

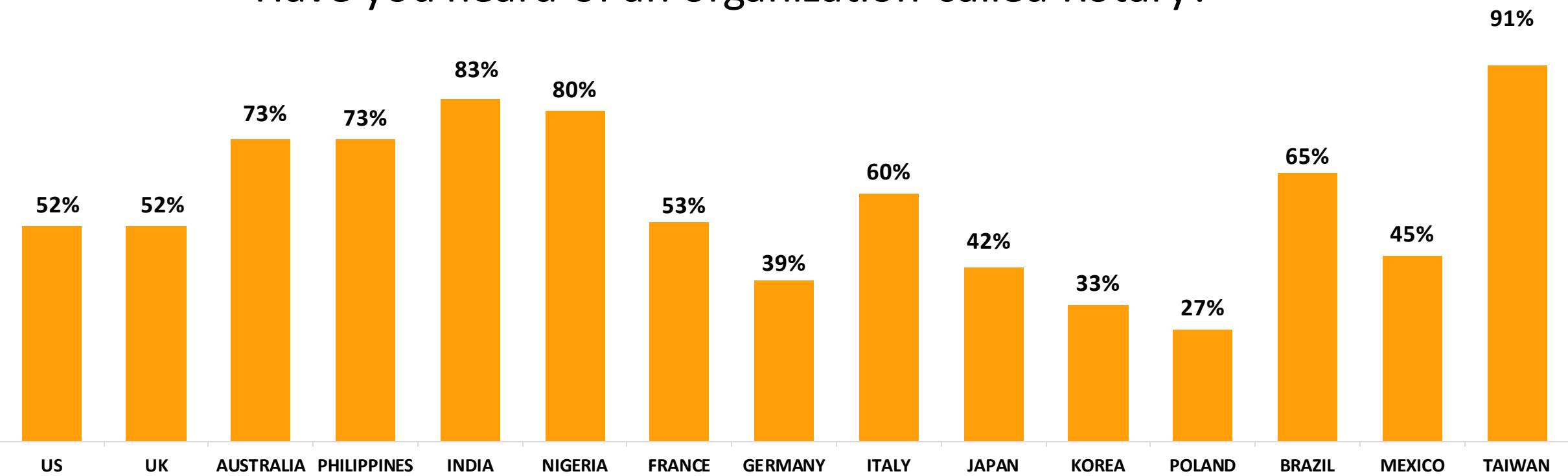


Public Image



AWARENESS OF ROTARY

Have you heard of an organization called Rotary?

