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# ROTARY DISTRICT TRAINING

# PUBLIC IMAGE

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What are the **GOALS** of working on  
your Club's ***PUBLIC IMAGE***



# ROTARY PUBLIC IMAGE

Training



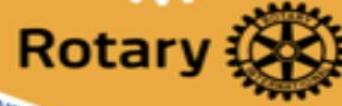
One of Rotary's strategic goals is to **enhance the public's image of Rotary by increasing awareness of our service and activities.** Rotary International has provided many tools for us to use in our day-to-day Rotary life. Those tools consist of guidelines, step-by-step instructions, templates, logos and much more.

# TIPS TO CORRECTLY USE ROTARY LOGOS

**Full Color Masterbrand Signature Logo**  
for light & white backgrounds



Use a Monochromatic Version of Masterbrand Logo when needed  
(Aure - White -Black)



Download the .png files for TRANSPARENT versions (no backgrounds)



**Simplified Version of Logo**  
for digital use in small spaces

### Mark Of Excellence Rules

- Must also use the Masterbrand Signature Logo nearby
- Do Not Use it Alone
- Use it whole not cropped
- Mark of Excellence should be at least 4 times the size of the wheel in the nearby Masterbrand Signature Logo
- Avoid Overuse - Use for Impact



**Reverse Color Masterbrand Logo**  
for dark backgrounds



## INCORRECT LOGO USE

### Masterbrand signature



Use the masterbrand signature on a background that has sufficient contrast.



Use a full-sized masterbrand signature when printing in full color.



Keep the masterbrand signature clear of other logos, special effects, or other graphic elements.



Keep the masterbrand signature free of a holding shape and use the correct spacing.



Keep all elements unobstructed and to the right side.

### Mark of excellence



INCORRECT LOGOS

Created by: 5870 Central Texas PR Team

## What is the role of public image in Rotary?




When people understand what your club does to make the world a better place, they'll be motivated to support your efforts and get involved. Strengthening Rotary's public image in your community will **help you attract members, volunteers, partners, and donors.**



# DOES YOUR CLUB HAVE A PUBLIC IMAGE CHAIR?

What is the role of public image  
director in Rotary Club? ^

What a club public image chair does.  
The chair is responsible for **designing  
flyers and posters, writing press  
releases, updating the website,  
managing the club's social media  
presence, and making sure the club  
logo is used properly and  
consistency.** 

# Available resources to help you succeed

The Rotary [Brand Center](#) contains templates that are extremely helpful. I also recommend club public image chairs meet regularly with the district public image chair via digital networks or events to share ideas and strategize.

# WHAT SOCIAL MEDIA PRESENCE DOES YOUR CLUB HAVE ?

## **SOCIAL MEDIA**

- Post content that is visually appealing and includes compelling statements about your club's activities.
- Share personal stories and news about club projects and events using the hashtag #PeopleofAction.
- Include quotes, photos, and videos from guest speakers (with their permission) and link to their social media pages.
- Keep your social media pages active by sharing content from Rotary International's channels or those of trusted partners.
- Encourage members to share your club's posts through their own social media accounts.
- Make sure your pages include up-to-date information and feature messages intended for the general public.





— DOES YOUR  
CLUB HAVE

A

FACEBOOK

PAGE ?



# MORRISTOWN ROTARY...

Overview Ads Inbox No

## Updates

48 notifications



MORRISTOWN ROTARY CLUB

@rotarymorristownnj

Learn more



Publish



Promote



View as



Edit



MORRISTOWN ROTARY CLUB

Posted by Scott Marum

1d · 🌐

Morristown Rotary thanks some more of the great local restaurants for their charitable contributions to our community in serving at the past TASTE OF MORRISTOWN ;  
[The OFFICE Beer Bar & Grill](#), [Nom Mexican Table](#), & [Town Bar & Kitchen](#)



10:24

📶 96

MORRISTOWN ROTARY CL...

Like

Comment

Share



Presented By:  
The Rotary Club of Morristown

**FREE FAMILY FUN!**

Live Bands • Games & Activities

Dedication of Tree in Memory of Mayor Jay Delaney

**Sunday, May 28th • 11am-2pm**

**At Lidgerwood Park and Gazebo**

30 Erskine Dr in Morristown

Like

Comment

Share

Come out and enjoy a day of music and fun with the Rotary Club of Morristown. Bring your lawn chair and a picnic lunch! Live music performed by local artists The Landsmen! Karaoke for Kids, take the stage to sing your favorite song! Games and activities for most ages. Come out to meet and greet your neighbors and community members.

Sponsored by:

Midge Van Dalinda, LoanDepot • The Frisch Team, Remax Realtor • Fully Promoted  
The UPS Store of Morristown • Wennogle Law, LLC

# PUBLICIZING THE INDUCTION OF NEW MEMBERS



## MORRISTOWN ROTARY CLUB

Posted by Scott Marum

Apr 26 · 🌐

And another new member gets inducted into Morristown Rotary... Charlie Hovis with his Rotarian wife, Holly 👍



🔍 MORRISTOWN ROTA...



