



2024 PETS

Public Image Training

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Public Image Chair - Maine

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What is it?

- Refers to people's **impressions** of your club
- Defined as people's **knowledge and beliefs** of your club
- Represents people's **cognitive reactions and associations** to your club's name

Why is it important?



What is your club's *irresistible* Rotary story?

- Small but mighty?
- Large club known for doing good in the community?
- Fun?
- Known for a specific fundraiser, or community effort?
- People of Action?

Does my club *really* need to
do more when it comes to
public image?

Percentage
of people
who have
never
heard of
Rotary



40%

Percentage
who recognize
the name
Rotary, but do
not know what
it is.



40%

Current
tools to
help your
club tell its
story.

- Rotary Learning Center
- District site
- Rotary Brand Center
- Zone 33/34 PI Resources

Rotary.org

Brand Center

English

Sign In

Register



My Rotary

Donate

Get Involved



Welcome to My Rotary

Sign in or register to access your personalized My Rotary portal.

Sign in or Register

Hello, John

[View Profile](#)

Next Meeting
Tuesday at 07:15

[View Club →](#)

District
7790

Zone
28

[View District →](#)

Rotary Club Central »

Set club goals and track how you're doing. Monitor your progress with detailed reports.

Grant Center »

Launch and manage all your Rotary Foundation grants in one place.

Membership and Foundation Reports »

Find reports with data about membership, contributions, recognition, and more.

Brand Center »

Find logos, photos, videos, and all the resources you need to promote Rotary in your community.

Learning Center »

Learn new skills with online classes and materials created for your specific role or interests.

Rotary Showcase »

Browse successful club projects from around the world.



Course by subject

About Rotary

SEE

Club leaders

SEE

General

SEE

Effective

SEE

Public image

SEE

Actions

SEE





New

District Public Image Commission — Intermediate

3 courses | 45m 00s

Training plan



New

Promote your club with “Place for Action”

FR | 15m 00s ★ 5.0

E-Learning



New

Public image

5 courses | 1h 15m

Training plan



New

The Rotary Brand

FR | 15m 00s ★ 5.0

E-Learning



New

The role of a club public image committee member - The basics to know

8 courses | 2h 15m

Training plan



New

Public relations and your club

FR | 15m 00s ★ 5.0

E-Learning



New

Our logo: Represent Rotary

FR | 15m 00s ★ 5.0

E-Learning



New

Promote the public image of Rotary

FR | 15m 00s ★ 5.0

E-Learning



New

Promote Rotary on social media

FR | 15m 00s ★ 5.0

E-Learning



CREATE HOPE
in the WORLD



Rotary
District 7790



2 Countries, 2 Cultures, 2 Languages, 1 Rotary District

From Rockland, ME, USA to Sept-Îles, QC, Canada

Home Rotary ▾ District ▾ Club Resources ▾ News ▾ Contact Us ▾ Social Media ▾ Privacy Policy

Club Training

Document Club Training





























Grants

Promotional Tools ▾



Tina Chapman

District governor | Gouverneur de district
2023 - 2024

	Actions that Can Affect Rotary Club Public Image.pdf 
	Benefits of a Strong Public Image.docx.pdf 
	Club Guide_Public Relations and Your Club.pdf 
	Public Image in Your Community.pdf 
	Public Image Membership Reflection Sheet.pdf 
	Rotary Brand and Logo.pdf 
	Rotary Club Public Image Resources.pdf 
	Rotary Public Image Practices and Resources J.McL 10.14.23.pptx 
	Sample Public Image Content Calendar Plan.docx 
	Sample Public Image Plan.docx 
	The Rotary Brand Center.pdf 
	Theme23-24-Logo-Guidelines-EN_20220901-011.pdf 
	Using Rotary Club Logos Correctly and Consistently.pdf 
	Ways to Strengthen Public Image.pdf 

Rotary.org



Brand Center



English



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Rotary



elevaterotary.org

elevaterotary.org

Subaru How To Video... Public Image | District... Resources – Rotary Fl... Enhancing our public... AFFORDABLE TAX PR... Advisee Lookup - Go... Placement Exams Évaluation de l'imag

Rotary
Zones 33/34

Public Image Teams ▾ Calendar Useful Links ▾ Recognition ▾



Public Image Resources for Zones 33/34

Having fun while telling the Rotary story.

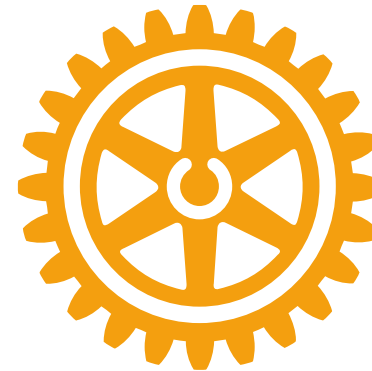
A handful of best practices

- Public image audit
- Site and socials
- Content calendar
- Public image plan
- Branding





Rotary





Let's get real.

When it comes to club public image efforts...

- Ideally, it's not a solo endeavor
- Leverage the talents of your club members
- Doing some things beats doing nothing
- Have fun!

Coming soon...

First ever district-wide club public image assessment!

2024 Évaluation de l'image publique / Public Image Assessment

23

Form description

This form is automatically collecting emails from all respondents. [Change settings](#)

Directions

Veuillez répondre aux questions suivantes concernant votre club, puis utiliser le bouton "Soumettre" au bas du formulaire. Lorsque vous utiliserez le bouton "Soumettre", vous recevrez un message électronique contenant vos réponse.

Please answer the following questions about your club, and then use the "Submit" button at the bottom of the form. When you use the "Submit" button you will receive an email message containing your response.

Nom du club *

Club name

Short answer text

Dans quelle mesure votre club est-il performant en matière d'image publique ? *

How strong do you feel your club is concerning Public Image?

1. Très forte/ Very strong

2. Fort/ Strong

Coming soon....

District 7790 Public Image Facebook Group!



District 7790 Public Image/Image publique

Public group · 3 members



+ Invite

Share

Discussion

Events

Media

Files

People

Q

...



Write something...



Reel



Photo/video



Poll

Featured ⓘ

Add ▾

New posts ▾



John McLaughlin

Admin

March 3 at 10:00 AM

March is Water and Sanitation Month! Below are some Rotary water and sanitation photos for your public image efforts. 📷

Mars est le mois de l'eau et de l'assainissement ! Vous trouverez ci-dessous des photos du Rotary sur l'eau et l'assainissement pour vos efforts d'image publique. 📷



About

This group is administered by Rotary District 7790 and is intended to engage members of the Rotary family with content related to Public Image. See more

Public

Anyone can see who's in the group and what they post.

Visible

Anyone can find this group.

Learn more

Chats



Public Image/Image publique

See all

Recent media





Questions?

District Public Image Co-Chair John McLaughlin

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