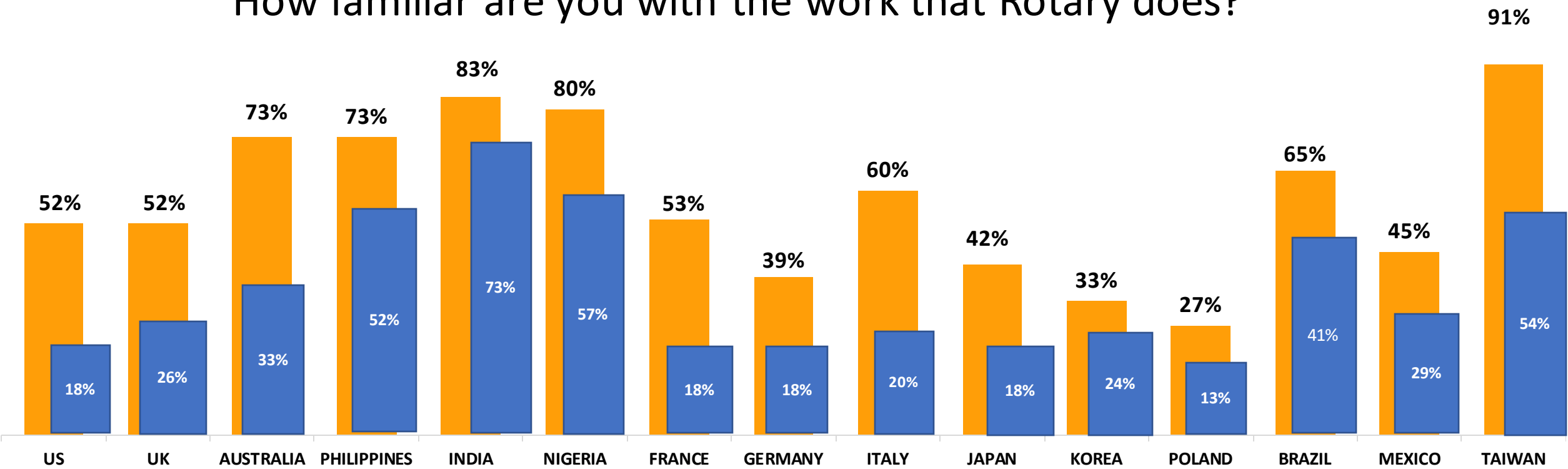


Source: 15 Country Omnibus Research, Leger (Dec 2022)



UNDERSTANDING OF ROTARY

How familiar are you with the work that Rotary does?



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

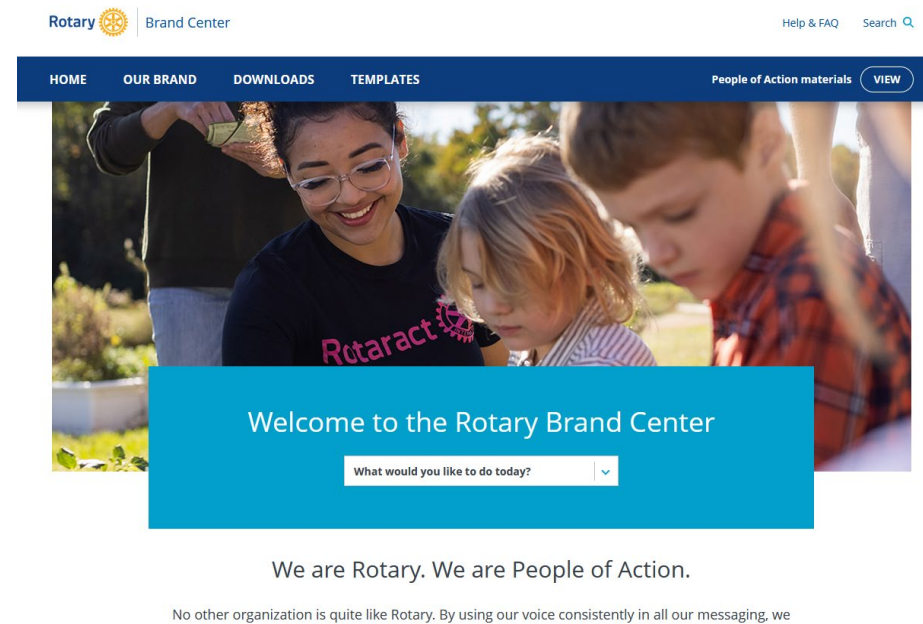


BENEFITS OF A STRONG PUBLIC IMAGE

- ✓ Engagement
- ✓ Members and participants
- ✓ Partners and donors
- ✓ Relevance
- ✓ Advocacy and impact

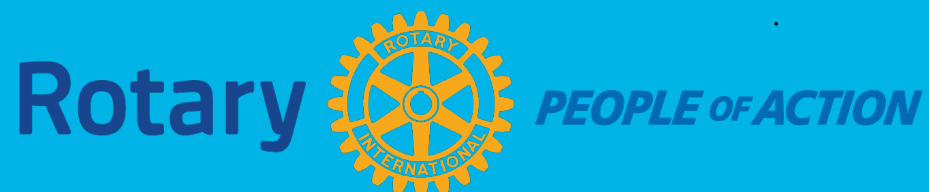
PUBLIC IMAGE TOOLS

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



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

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:

