

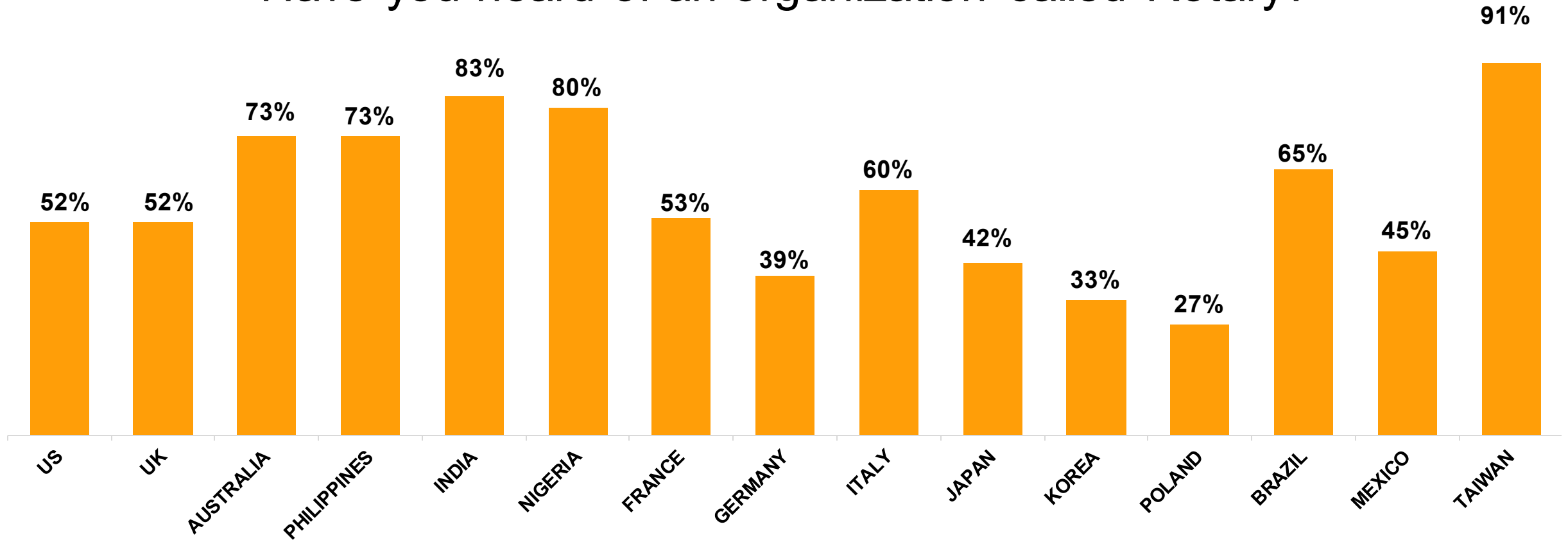


PUBLIC IMAGE



AWARENESS OF ROTARY

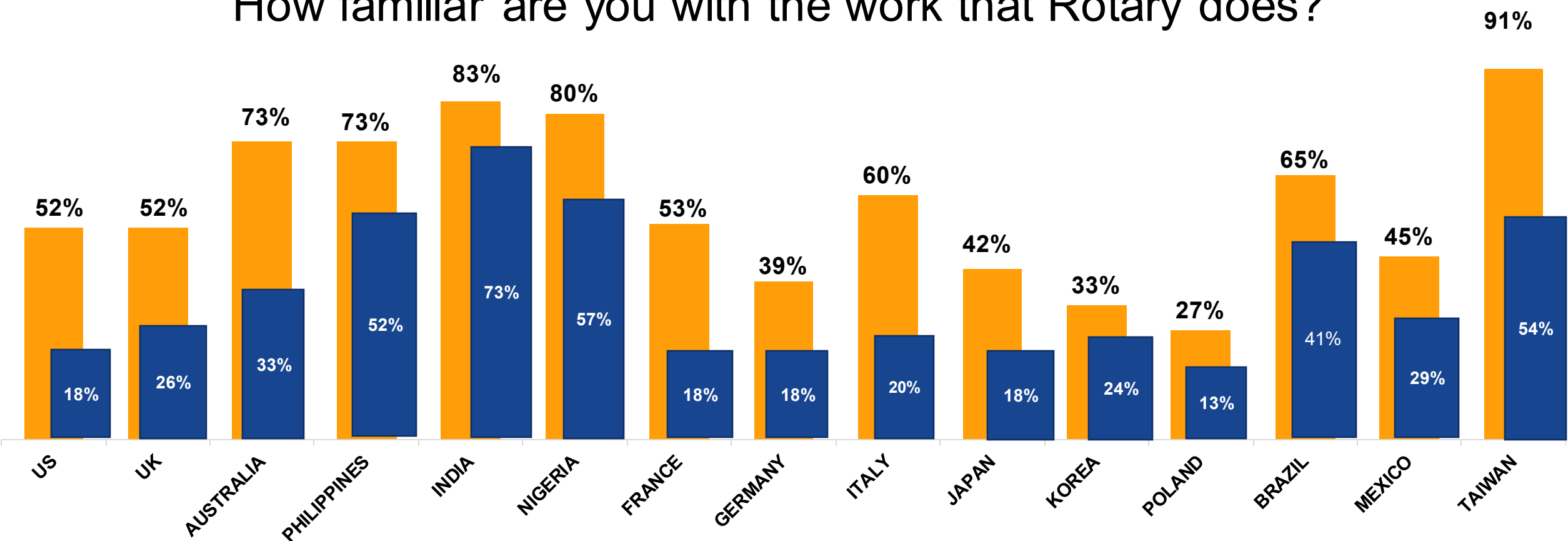
Have you heard of an organization called Rotary?





