



District Public Image Leader Session

Facilitators:

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Assistant Rotary Public Image Coordinators**

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2023-24 REGIONAL ROTARY PUBLIC IMAGE TEAM



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5790, 5810, 5870

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SPECIAL GUEST!



INTRODUCTIONS

Name

Club

District

Years in Rotary

Favorite Area of Focus



ROTARY PUBLIC IMAGE GOALS

1. **Raise awareness and understanding of Rotary and its members as People of Action through at least six of your communications and public facing activities**
2. **Tell the stories of effective club, district, and international programs and projects, particularly in mental health and Rotary's areas of focus, to four target audiences**
3. **Highlight Rotary's role in eradicating polio in six of your communications**
4. **Partner with at least 90% of district public image chairs to help clubs effectively share stories of Rotary's impact**

GROUP DISCUSSION

How can you help us towards these goals?

What do you do well in your district?

Any ideas you could implement?



ROTARY PUBLIC IMAGE TACTICS

- Create new Zone Facebook page to better share stories of effective club/district projects & programs
- Continue to build “Resource Library” with tips, templates and tools
- Periodic webinars highlighting important topics
- Increase dialogue with district leaders using Regional Rotary Roadmap as a tool to enhance communication
- Be mindful of succession of Team leadership: “Leave it better!”

REGIONAL ROTARY ROADMAP

MEMBERSHIP

PUBLIC IMAGE

END POLIO NOW

ROTARY FOUNDATION



REGIONAL ROTARY ROADMAP

MEMBERSHIP

END POLIO NOW

PUBLIC IMAGE

ROTARY FOUNDATION

*Complete **1** activities per section: Regional (Area)
Citation*

*Achieve Citation in all **4** areas: All Star District*

*Best **area** performance : (Area) District of the Year*

*Best **cumulative** performance: Zone District of the Year*

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REGIONAL ROTARY ROADMAP

Direction
Good Habits
Teamwork
Sharing Ideas
Recognition
Historical Record
Friendly Competition
FUN!



CATEGORY 1: PUBLIC IMAGE TEAM MAKE-UP

CATEGORY 2: TRAINING/COMMUNICATION

CATEGORY 3: BRAND CONSISTENCY

CATEGORY 4: SOCIAL MEDIA

CATEGORY 5: COMMUNICATION WITH CLUBS/MEMBERS/PUBLIC

CATEGORY 6: PARTNERSHIPS

CATEGORY 7: OTHER



CATEGORY 1: PUBLIC IMAGE TEAM MAKE-UP

More hands make lighter work and allows for more to be accomplished. Creating a strong team will lead to success!

- **Have a District Public Image Team that meets regularly made up of several members**
- **Establish PI Team goals that are clear and measurable**
- **Promote the PI Team, resources and activities on district website**
- **Identify roles/responsibilities of team members**
- **Develop a succession plan for PI Team members to ensure continuity**
- **Other significant & innovative PI Team related initiatives**



CATEGORY 2: TRAINING/COMMUNICATION

The more you communicate with clubs and the more you assist in their learning and development, the more success you'll have!

- Work with clubs to have a Rotary Public Image team leader identified in MyRotary
- Conduct one of more District Public Image training seminars or workshops
- Encourage clubs to have a member complete a PI related course on Rotary's Learning Center
- District PI Team leader, or other significant member, attends PI training session at RMDTI or Zone Institute
- Create a "New Year" checklist with activities/objectives clubs can accomplish
- Other significant & innovative training related initiatives



CATEGORY 3: BRAND CONSISTENCY

Making Rotary memorable starts with brand consistency. Efforts to educate & encourage clubs about proper use sets you on the right path.

- Have brand compliant district website and social media sites
- Conduct training for clubs highlighting importance of proper branding
- Conduct audit of club websites & social media sites
- Work with clubs to have websites and social media that adhere to brand standards
- Other significant & innovative brand consistency related initiatives





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CATEGORY 4: DISTRICT SOCIAL MEDIA USAGE

A great and inexpensive way to communicate with your members and the public. Are you taking advantage?

- **Have at least two district social media accounts**
- **Promote district or club programs / projects each month**
- **Utilize People of Action materials in social media posting**
- **Develop, promote, and utilize a district hashtag on social media**
- **Create and post videos promoting a district project/initiative**
- **Other significant & innovative social media related initiatives**



CATEGORY 5: DISTRICT COMMUNICATION WITH CLUBS/MEMBERS/PUBLIC

Having a clear path of consistent communication will pay dividends, but it doesn't happen accidentally.

- Identify & promote club events on district website and/or social media
- Promote Rotary Showcase so clubs enter a project on Showcase
- Promote club or district events in local traditional media
- Create a press release template and encourage clubs to submit a press release to local media
- Submit press releases for club or district activities to media in district
- Other significant and innovative communication related initiatives



CATEGORY 6: PARTNERSHIPS

Acting individually reduces impact and creates redundancy...
partnering increases our effectiveness and efficiency!

- Partner with another district in a Public Image initiative
- Partner with another organization to leverage promotion of the Rotary District & Clubs
- Work with district Membership team to feature activities that engage members throughout district
- Work with district TRF, Polio Plus, and Membership teams to share powerful stories of Rotary service
- Take part in implementing a “One Summit” training with TRF, EPN and membership teams to show importance of working together
- Other significant & innovative partnership related initiatives



CATEGORY 7: OTHER

There are more activities you can do to promote Rotary's image!

- Work with clubs in your district to set PI Goals in Rotary Club Central
- District PI Team members deliver presentations to clubs regarding telling our story and providing actionable steps to increase profile
- Work with district leaders to identify clubs that conduct Rotary Days of Service and help them comply with brand guidelines
- Promote World Polio Day and encourage clubs to submit events to End Polio Now
- Encourage clubs and district teams to tell stories of effective programs/projects, especially in mental health and Rotary's Areas of Focus
- Support of Rotary's commitment to DEI by working with district leaders to organize/conduct at least three inclusive virtual or in-person events
- Other significant & innovative initiatives that didn't fit otherwise



DISCUSSION QUESTIONS

What excites you about the Roadmap?

How do you think you can utilize this in your district?

What questions do you have?



PI RESOURCES

Brand Center & MyRotary

POAPhotos.com

Zones 25B & 29 Website

Other Districts

Rotary Public Image Team

BREAK TIME



SPECIAL GUEST!



COORDINATOR PANEL



Rich Kaye- RRFC
Alex Johnson- RC



DISCUSSION QUESTIONS

What can the Regional Public Image Team do for you?

WRAP-UP

