

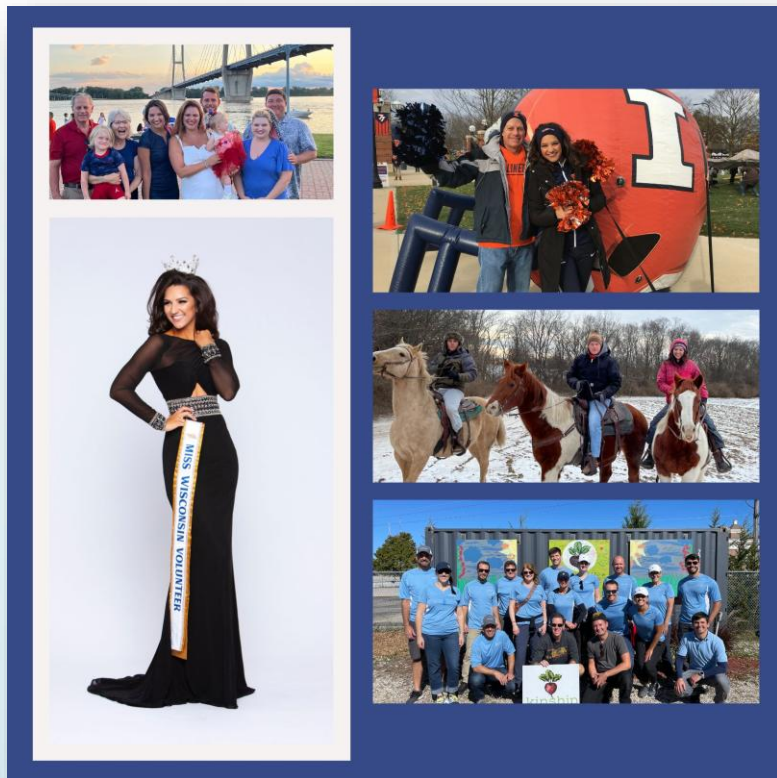


Road to Success: Community Impact & Public Image

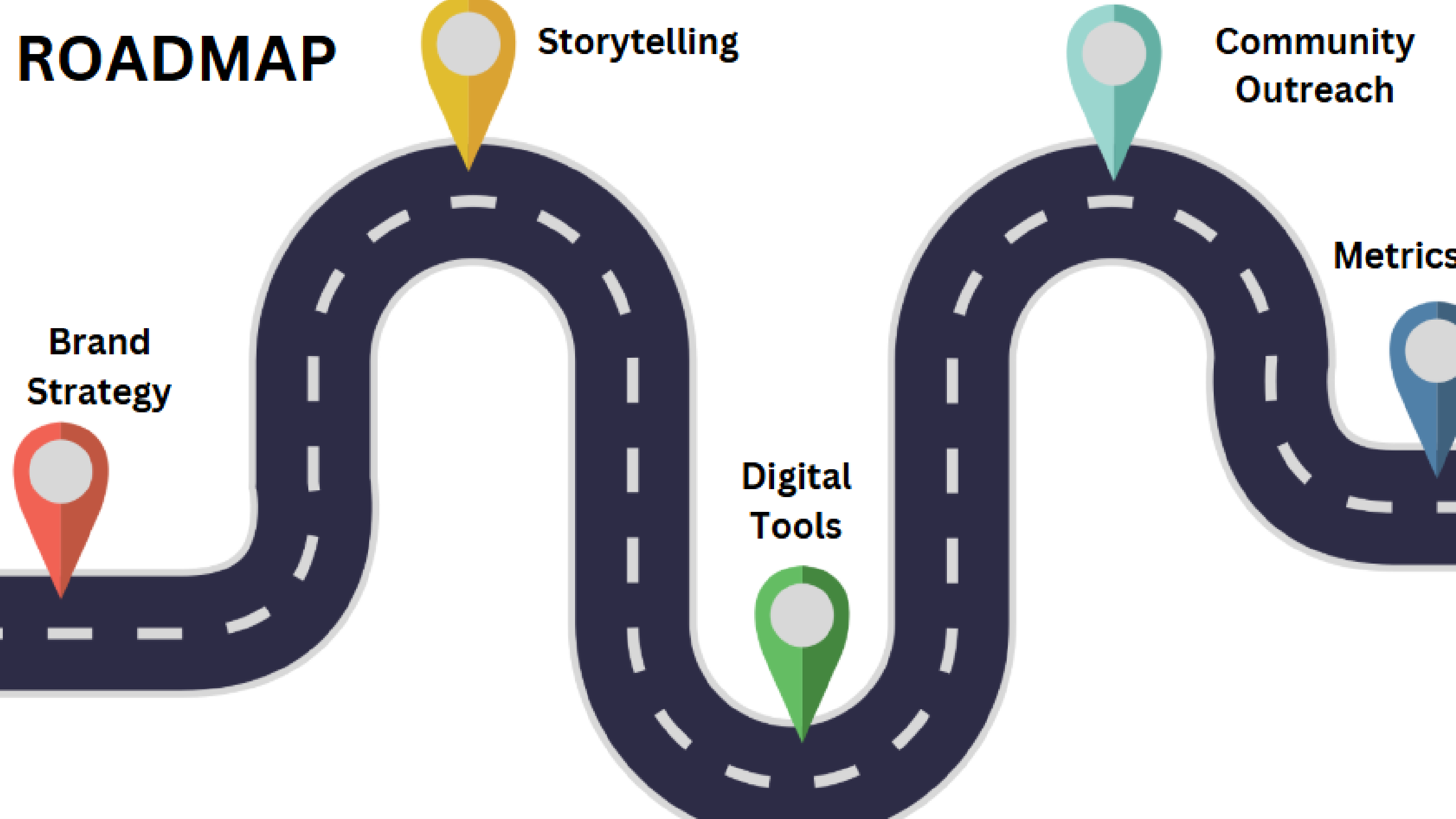
Amplifying Visibility to Attract and Engage