UNDERSTANDING OF ROTARY

How familiar are you with the work that Rotary does?



Source: 15 Country Omnibus Research, Leger (Dec 2022)

JUST WHAT IS A BRAND?





ROTARY'S BRAND

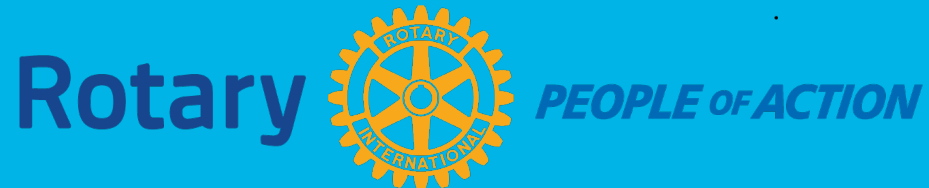
Rotary brings together leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.



PEOPLE OF ACTION

Objective:
Increase public
awareness of Rotary –
our impact, our benefits,
and our relevance

Enhancing
Rotary's public
image relies on
our 1.4 million
members
**sharing their
stories** with
the public.



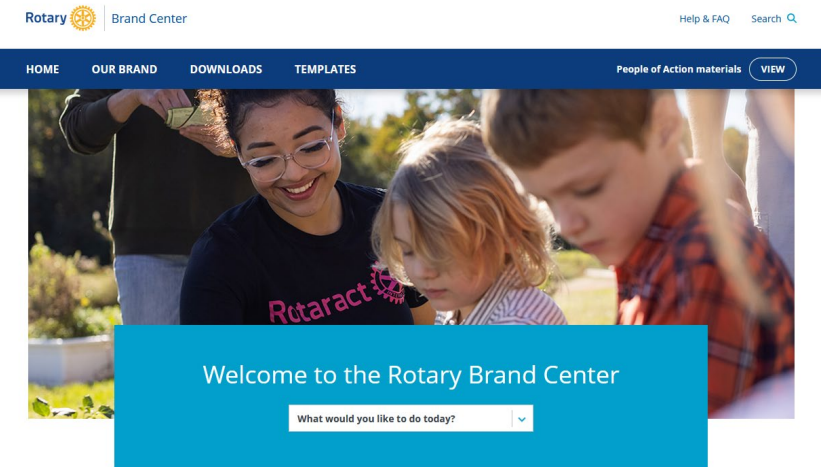
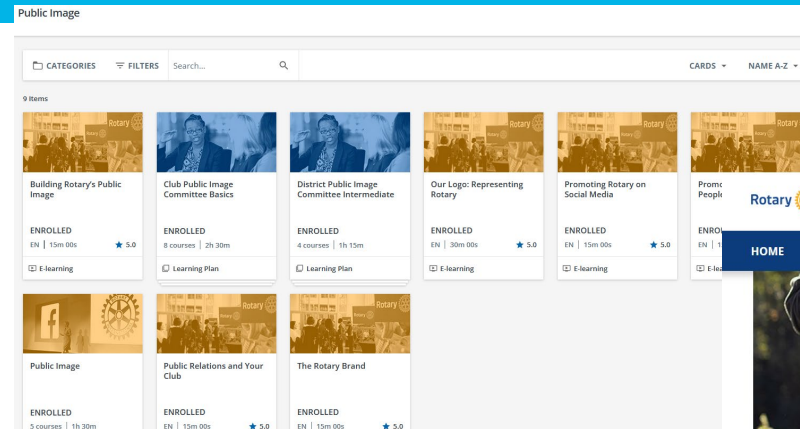
PEOPLE OF ACTION

