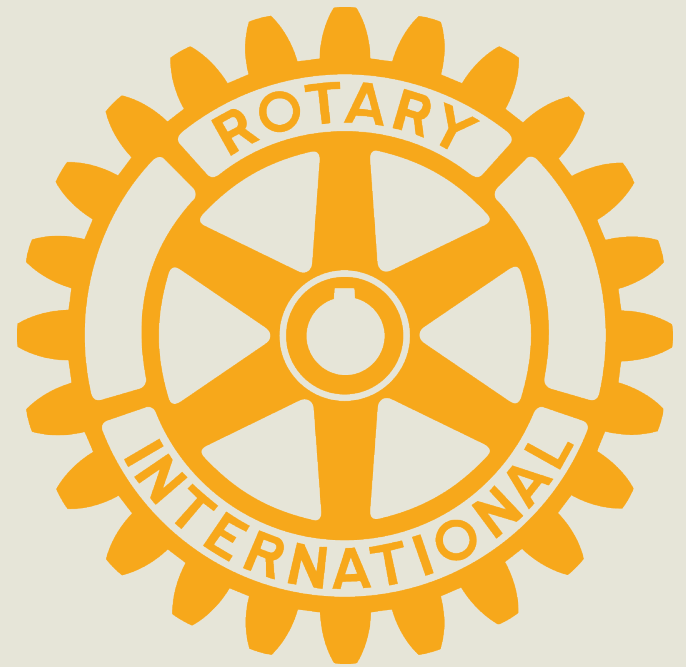




**CREATE HOPE
in the WORLD**



Brand Your Club Like a Pro!

Club Leadership Academy 2024/Public Image

Rotary



Brand is a guide or a lens
for the way you **think**,
the way you **act**,
and the way you **communicate**
at **every point of interaction**
with your audiences,
both **internal** and **external**.

