 9/12.

Thanks to Kiwanian Barbara Jones for hosting everyone.

#celebratecommunity #PeopleOfAction



👤 Diane Donaher and 10 others

1 comment · 2 shares



Kutztown Rotary Club

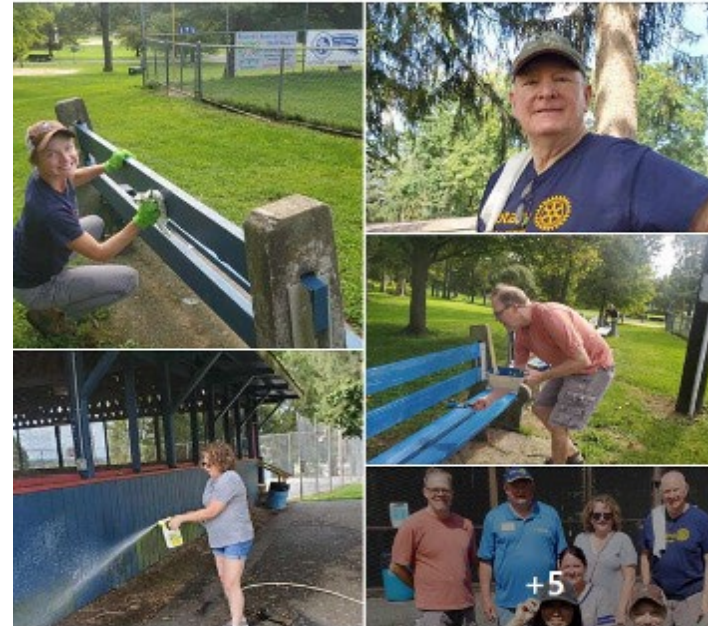
★ Favorites · September 12 · 🌐

Collaboration increases our impact 🙌

Kutztown Rotary Club partnered up with Kutztown Lions Club and Kutztown Optimist Club to give back to our community. We took time to spruce up the Kutztown Park by painting the blue park benches & clearing up. Thank you to Troop 1016 Kutztown, PA and Troop 510 Tipton for helping. Thank you to Saucony Cafe for providing food.

★ Make a difference & have fun by joining People of Action! To learn more visit [kutztownrotary.com](http://kutztownrotary.com)

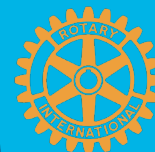
#celebratecommunity #KutztownRotary #kutztown #kutztownpa







# Enhance Participant Engagement



# PUBLIC IMAGE COMMUNICATION PLAN

Our public image is shaped by the actions of our members, the activities we engage in, and the impact we have.

- share amazing stories to educate & advocate
- identify what resources work best for targeted audience
- provide opportunities to develop others
- engage internal and external stakeholders
- cultivate relationships



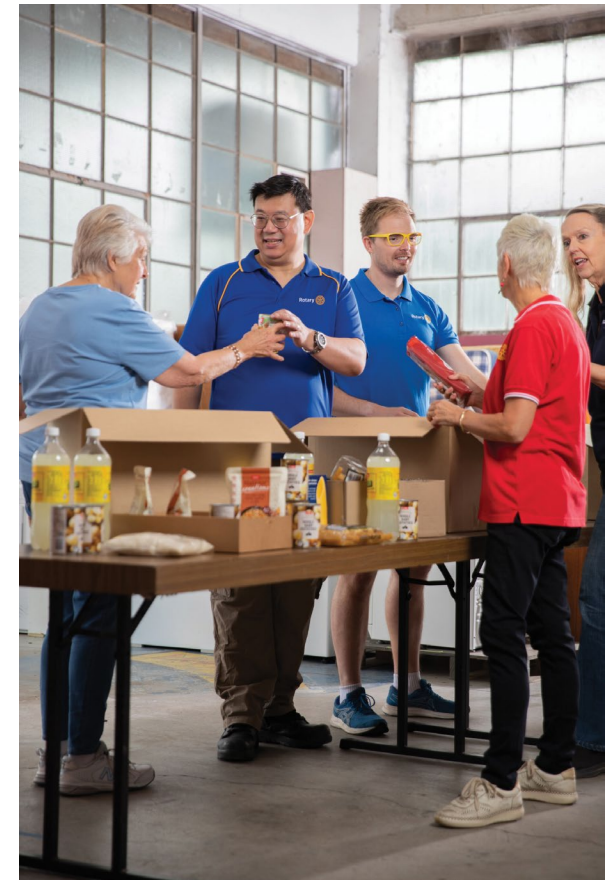


# ENHANCE ENGAGEMENT

## How can we promote club projects and enhance engagement?

Encourage members to be involved?

