



## TOP TEN TIPS FOR A SUCCESSFUL PUBLIC IMAGE YEAR

1. **Tell your story and share your WHY:** Identify the reasons you are passionate about Rotary and share those with your club members. When they hear your story, they are more likely to develop their Rotary story they can share with others!
2. **Identify and empower a club member to be Public Image Team Leader/Champion:** they can be cheerleader and coordinator, so one person doesn't have to do everything. Plus, there is strength in numbers!
3. **Make a promotional plan:** A goal without a plan is a wish. Work with your Public Image Team to develop a plan of how you are going to promote your club!
4. **Current, compliant, and consistent content:** Make sure all your promotional materials, including websites and social media, have proper and current branding. Consistency helps people remember your club! (Check out Rotary's Brand Center for more details)
5. **Hold a polio awareness event or program** to educate/inspire members about Rotary's signature cause. Their pride will grow, and they'll be able to tell others about Rotary! (World Polio Day is October 24)
6. **Have active and interesting social media:** social media is a free and easy way to promote your club and your activities. Make sure your club is posting engaging content so people know who you are and what you do. Social media is not going away...embrace it!
7. **Encourage club members to participate in social media:** The more your members like/follow/share your social media posts, the broader your reach will be!
8. **Teamwork makes the dream work:** Don't create individual silos. Work with others in your club (Foundation team, Avenues of Service teams) to identify the stories to tell, and then coordinate with your Membership team to engage members and the public effectively.
9. **Wear the uniform:** Encourage your members to wear their Rotary pins and sport Rotary clothing, not just at meetings but while in public. Better yet...work to provide free/discounted clothing for them! (Make sure it's branded with the Rotary Master Brand including your club!) Wearing your pin and other Rotary clothing is an easy way to invite questions, which leads to opportunities to tell your Rotary story!
10. **HAVE FUN!** Rotary solves serious issues in our communities, but we must have fun doing it. When the image you portray to your members and the public is one of having fun, more people will be attracted to your club!