Hayley Berlent, senior strategist for siegel + gale





TOGETHER, WE
FIGHT HUNGER

Rotary
PEOPLE OF ACTION

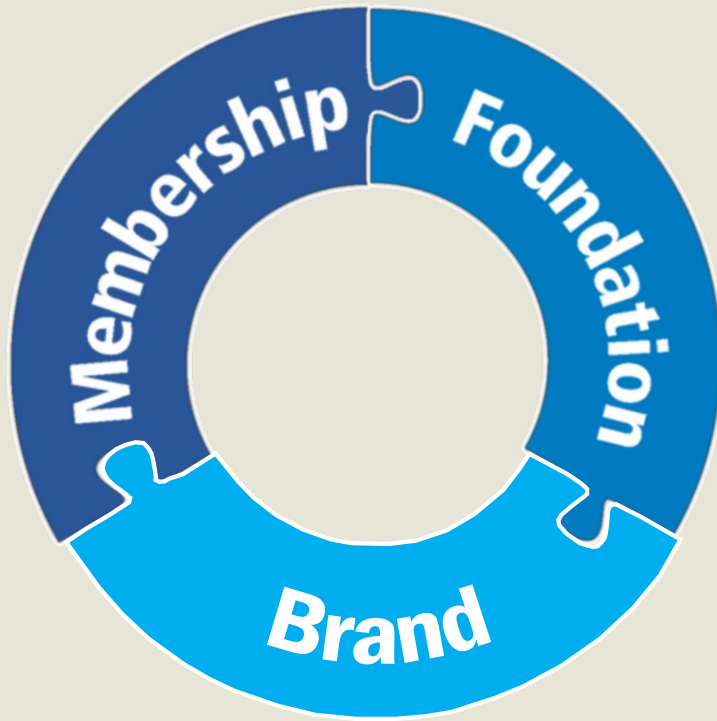
rotary.org/action

OUTFRONT 2435

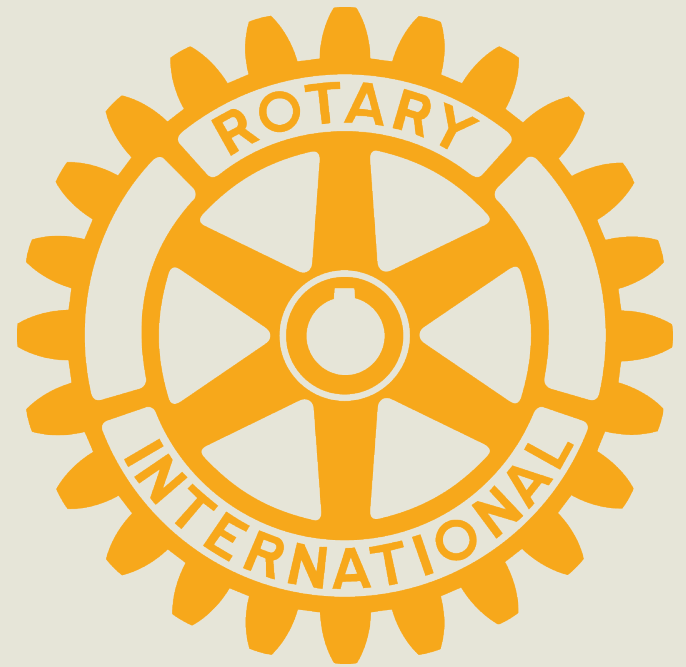


Essential Elements For Vibrant Rotary Clubs

Use the essential
Elements to build
your story



Rotary International Presidential Theme 2023-2024



**CREATE HOPE
in the WORLD**



**CREATE HOPE
in the WORLD**

Rotary International Presidential Theme 2024-25



**THE MAGIC
OF ROTARY**

Rotary



Public Image Objectives for 2024-25:

Expand our reach and
build our membership
by promoting our
impact and core
values.



Core Values

Acquaintance
Fellowship
Connections Ideas Opportunity
Action Fair Respectful Ethical
Integrity
Accountability Honor
Understanding International
Diversity Youth
Peace
Membership Commitments United
Community Education Health
Vocational
Service
Economy Club Scholarship Friendship
Relationships Development
Leadership
Sincere Responsible Professional

**6 Things You Can Do
NOW
as you prepare for
2024-2025.**



Public Image Objectives for 2024-25

1. Appoint a Public Image Chair
 - * Visit the RI Brand Center
 - * Ask your PI chair to review PI courses in the Learning Center
 - * Ask Your PI Chair to consistently share your club activities with the district website/newsletter.



Public Image Objectives for 2024-25

1. Appoint a Public Image Chair
2. Make sure all logos on website/social media conform to RI standards.

- * Review your website NOW
- * Review your club brochures
- * Are club logos properly branded?
- * Are the presidential themes current?
- * Is other information (meeting location, officers, contact information) current?

Remember: Your club website is not just for your members, it's your public face and meant to introduce Rotary to non-Rotarians in your community!



**CREATE HOPE
in the WORLD**



Are you using the
right Rotary logo?

IT MATTERS!



NO



YES

Rotary



YES

Download what you need at this site!

Public Image Objectives for 2024-25

1. Appoint a Public Image Chair
2. Make sure all logos on website/social media conform to RI standards.
3. Devote one club meeting to branding.
 - * Explain the importance/value of consistent use of Rotary brand
 - * Brainstorm with members on how to best share your club's news in your community.
 - * Encourage your members to routinely visit the club/district website.



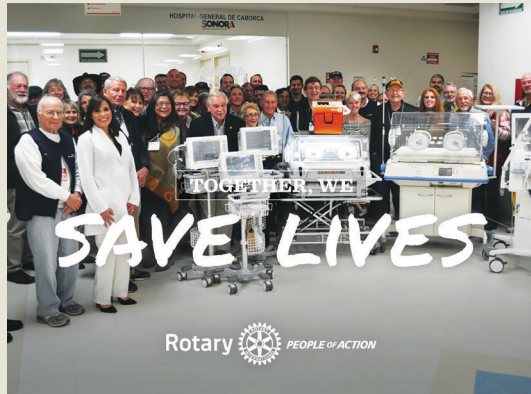
CREATE HOPE
in the **WORLD**

Public Image Objectives for 2024-25

1. Appoint a Public Image Chair
2. Make sure all logos on website/social media conform to RI standards.
3. Devote 1 club meeting to branding
4. Promote your club as “People of Action”