More than
just messaging

- Portrays Rotary members as **people who address** community needs
- Narrows the gap between awareness and understanding
- Allows others to **imagine themselves** as part of Rotary

PUBLIC IMAGE TOOLS

- Branding
- Social Media
- Website
- Print Media
- News Organizations
- Newsletters
- Storytelling

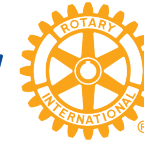


We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we



Rotary
Club of City Town



CREATING A STRATEGIC PUBLIC IMAGE PLAN

- What is our goal?
- Who is our target audience?
- What so we want our audience to do?
- What platforms & channels will reach our defined audience?
- What action will we take?



CASE STUDY

SIGNATURE COMMUNITY SERVICE PROJECT & FUNDRAISER

WEST READING-WYOMISSING ROTARY CLUB FIELD OF HONOR®



Use Public Image Resources:

- Identify event-campaign focus, audience, goals, timeline & major tasks
- Establish committee & determine resources
- Create communication + marketing plan, with messaging & templates
- Outreach & Engage:
Rotarians, volunteers, supporters, collaborators, community, media
- Utilize websites, social and printed media
- Tell your Rotary story with impactful photos



BCTV DOCUMENTARY VIDEO

WEST READING-WYOMISSING ROTARY CLUB 2023 BERKS COUNTY FIELD OF HONOR®

**VIDEO CREATED BY INTERN TO:
THANK SPONSORS AND SPECIAL COLLABORATORS
PROMOTE FUTURE EVENT**



<https://www.youtube.com/watch?v=hzzWmq2HWGA&t=1s>

SUPPORTS NEW ROTARY ACTION PLAN

WEST READING-WYOMISSING ROTARY CLUB 2024 BERKS COUNTY FIELD OF HONOR®

- Provide funding to increase **IMPACT** of Service Projects: Hope Rescue Mission, Matching District Grants, Environmental and Youth Service ... etc.
- Enhance **ENGAGEMENT** of members, community and collaborators thru Celebration of Heroes Ceremony, Parade Appearance, Visiting Display and a Flag Disposal Box and proper flag retirement ceremony.
- Utilize promotion materials, outreach and collaborations to **EXPAND** the reach of our Rotary.
- **ADAPT** what we are doing to meet the needs of our club fundraising and community assessment/needs.



AM

You

write a social media post that highlights the top 5 reasons to join Kutztown Rotary club



ChatGPT

🌟 Exciting News Alert! 🌟 Are you looking for ways to make a meaningful impact in your community? Look no further! Here are the top 5 reasons why you should join the Kutztown Rotary Club:

- 1 Community Connection:** Joining Kutztown Rotary Club means becoming part of a vibrant network of individuals dedicated to serving our local community. Forge lasting friendships and partnerships while making a real difference where it matters most.
- 2 Service Opportunities:** Get involved in a variety of service projects that address critical needs in our community, from supporting education and youth development to promoting health and wellness initiatives. There's something for everyone to contribute their skills and passions!
- 3 Professional Development:** Expand your skill set and grow personally and professionally through leadership opportunities, networking events, and mentorship programs. Gain valuable experience that enhances your career while making a positive impact on those around you.
- 4 Global Impact:** Through Rotary International, our club contributes to global efforts to eradicate polio, provide clean water and sanitation, promote peace and conflict resolution, and much more. Join us in making a difference on both a local and global scale.
- 5 Fun and Fellowship:** Beyond the meaningful work we do, Kutztown Rotary Club is also about having fun and building lifelong friendships. Enjoy social events, fundraisers, and community outings that enrich your life while supporting important causes.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the Kutztown Rotary family! Together, we can do so much more than we ever could alone. 🙌

#KutztownRotary #ServiceAboveSelf #CommunityImpact



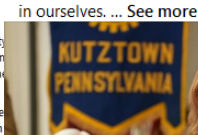
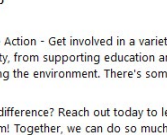
Kutztown Rotary Club is in Kutztown.

★ Favorites · 4d · 🌐

🌟 Community Connection: Joining [Kutztown Rotary](#) means becoming part of a vibrant network of People of Action dedicated to serving our local community & beyond. Forge lasting friendships & partnerships while making a real difference where it matters most.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the Kutztown Rotary family! Together, we can do so much more than we ever could alone. 🙌

#kutztownrotary



Kutztown Rotary Club.

