

**Rotary**  
District 7430



**Rotary Opens  
Opportunities**

## Governor's Public Image (PI) Challenge

How we share our story with the world is vital to Rotary's future. Through a unified look and a clear and compelling voice, we are enhancing our legacy as one of the most widely recognized and respected organizations in the world.

**ACCEPT THE CHALLENGE AND BE A ROTARY PUBLIC IMAGE CHAMPION!** Many Rotary Clubs throughout our District already do a great job of creating positive Public Image in their communities. This Public Image Challenge will recognize clubs for their efforts to get the word out and encourage clubs to expand their work into new areas such as Branding, Social Media, Video, and more!

### Challenge Levels

**\*\* Level 1 (January, 2021)** - Submit the name of your PI chair to the District PI team and subscribe this person to the District's private Facebook group, so we can keep in touch about the Challenge and share PI resources and information with them that they can use with their clubs.

**\*\* Level 2 (February, 2021)** - Submit to the PI Team a list of all Club's Internet URLs and a copy of your Club's newsletter/bulletin so we can begin a branding review. Clubs that are using Rotary International compliant logos, etc. will achieve Level 2. For those clubs that fall short, the District PI team will work with you to update your logos and formats so that you can earn a Level 2 cert before the end of the year.

**\*\* Level 3 (March, 2021)** - Submit a club newsletter article or a PR release to Sharon Rittenhouse for publication in the District's Vibrant Club News, which is published every other month. The deadline is March 5th to qualify for Level 3 during March. Clubs which miss this cut-off can try again by submitting before the May 5th newsletter deadline. During March, the District PI Team will work with Club newsletter editors to suggest ways to improve internal club communication.

**\*\* Level 4 (April, 2021)** - April will be "People of Action" social media month - promote your club and its service activities on social media at least **THREE** times this month. Submit URLs for these posts.

**\*\* Level 5 (May 2021)** - Create and submit to the D7430 PI Team a short video, 60 seconds or less, showcasing a service activity or promoting membership for your Club. Include a link showing where the video was posted on Social Media and with the # of viewings that the video generated. During the weeks leading up to May, the D7430 Team will share tips and ideas for creating effective videos.

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