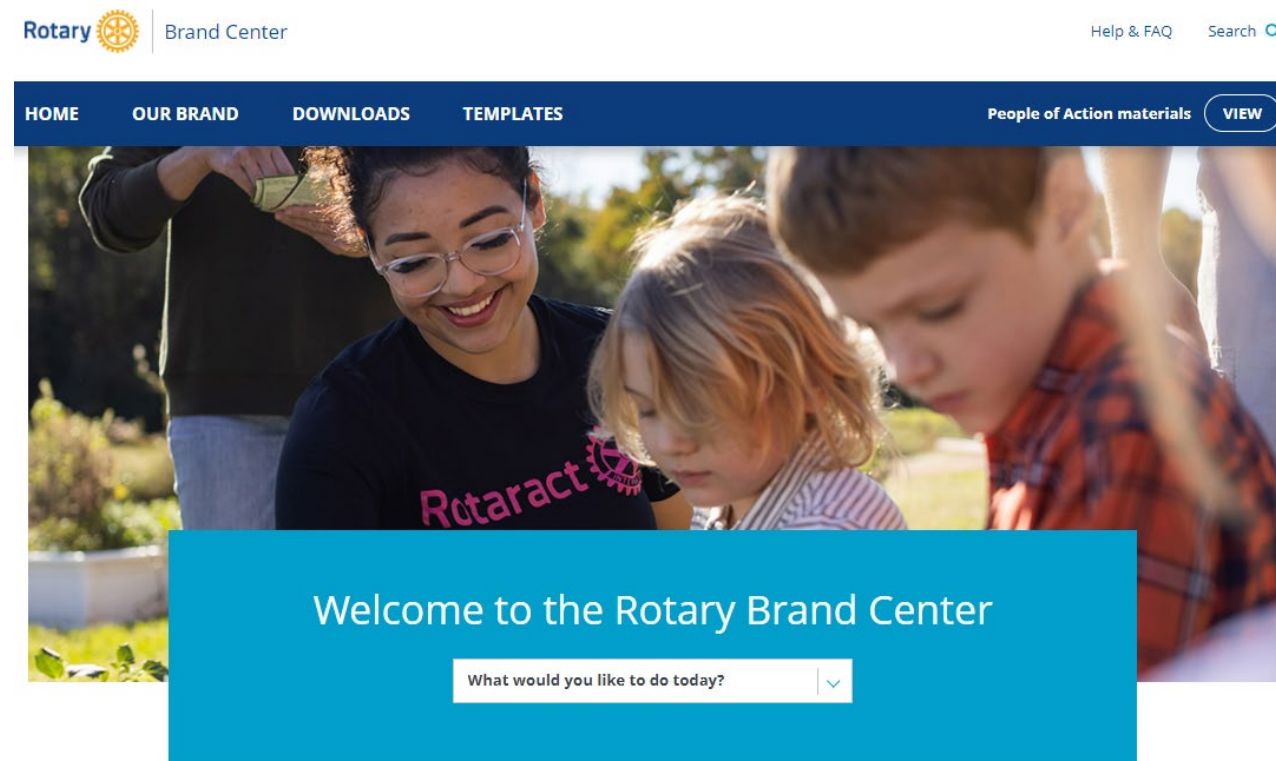
For example, get involved at [yourRotaryclub.org](#)

