

2026-2027 PUBLIC IMAGE GOALS & ACTIONS

TEAM MISSION

Equipping Region 36 leaders to tell Rotary's story
and grow Rotary's impact.

TEAM VISION

A Region where every District Public Image Team
leads with confidence — so every club can tell its
story and strengthen Rotary's impact.

2026-2027 PUBLIC IMAGE GOALS & ACTIONS

Rotary International Strategic Priorities

**INCREASE OUR
IMPACT**

**EXPAND OUR
REACH**

**ENHANCE
PARTICIPANT
ENGAGEMENT**

**INCREASE OUR
ABILITY TO
ADAPT**

2026-2027 PUBLIC IMAGE GOALS & ACTIONS

- **Help districts and clubs increase public recognition of Rotary and its members by showcasing member involvement in community projects through six communications or public events.**
- **Assess and track our regional impact, closing the year with a measurable Annual Impact Evaluation.**
- **Strengthen brand excellence and build capability across District Public Image Teams through coaching, education, and resources.**

**INCREASE OUR
IMPACT**

2026-2027 PUBLIC IMAGE GOALS & ACTIONS

- **Collaborate with End Polio Now Coordinator (EPNC) to feature our achievements toward polio eradication in six communications.**
- **Deliver consistent in-person and virtual engagement to every District, increasing awareness and use of Region 36 resources.**
- **Expand our digital reach by growing Zone website traffic and launching the RI PSA Program in 2 new markets.**

**EXPAND OUR
REACH**

2026-2027 PUBLIC IMAGE GOALS & ACTIONS

- **Lead by example by growing membership in our clubs by 4 people (each teammate), in support of our membership target of reaching 1.175 million Rotarians by July 1, 2027.**
- **Achieve 75% of Club Public Image Chairs identified in their roles by the end of the Rotary Year.**
- **Deepen relationships and build capability across District leadership and functional teams through consistent engagement, training, and storytelling excellence.**

**ENHANCE
PARTICIPANT
ENGAGEMENT**

2026-2027 PUBLIC IMAGE GOALS & ACTIONS

- **Increase our ability to adapt by guiding 100% of District Public Image Chairs to use Brand Center materials and share stories with the public about Rotary's local impact.**
- **Customize District support, pilot new engagement models, and advance responsible AI adoption based on ongoing needs-assessment data and Rotary International guidance.**
- **Develop adaptive toolkits and innovative delivery channels like public art to expand how Public Image support reaches Districts.**

**INCREASE OUR
ABILITY TO
ADAPT**