2d · 🌐

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#kutztownrotary



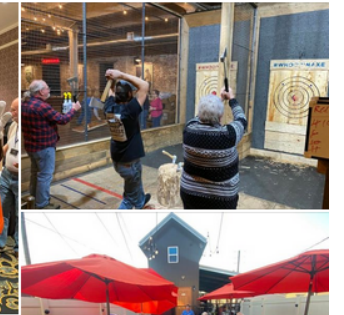
Kutztown Rotary Club.

2d · 🌐

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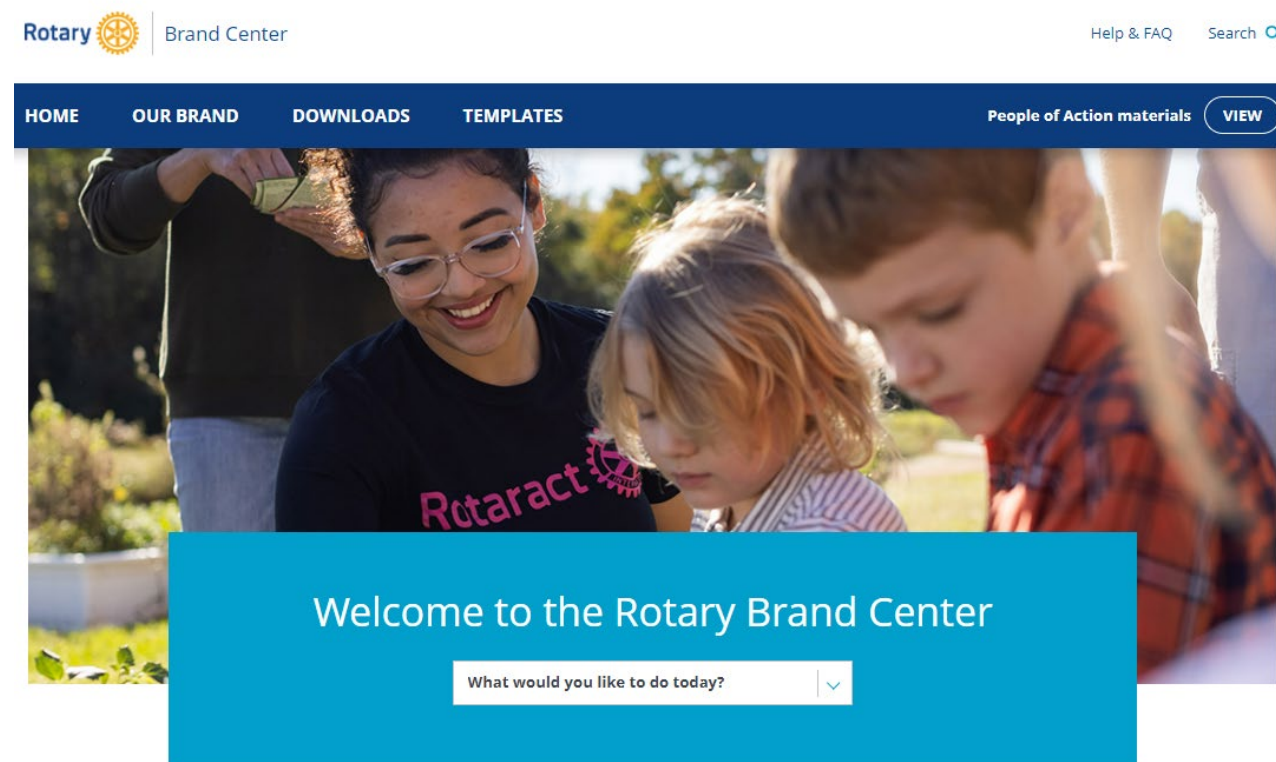
#kutztownrotary



WHAT YOU CAN DO TODAY

- ✓ Use the Brand Center resources
- ✓ Always use the correct branding
- ✓ Showcase your club as vibrant & your members as People of Action
- ✓ Invite public engagement
- ✓ Use content from Rotary International
- ✓ Appoint a public image chair

Show people outside Rotary that we are people of action.



SHARE YOUR STORY!

