

ROTARY ROCKSTAR CHALLENGE 2022-23

Level 1 - Jump Start your Club Public Image

Complete survey to easily create Club Public Image Strategic Plan. Send confirmation email to Club President to enter goals in Rotary Club Central.

Level 2 - Promote Your Club as People of Action

Use the "People Of Action" app/Brand Center template to create a "Club People of Action" photo and post it on social media. In the text of your post, tell your People of Action story. (Say What You Did)

Level 3 - Promote Your Club at the District - using the submission tool!

Submit 2 Club Stories/Events for promotion at the District

Level 4 - Promote Club Membership - using NEW Membership Spotlight template

Submit 2 or more members for Membership Spotlight. You submit the photo - we will create the graphic. Then you share it on social media. Ask your members to like and comment on the post (get 5 likes or more) to push your reach (of engagement).

Level 5 - Get Media Attention

Submit your Professional press release. Use either the Press Release Template or the "NEW" Press Release form to create your professional Press Release. Then use the Media Contacts list to submit your press release to the media!

-BONUS ROUNDS-

Level 6 - Promote your GOOD WORK around the WORLD

Enter Service Project at ROTARY SHOWCASE

Include a photo, volunteer hours, funding and goal reached!

Level 7 - Promote Media Exposure

Submit a copy of your published story