**CREATE HOPE
in the WORLD**



Public Image Objectives for 2024-25

1. Appoint a Public Image Chair
2. Make sure all logos on website/social media conform to RI standards.
3. Devote 1 club meeting to branding
4. Promote your club as “People of Action”
5. Host a Community Event/Program
 - * Week of Service Project/Fundraiser
 - * World Polio Day
 - * **Promote it locally!**



CREATE HOPE
in the **WORLD**

Public Image Objectives for 2024-25

1. Appoint a Public Image Chair
2. Make sure all logos on website/social media conform to RI standards.
3. Devote 1 club meeting to branding
4. Promote your club as “People of Action”
5. Host a Community Event/Program
6. Share your news with the district

Rotary * Synchronize your website with RI
* Send me something!!!



**CREATE HOPE
in the WORLD**



WELCOME TO THE BRAND CENTER

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.

[LEARN MORE](#)

Join Leaders. Exchange Ideas. Take Action.



www.rotary.org/brandcenter

Easy-to-use templates:

- People of Action photos
- Business Cards
- Club Brochures
- Advertisements
- Videos/radio spots



District website:

www.rotary5495.org

Send news to:

editor@rotary5495.org

scibret@aol.com





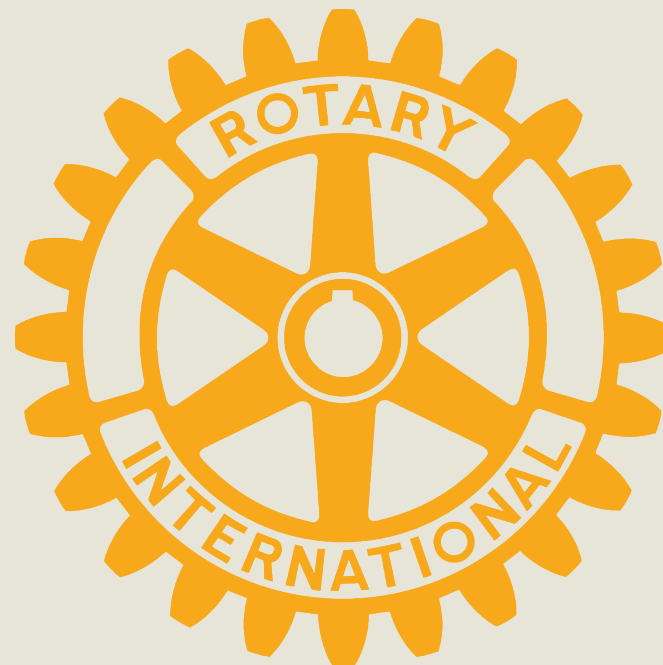
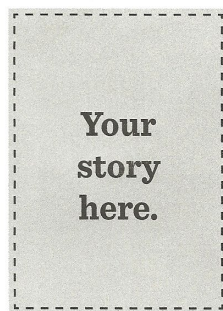
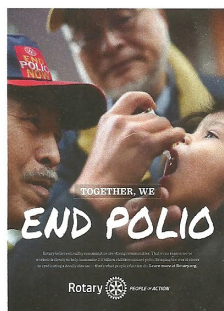
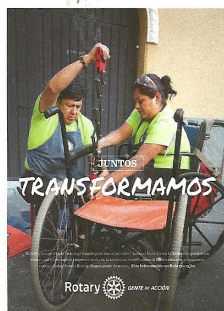
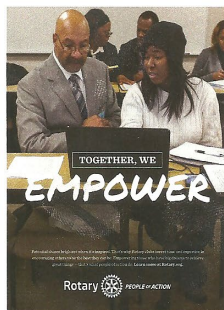
April 15-21, 2024

Post Your Project at:

Givsum site:

www.azrotary.org





Tell the community about your club – and the world about Rotary.

