



HOW THE PUBLIC SEES YOUR CLUB

ENHANCING PUBLIC IMAGE

Presented by Brian Barbera & Greg Chew

District 7475

March 18, 2025



Tonights Objective!

Get everyone a little bit more excited about Rotary!



Public Image Objectives

Building Awareness within Your Community
Create a Communications Plan to Promote Your Club
Don't be Afraid of Social Media
How to use the Rotary Brand Center for Templates
Telling Your Story!

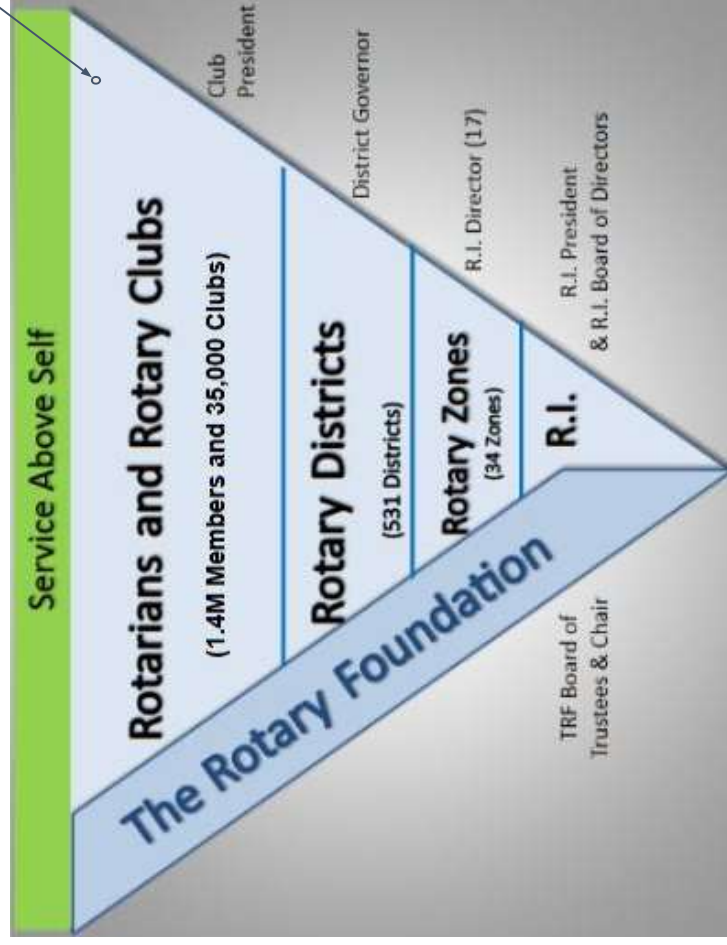


What's the Plan!

1. Let's practice telling the Rotary Story
2. Brainstorm together about how you can tell Your Club's Story
3. Let's Make it Happen!
 - a. *Brand Center - What is That?*
 - b. *Creating your Logo*
 - c. *Creating an Event Flyer*
 - d. *Creating Images for Social Media*
 - e. *Where can I get Promotional Material*
 - f. *Where can I learn more*
 - g. *Creating a Press Release*



Explaining the Rotary Story





Your Club's Story

Vocational		Community Service		Youth Services		International	
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Your Club's Story Examples

Vocational	Community Service	Youth Services	International
-Mentoring Program -Career Development or Training for Underserved -Speaker Series -Business Ethics Training -Facilitate Internships	-Food Drive -Care packs for Vets -Senior Outreach -Community Garden -Park Clean Up -Reading Program -Back to School Supplies	-Scholarships -Boy/Girl Scout Projects -RYLA -Youth Exchange -Financial Literacy -Youth Entrepreneurship -Youth Mentorship -Tutoring	-Disaster Relief -Refugee Support -International Exchange -Clean Water -Hunger & Nutrition -Humanitarian aid -Sponsor a student



Brand Center

[My Rotary Website](#) - You can find Brand Center, Learning Material, and Foundation info here
[Rotary Brand Center](#) - Rotary Themed templates and Logos

