**Steps to successful Club Public Relations Public Image strategies:**

Enhancing the public image of Rotary is the responsibility of **every** Rotarian and is most powerful at the club level. The steps to successful PR in the club include: -

1. Good PR is derived from good behaviour. Ensure that your club is active and vibrant and encourage Rotarians to: **“Show your Rotary colours and enhance the Rotary image in public”** do this as part of your daily routine not just at meetings!

**2**. Recruit people with media, PR and advertising skills who will drive Rotaries public image strategy. Get to know your local Media. Remember - Public Image-means awareness-means Members!

**3**. Build a dynamic and responsive public image Club team, responsible for the internal and external PR and Public Image communication.

**4.** Prepare an action plan emphasizing the calendar of Club events, the targeted media, and putting your target audience front and centre (that is the members, the public and potential project partners).

**5.** Use digital media to interact with the different audience groups; establish a Club facebook page, and utilize social networking sites. Support and use the District website, and become familiar with Clubrunner.

**6.** Assign a budget to the public image plan from club funds or from fund raising activities.

**7.** Think big and measure your results frequently. ‘Come out of the Closet’ and be proud of being a Rotarian!

There is a Dedicated District PRPI Team who are waiting your call!