Rotary has launched a global campaign to let the world know we are People of Action. The more clubs that join in, the further our message carries.

Go to rotary.org/brandcenter for step-by-step guides, easy-to-follow templates, and ideas and inspiration to tell your club's story.

Help spread our inspiring message around the globe.



Need help?



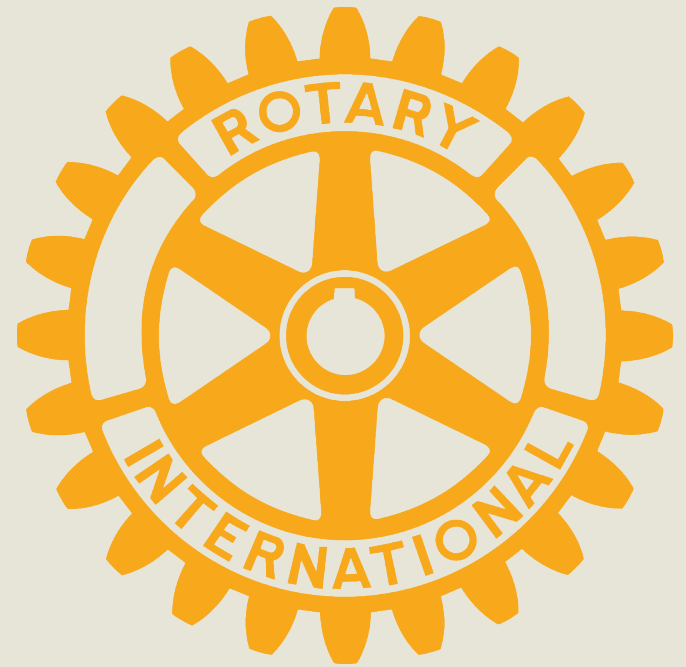
Visit the Public Image tools at the District Website:

www.rotary5495.org

Or email:

publicimage@rotary5495.org

scibret@aol.com



People of Action

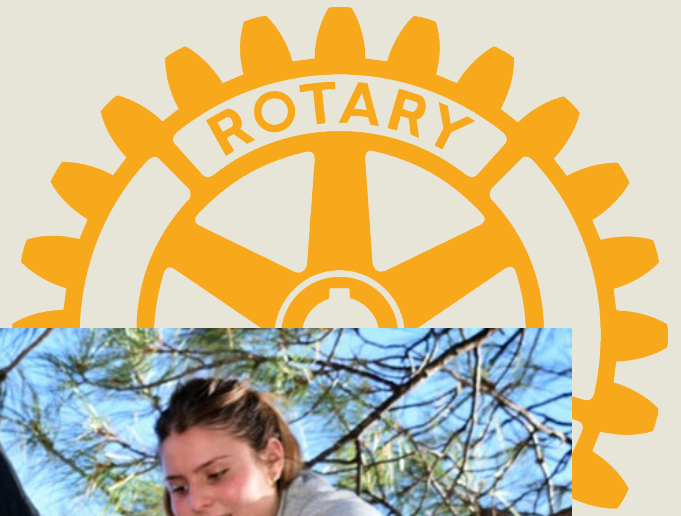


TOGETHER, WE

END POLIO

Rotary  PEOPLE OF ACTION





TOGETHER, WE

INSPIRE

The Rotary-sponsored Prom Closet held each spring in Glendale provides formal attire -- dresses, suits and more -- absolutely free to students who otherwise might not be able to attend their senior prom. The all-volunteer effort builds self-esteem and instills pride in students. That's what People of Action do. Learn more at Rotary.org.



TOGETHER, WE

INSPIRE







TOGETHER, WE

CONNECT

Rotary unites problem solvers around the globe behind one goal: to do more good. Our members are driven to bring communities together to create lasting change. Connecting to make things better—that's what people of action do. Learn more at Rotary.org.

