



ZONE INSTITUTE PUBLIC IMAGE SESSION

Zones 25B & 29 Public Image Team

October 19-20, 2023

2023-24 REGIONAL ROTARY PUBLIC IMAGE TEAM



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INTRODUCTIONS

Name

Club

District

Years in Rotary

Favorite Area of Focus

And...

Two Truths and Lie!



THURSDAY OUTLINE

MORNING

Welcome/Ice Breaker

Rotary Action Plan/PI Goals/Tactics

Regional Rotary Roadmap

Guest Speakers

PI/TRF/Membership Collaboration

Visioning Exercise: Significant Project

RPIC Specialist Nina Hazhala

AFTERNOON

Importance of Building a Team

Communication with Clubs

Visioning Exercise: Struggling Club

End of Day Recap

Happy Hour!





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ROTARY ACTION PLAN

Together, we see a world where people
unite and take action to create lasting
change – across the globe,
in our communities,
and in ourselves.



ROTARY ACTION PLAN



2023-24 ROTARY PUBLIC IMAGE GOALS

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



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What jumps out at you from these goals?

Are these the areas you focus on? What do you do well?



2023-24 ZONE PUBLIC IMAGE TEAM TACTICS

- Create new Zone Facebook page (not a group) to better share stories of effective club/district projects and 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!”
- ...and more to come!



REGIONAL ROTARY ROADMAP

MEMBERSHIP

PUBLIC IMAGE

END POLIO NOW

ROTARY FOUNDATION



REGIONAL ROTARY ROADMAP

MEMBERSHIP

END POLIO NOW

PUBLIC IMAGE

ROTARY FOUNDATION

*Complete **1** activity 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*

Zones 25B & 29
Rotary
Public Image



REGIONAL ROTARY CHALLENGE

Road Map
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





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