- ask them to be 'part' of project
- invite suggestions & ideas
- identify individual tasks + special skills needed
- engage Club Board and Standing Committees
- Involve participants and community members in activities



# EXAMPLE: FIELD OF HONOR®

## PUBLIC IMAGE ROLE

- Media, Stories & News Release
- Social Media & Website
- Parade & Display
- Dedication Ceremony
- Video Documentary



**Rotary**  
Club of West Reading-Wyomissing

INAUGURAL  
**FIELD OF HONOR®**  
BERKS COUNTY, PA | 2023

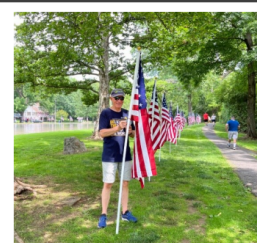
**DEDICATION CEREMONY**  
JULY 3, 2023, AT 1:00 PM  
WYOMISSING STONE HOUSE POND

Welcome	Carolyn Jordan, Field of Honor® Co-Chair Past President, West Reading-Wyomissing Rotary Club
Presentation of Colors	Berks County Sheriff Honor Guard
Pledge of Allegiance	William E. Tobin, Chief Warrant Officer, US Army Berks County Veterans Affairs Outreach Coordinator
National Anthem	Benjamin Small Eagle Scout
Old Glory Sponsor Comments	Dr. Charles F. Barbera, President/CEO Reading Hospital
Officials' Comments	PA Senator Judith Schwank PA Representative Johanny Cepeda-Freytiz Berks County Commissioner Christian Leinbach Berks County Commissioner Michael Rivera Berks County Commissioner Lucine Sihelnik Wyomissing Borough Mayor Fred Levering West Reading Borough Mayor Samantha Kaag
Thank You Officials & Sponsors	Ed Ogden, Field of Honor® Co-Chair West Reading-Wyomissing Rotary Club
Moment of Silence Taps Moment of Reflection & Honor	Carolyn Jordan, Field of Honor® Co-Chair Past President, West Reading-Wyomissing Rotary Club
Dedication: Ribbon Cutting	Rotary 7430 District Governor Diane Donaher Old Glory, Stars & Stripes & Liberty Sponsors, and Officials

*We invite all to visit the Berks County Inaugural Field of Honor® and walk with us among the posted flags!*

*West Reading-Wyomissing Rotary Club is part of Rotary District 7430 with 47 Rotary Clubs located in Montgomery, Bucks, Berks, Lehigh, and Northampton Counties of Southeastern Pennsylvania. Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change in our communities and in ourselves. Rotary members share a unique passion to act on our world's most persistent issues.*

[www.ourrotaryclub.org](http://www.ourrotaryclub.org) <https://www.facebook.com/WestReadingWyomissingRotary>

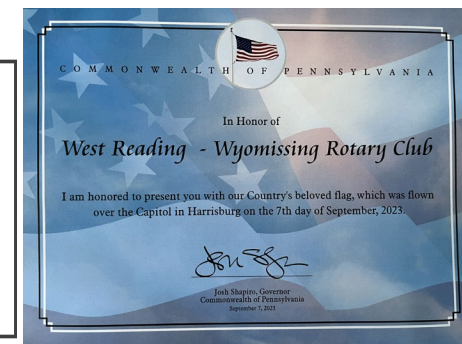


### Berks County Field of Honor®

The Inaugural Berks County Field of Honor® was dedicated on July 3, 2023 over the Wyomissing Stone House Pond. Each of the Flags represents an individual and tells a story.  
The flags will be on display through Saturday, July 8, 2023.



[Click Here](#) to watch the  
**2023 BCTV  
Documentary Video**





# EXAMPLE: FIELD OF HONOR®

## IMPACT

- Member Engagement
- Leadership Development
- Community Service
- Membership
- Fundraising
- Rotary Brand





# Increase Our Ability to Adapt







**Questions**