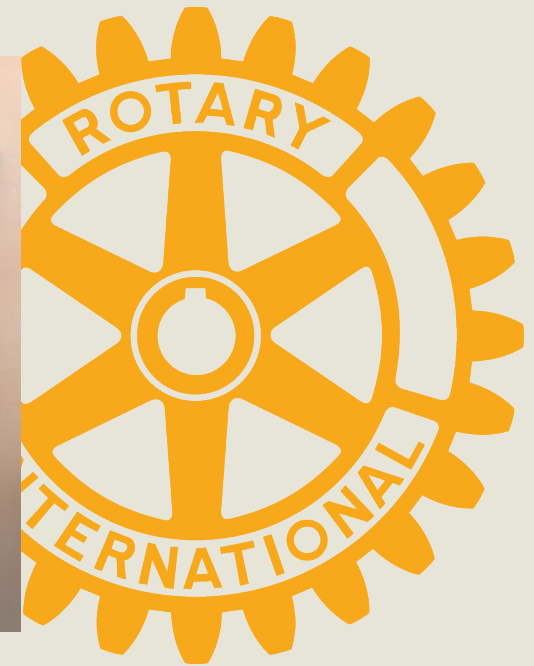


TOGETHER, WE

CONNECT

Happy Valentine's Day
Love Advice
For Younger Generations:
Don't let the little things bother you