☀️ just a little early on a Saturday morning! Happy to be a part of this amazing group ❤️



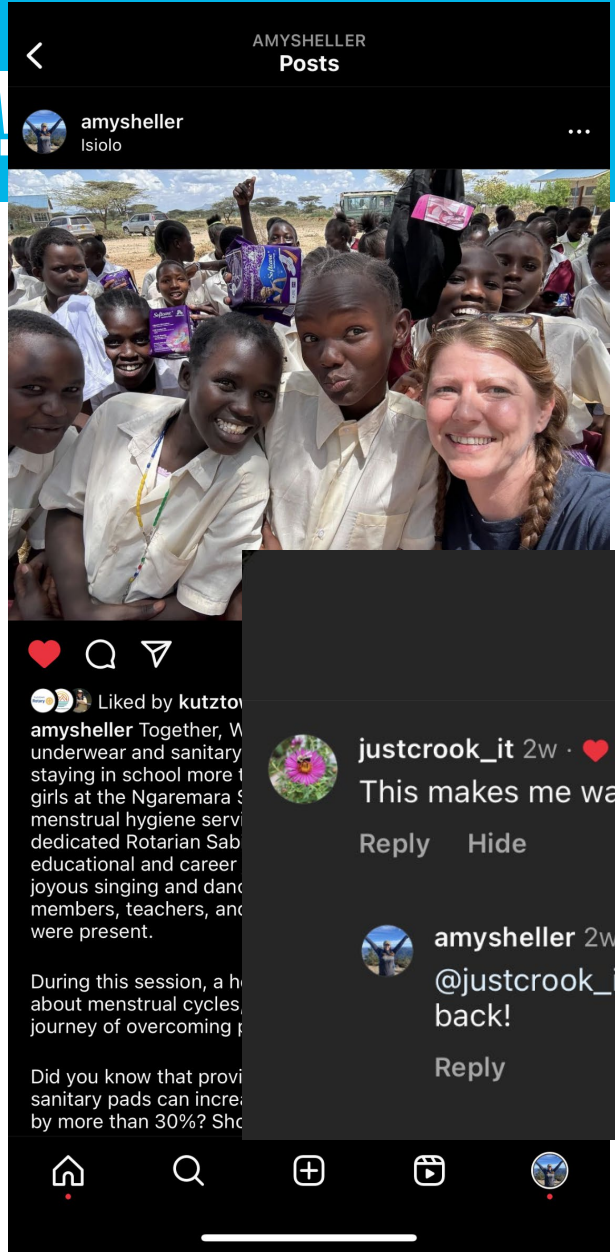
Las Vegas After Distribution at K



Melanie M [redacted]
I wouldn't mind being involved...you have so many adventures helping people ❤️

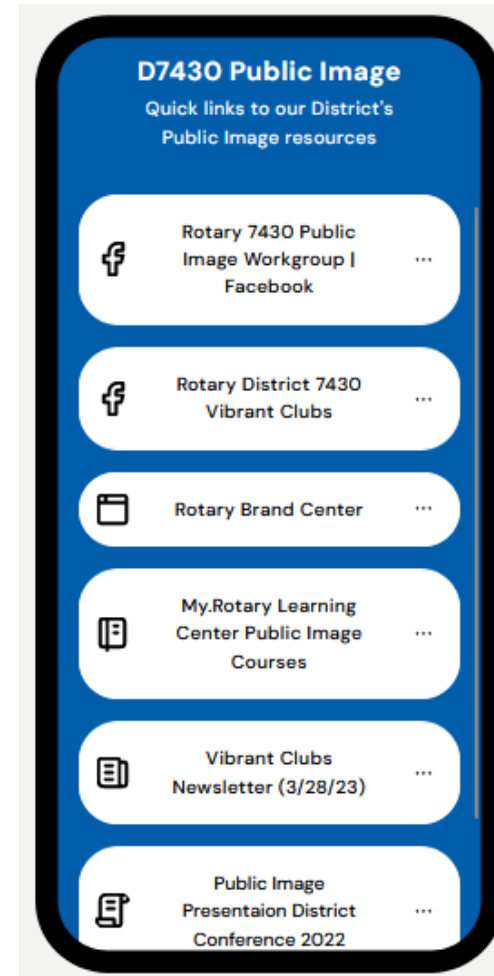


Linda B [redacted]
Melanie I'll give you a call!



PUBLIC IMAGE RESOURCES & TOOLS

- **The Learning Center**
- **Rotary Brand Center**
 - Club logos, People of Action photos, video, templates
- **Rotary 7430 Public Image Workgroup**
 - Share public image ideas & ask questions
- **Your District Public Image Team**
 - Reach out for questions, presentations or planning help





Questions

amycsheller@gmail.com