Add your club's logo

WHAT YOU CAN DO TODAY

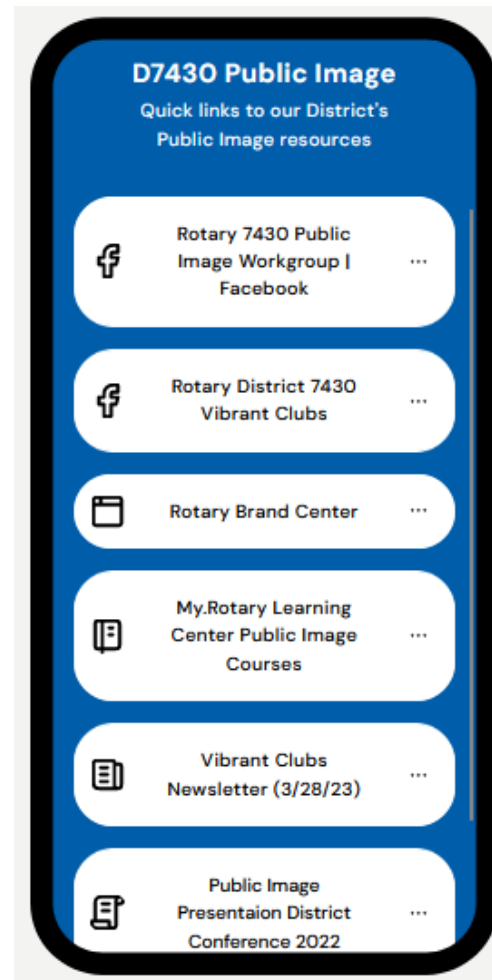
- ✓ Use the Brand Center resources
- ✓ Always use the correct branding
- ✓ Show your club in action
- ✓ Invite public participation
- ✓ Use content from Rotary International
- ✓ Appoint a public image chair

Show people outside Rotary that we are people of action.



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
- **Rotary District 7430 Vibrant Clubs Facebook Group**
 - Discussion group for all things D7430 related, promote upcoming club events
- **Your District Public Image Team**
 - Reach out for questions, presentations or planning help



SHARE YOUR STORY!

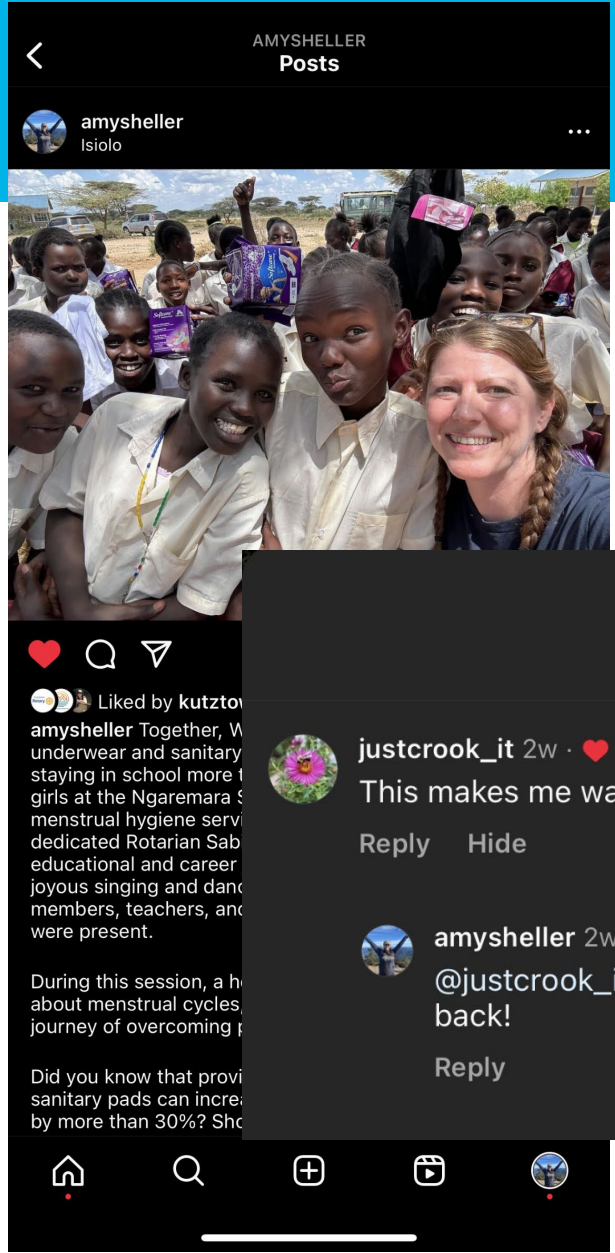
☀️ just a little early on a Saturday morning! Happy to be a part of this amazing group ❤️



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



Linda B. Melanie I'll give you a call!





Questions

amycsheller@gmail.com