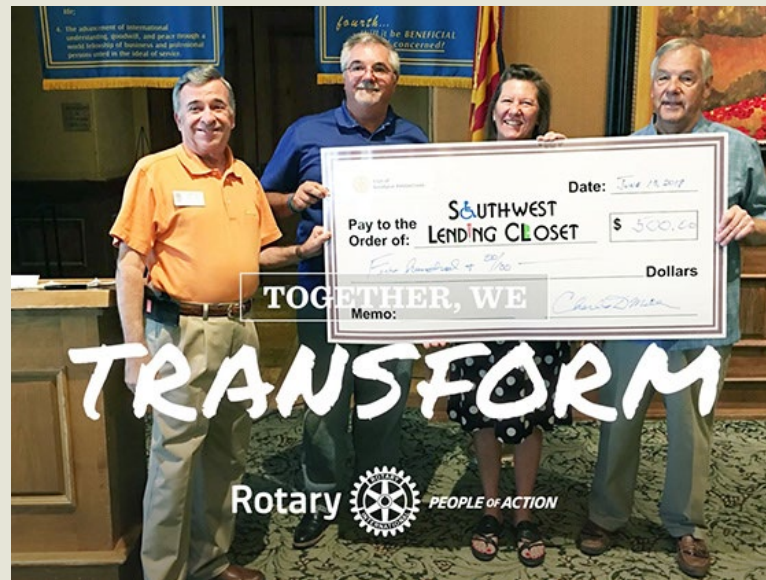


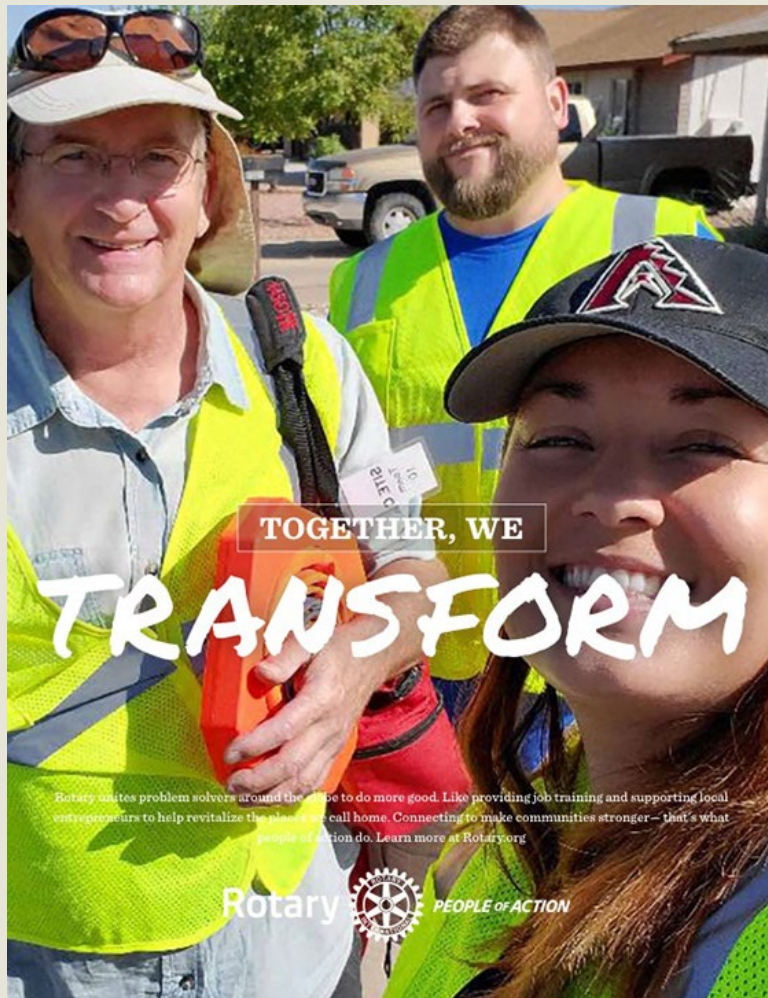




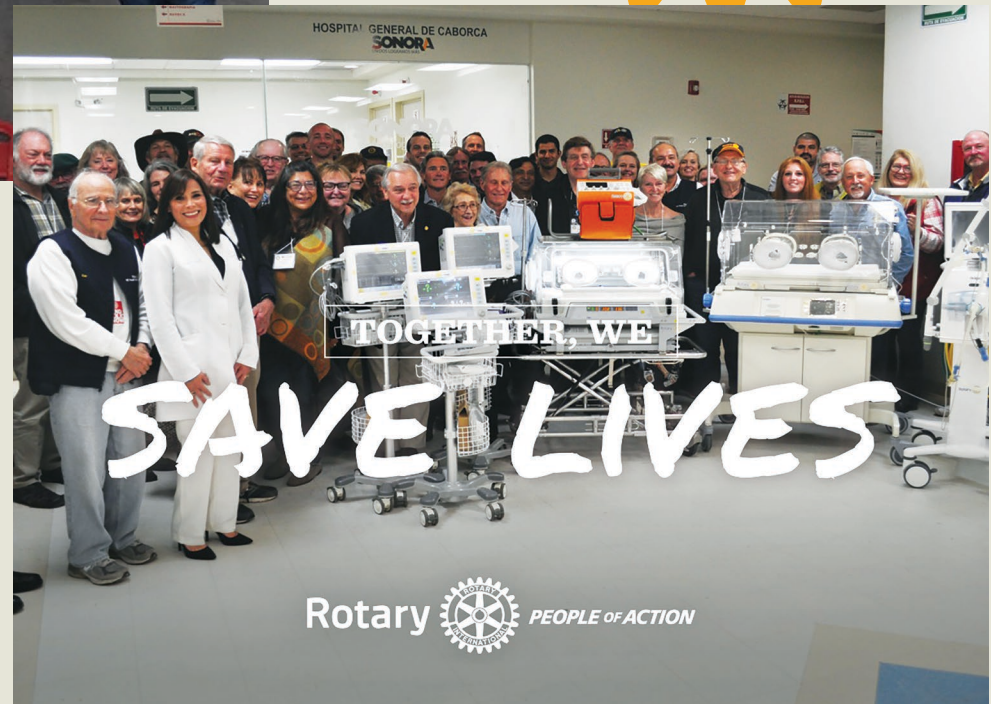
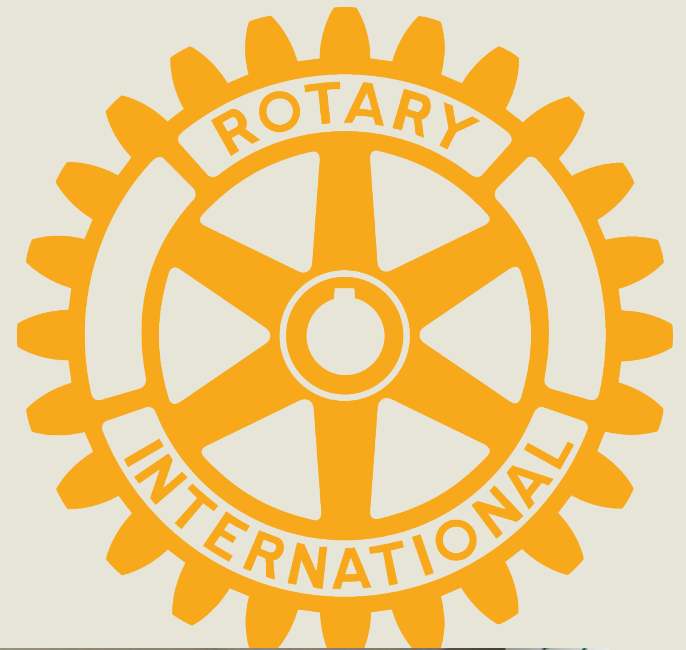
Rotary