"A strong brand is like a well-tuned engine, driving consistent performance and delivering a powerful message to the world."

Angelica Niemann



ROADMAP



Brand Strategy

Storytelling

Digital Tools

Community Outreach

Metrics





Why Public Image Matters

The Power of Visibility

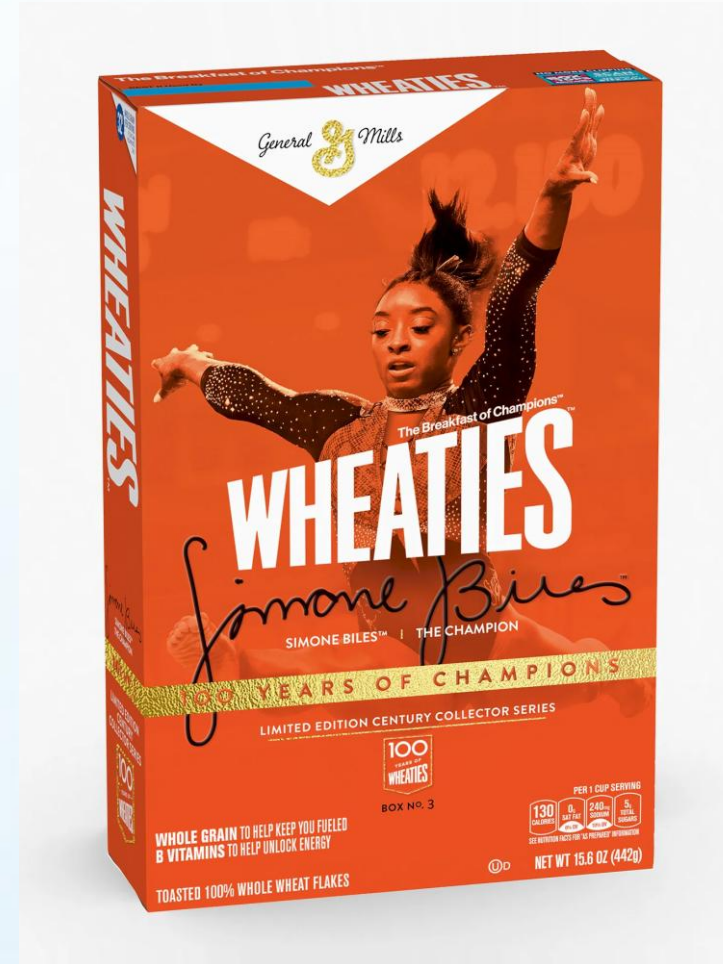
- Raises awareness of your mission
- Adds value for current members
- Attracts potential members
- Builds trust in the community



Crafting Compelling Stories

The Heart of Public Image

- Find your champions
- Highlight the problem, solution, and outcome (Triangle Theory)
- Use visuals
 - File format for digital images
- Maximize your reach through different platforms





Leveraging Digital Tools

Expanding Your Reach Online

- Platform purposes
- Tools
 - Canva for visuals
 - Scheduling app
- Content
 - Member spotlight
 - Event information
 - Project updates
 - Community engagement
 - Volunteer highlights
- Impress vs Impact





Strengthening Community Presence

*Building Partnerships through
the Ripple Effect*

- Internal survey – member buy in
 - Host events that align with your brand
 - Sponsor community events to amplify messaging
- Partner locally / cross market
- “Open House” concept
 - What makes potential members excited?





Measuring Your Impact

- Track metrics
 - Engagement rates
 - Attendance
 - Likes and shares
 - New members
 - Survey after events
- Find your recipe for success
 - Collect “success story” testimonials
 - Share results to reinforce credibility.





Deeper Dive

- Social media
- Marketing your fundraiser
- Website
 - District Info
 - Monthly Newsletter
 - For Clubs
 - Club Logo Kit
 - Brand Center
 - Social Media Content
 - Public Image Resources
- Handouts





Let's play a game!



Shifting Into Park: Reviewing Key Points

- Storytelling for broader impact.
- Digital tools for increased visibility.
- Partnerships for stronger community presence.
- Data-driven refinement for continuous improvement.




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