Our Brand - Guidance on the Rotary Brand

Downloads - Images, Videos, and other promo material

Templates - Customizable Templates

People of Action - Additional Promotional material



Creating Your Logo

[Rotary Logo Templates](#) - Here's where you can make your logo

Rotary Logo Template ⓘ

Choose logo arrangement

Logo: Simplified

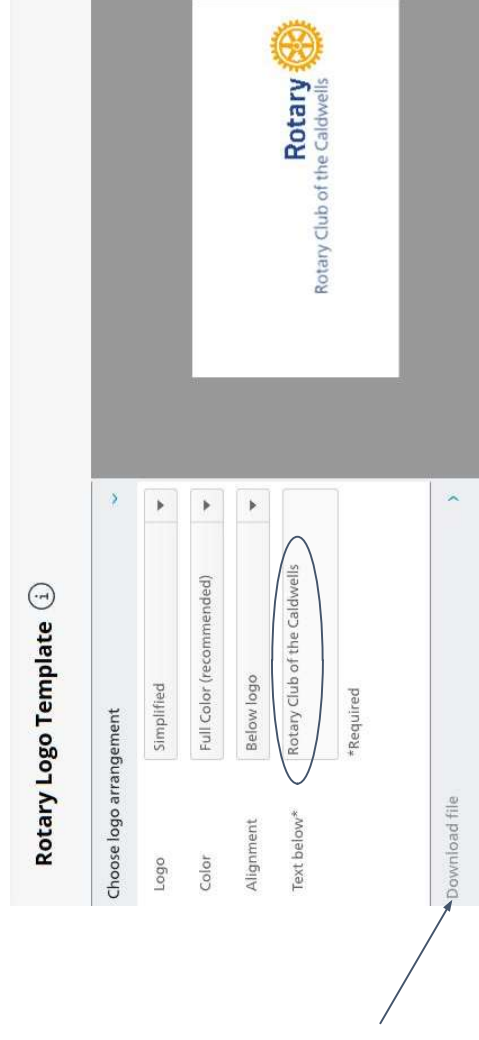
Color: Full Color (recommended)

Alignment: Below logo

Text below*: Rotary Club of the Caldwelles ⓘ

*Required

Download file





Press Release

[Brian's Press Release Template](#)

Please Save a Copy!



Press Release

FOR IMMEDIATE RELEASE:

Rotary Club of the Caldwell Announces 2025 Scholarship Offerings

[Caldwell, NJ - February 21, 2025] - The Rotary Club of the Caldwell, a dedicated volunteer organization focused on community service, is proud to announce the application process for its annual "Service Above Self" Scholarship and the Patricia Kiernan Willing Hearts Scholarship. These scholarships recognize outstanding high school students who demonstrate a strong commitment to service both locally and internationally.



Creating an Event Flyer

[Templates for Flyers](#)

Rotary Event Flyer Template ⓘ

Choose paper size
Paper size: Letter

- Customize logo >
- Add partner or sponsor logos (optional) >
- Edit content >
- Upload or change image >
- Add QR code (optional) >
- Download file >

INSERT EVENT NAME HERE

Rotary
Club, District or Region
of Rotary Members

INSERT EVENT TYPE
Provide a detailed description of the event, including the date, time, location, and any other relevant information. If you are a member of the Rotary Club, you will be asked to provide a detailed description of the event, including the date, time, location, and any other relevant information.

LOCATION:
DATE: 1 JAN 2028
TIME: 12:00 - 15:00 AM/PM

Add custom info



Creating Images for Social Media

Templates for Social Media

Rotary Event Social Media Graphic Template ⓘ

Choose layout

Photo

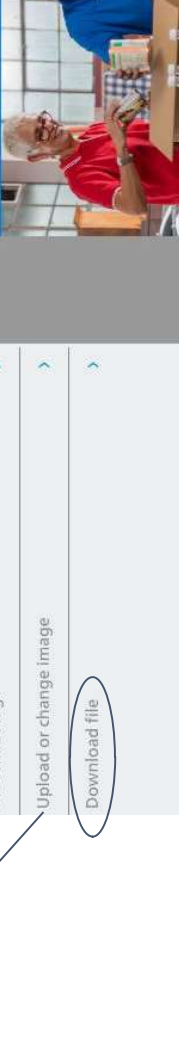
INSERT EVENT NAME HERE

Customize logo

Upload or change image

Download file

INSERT EVENT NAME HERE





More Promos in Brand Center

[People In Action Templates](#)
[Brand Center - Search Tool](#)
[Brand Center - Help](#)
[Brand Center - Website Guidance](#)
[Brand Center - Social Media Guidance](#)
[Rotary Social Media Accounts](#)



Where can I Learn More?

[Rotary Learning Center](#)

[Rotary Learning Center - Club Roles](#)

[Rotary Learning Center - Public Image](#)

[Rotary Learning Center - General Rotary Info](#)



**Thank You
and
Good Luck**



District 7475 Public Image Committee

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