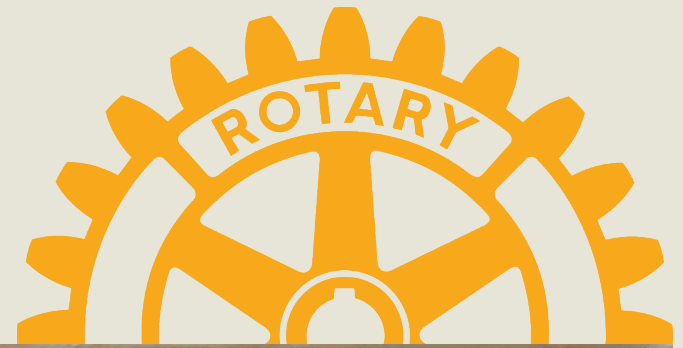




TOGETHER, WE

PROMOTE PEACE

Rotary  PEOPLE OF ACTION



TOP 5 REASONS TO ERADICATE POLIO

- 1 To improve lives.**
16 million people are walking today who would have otherwise been paralyzed.
- 2 To invest in the future.**
If polio isn't eradicated, within 10 years, as many as 200,000 children could be paralyzed by it each year. A polio-free world will be a safer world for children everywhere.
- 3 To improve child health.**
Polio surveillance networks and vaccination campaigns also monitor children for other health problems like vitamin deficiency and measles, so they can be addressed sooner.
- 4 To save money.**
A polio-free world will save the global economy \$40-\$50 billion in health costs within the next 20 years.
- 5 To make history.**
Polio eradication would be one of history's greatest public health achievements, with polio following smallpox to become only the second human disease eliminated from the world.

endpolio.org [Donate Now](#)

Rotary POLIO

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

TOGETHER, WE
CONNECT

Rotary unites problem solvers around the globe behind one goal to do more good. Our members are driven to bring communities together to prevent, uplift, and connect to make things better—that's what people of action do. Learn more at Rotary.org.

Rotary PEOPLE OF ACTION

TOGETHER, WE
END POLIO

Rotary believes healthy communities are strong communities. That's one reason we've worked tirelessly to help immunize 2.5 billion children against polio. Bringing the world closer to eradicating a deadly disease—that's what people of action do. Learn more at Rotary.org.

Rotary PEOPLE OF ACTION

TOGETHER, WE
INSPIRE

Rotary believes education is a rule. Our more than 1 million members across the globe strive to educate and uplift students through scholarship and service. Inspiring the next generation—that's what people of action do. Learn more at Rotary.org.

Rotary PEOPLE OF ACTION

TOGETHER, WE
TRANSFORM

Rotary unites problem solvers around the globe to do more good. Like providing job training and supporting local entrepreneurs to help revitalize the places we all home. Connecting to make communities stronger—that's what people of action do. Learn more at Rotary.org.

Rotary PEOPLE OF ACTION