

*While the impact we make on the world around us is significant we can't maximize our impact without telling people who we are and what we do. Creating a positive public image in our communities and within our clubs is essential to engage people so they feel an emotional connection to our efforts, and become more likely to give their time, energy, and money to Rotary. This public image doesn't happen by accident but through many activities we can build our image to increase our impact!*

### CATEGORY 1: TEAM MAKE-UP

1. ★ Have a District Public Image Team that meets regularly made up of at least four members, **Enhance Participant Engagement.**
2. ★ Establish Public Image Team goals that are clear and measurable, **Increase Our Impact.**
3. Promote the Public Image Team, resources, and activities on the district website, **Expand Our Reach.**
4. Identify roles/responsibilities of team members, **Increase Our Impact.**
5. Develop a succession plan for Public Image Team members to ensure continuity, **Increase Our Ability to Adapt.**
6. Other significant and innovative Public Image Team related initiatives.

### CATEGORY 2: TRAINING/COMMUNICATION

1. ★ Work with clubs to have a Rotary Public Image team leader identified in My Rotary, **Expand Our Reach**
2. ★ Conduct one or more District Public Image Training Seminars or Workshop, and invite Regional Public Image Team to assist in implementation of event, **Enhance Participant Engagement..**
3. ★ The Public Image Team leader, or a significant Team Member attends the Public Image training session at the 2024 Zone Institute in San Antonio, TX, September 4-8 or the 2024 Rotary Multidistrict Training Institute in Pflugerville, Tx, August 2-4, **Increase Our Impact.**
4. Encourage clubs to have a member complete a Public Image related course on Rotary's Learning Center, **Increase Our Ability to Adapt.**
5. Create a "Public Image Checklist" with Public Image related activities or objectives clubs can accomplish over the course of the Rotary year **Increase Our Impact.**
6. Other significant and innovative Public Image training related initiatives.

### CATEGORY 3: BRAND CONSISTENCY

1. ★ Have brand compliant district website and social media sites, **Expand Our Reach.**
2. ★ Conduct training for clubs highlighting importance of proper branding, **Enhance Participant Engagement.**
3. ★ Conduct an audit of club websites and social media sites, **Increase Our Impact.**
4. Work with clubs to have websites and social media that adhere to brand standards, **Increase Our Ability to Adapt.**
5. Other significant and innovative brand consistency related initiatives.



### CATEGORY 4: SOCIAL MEDIA

1. ★ Have at least two district social media accounts, **Expand Our Reach**.
2. ★ Use People of Action materials in social media posts, **Increase Our Impact**.
3. ★ Promote district or club programs/projects each month, **increase Our Impact**.
4. Develop, promote, and use a district hashtag on social media, **Enhance Participant Engagement**.
5. Create and post videos promoting a club or district project/initiative, **Increase Our Ability to Adapt**.
6. Other significant and innovative social media related initiative.

### CATEGORY 5: COMMUNICATION WITH CLUBS/MEMBERS/PUBLIC

1. ★ Identify and promote club events on district website and/or social media, **Increase Our Ability to Adapt**.
2. ★ Create a press release template and encourage clubs to submit a press release to local media, **Increase Our Impact**.
3. Promote Rotary Showcase so clubs enter a project on Showcase, **Enhance Participant Engagement**.
4. Promote club or district events in local traditional media, **Enhance Participant Engagement**.
5. Submit press releases for club or district activities/initiatives to media in your district, **Expand Our Reach**.
6. Other significant and innovative communication related initiatives.

### CATEGORY 6: PARTNERSHIPS

1. ★ Partner with another district in a Public Image initiative, **Increase Our Impact**.
2. ★ Work with district's Rotary Foundation, Polio Plus and Membership teams to share powerful stories of Rotary service, **Increase Our Impact**.
3. Work with district Membership team to feature activities that engage members throughout the district, **Enhance Participant Engagement**.
4. Partner with another organization to leverage promotion of Rotary district and clubs, **Expand Our Reach**.
5. Take part in implementing a "One Summit" training with district Rotary Foundation, Polio Plus and Membership teams to show the importance of all areas working together and the synergy that comes from those efforts, **Increase Our Ability to Adapt**.
6. Other significant and innovative partnership related initiatives.



**CATEGORY 7: OTHER**

1. ★ Work with clubs in your district to set Rotary Public Image goals in Rotary Club Central, **Increase Our Impact.**
2. ★ District Public Image team members deliver presentations to clubs regarding the importance of telling our story and providing actionable steps to increase the club's profile in the community, **Enhance Participant Engagement.**
3. Promote World Polio Day and encourage clubs to submit an event to End Polio Now, **Enhance Participant Engagement.**
4. Work with district leaders to identify clubs that plan to conduct Rotary Days of Service and help them tell stories that comply with brand guidelines, **Expand Our Reach.**
5. Encourage clubs and district teams to tell stories of effective programs and projects, especially in mental health and Rotary's areas of focus, **Expand Our Reach.**
6. Support Rotary's commitment to diversity, equity, and inclusion by working with other district leaders to organize and conduct events that engage a diverse cross-section of members, **Increase Our Ability to Adapt.**
7. Other significant and innovative public image initiatives that didn't fit into any of the above categories.