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## MORRISTOWN ROTARY CLUB

Posted by Scott Marum

Apr 12 · 🌐



Harvey swearing in 2 new Rotarians  
Patti and Tracey

👍❤️ You and 2 others



👍 Like

💬 Comment

➦ Share

92 people reached >

Boost a





**MEMBERSHIP  
SOLICITATION FACEBOOK  
POSTS**



## MORRISTOWN ROTARY CLUB



Posted by Scott Marum

Oct 18, 2021 · 🌐



Help uplift those in need  
"Service Above Self"

Join Morristown Rotary

[www.morristownrotary.org](http://www.morristownrotary.org)

Rotary





**COME, JOIN ROTARY**

Morristown Rotary Club

# Rotary Myth Buster



## ROTARY IS FOR MEN

**WRONG!** Rotary has welcomed women for over 30 years.

## IT'S FOR RETIRED PEOPLE

**WRONG!** We are open to ages 18+ Age is just a number, it's attitude that is more important.

## IT'S FOR PROFESSIONALS

**WRONG!** Diversity is our strong asset and there's always a place for you in Rotary.

## YOU MUST ATTEND EACH WEEK

**WRONG!** We focus on what you can contribute. Get involved with fundraising activities, community projects and activities.



## IT'S A RELIGIOUS ORGANISATION / SECRET SOCIETY

**WRONG!** Rotary is non-religious and non-political.

## YOU HAVE TO BE FORMALLY DRESSED FOR MEETINGS

**WRONG!** We are interested in what you can offer, not how you dress.

## IT'S A LUNCH AND DINNER CLUB

**WRONG!** We do have meals at most meetings, however we principally meet to plan projects, have guest speakers, socials and run activities.

## MEMBERSHIP BY INVITE ONLY

**WRONG!** Anyone with the right mindset can visit and join. We accept members from all walks of life.

## INTERESTED IN BIG INTERNATIONAL

**PROJECTS ONLY** **WRONG!** We are involved in these huge projects, however the majority of our work is within local communities supporting local causes.



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# SERVICE PROJECT FACEBOOK POSTS



OF COURSE  
ALWAYS  
PUBLICIZE  
SERVICE  
PROJECTS ...  
UPCOMING ...  
AND  
ACCOMPLISHED.

< MORRISTOWN ROTA... ⚙️

[Home](#) [About](#) [Events](#) [Photos](#) [Videos](#)

 **MORRISTOWN ROTARY CLUB** ...  
Posted by Scott Marum  
Apr 18 · 🌐

Don't miss this workshop !!  
Brought to you by GOOD GRIEF ...  
WEDNESDAY, April 19 @7:00pm  
.. sponsored by Morristown Rotary Club and  
TEAM  
.. Facilitated by Morristown High School  
Interact Club ..

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 **MORRIS SCHOOL DISTRICT  
PARENT/CAREGIVER WORKSHOP**  
GRIEF & ADVERSITY: Supporting Teens Navigating Loss  
Wednesday, April 19, 2023 | 7–8:30 pm

Morristown High School | 50 Early Street, Morristown, NJ

**LEARNING GOALS**

- Explore the scope and landscape of loss and adversity and their impact on children and adolescents with a focus on teens (Middle School and High School).
- Discuss the multidimensional nature of the grief response and its social and emotional impact.
- Share strategies for creating a safe space for children and adolescents to reflect, grieve, and move forward with purpose and intention.
- To be in community with other parents, caregivers, and supportive adults.

To hear more about this session, view the video from presenter, Evelyn Moon:  
[https://youtu.be/4VkpXXSNv\\_Q](https://youtu.be/4VkpXXSNv_Q)

 **REGISTER**  
RSVP by April 17, visit:  
<https://bit.ly/3ygFHoy>



**ABOUT GOOD GRIEF**  
Good Grief is a New Jersey-based nonprofit whose mission is to build resilience in children, strengthen families, and empower communities to grow from loss and adversity.

**THANKS TO OUR SUPPORTERS**  
 

**LEARN MORE:** [GoodGriefSchools.org](http://GoodGriefSchools.org) | 908.522.1999 | [education@good-grief.org](mailto:education@good-grief.org)



# MORRISTOWN ROTARY CLUB

Posted by Scott Marum

Dec 17, 2021 · 🌐

Westfield and Morristown Rotarians at the Veterans Administration in Lyons, NJ to give out winter jackets to the vets



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# FUNDRAISER FACEBOOK POSTS



A CULINARY ADVENTURE  
that gives back

Rotary  
Club of Morristown



*There's still limited space available to join us on a*

**CULINARY ADVENTURE**

*Reserve your seats soon!*



Tickets and Info at  
[bit.ly/CulinaryAdventure2021](https://bit.ly/CulinaryAdventure2021)

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# FELLOWSHIP FACEBOOK POSTS



# MORRISTOWN ROTARY CLUB



Posted by Scott Marum

Nov 12, 2021 · 🌐

Rotarians painting out on the town





**OUR DISTRICT HAS A FACEBOOK GROUP PAGE ...**

**TO SHARE WITH YOU  
ONGOING CLUB EVENTS, FUNDRAISERS, AND  
ACCOMPLISHMENTS..**

**FEEL FREE TO PROMOTE YOUR UPCOMING EVENTS  
AND PROJECTS THERE AND PROMOTE YOUR  
RECENTLY ACCOMPLISHED GOOD WORKS**

**AND YOU CAN COPY GRAPHICS FROM THE OFFICIAL  
DISTRICT PAGE TO USE ON YOUR OWN PAGE**

DON'T RELY JUST ON  
YOUR CLUB FACEBOOK  
PAGE !!

FIND AND USE OTHER  
LOCAL COMMUNITY  
FACEBOOK PAGES TO  
SPREAD THE WORD  
LOCALLY !

## Groups



### I Love Morristown!

Public · 3.7K members · Member since August 2019

Originally this group was formed to promote school district news and bu...

 37 friends are members

[Visit](#)



### Morristown NJ Parents

Private · 3.5K members · Member since March 2023

PLEASE READ BEFORE POSTING. ANY POSTS IN VIOLATION OF THE RULES...

 16 friends are members

[Visit](#)



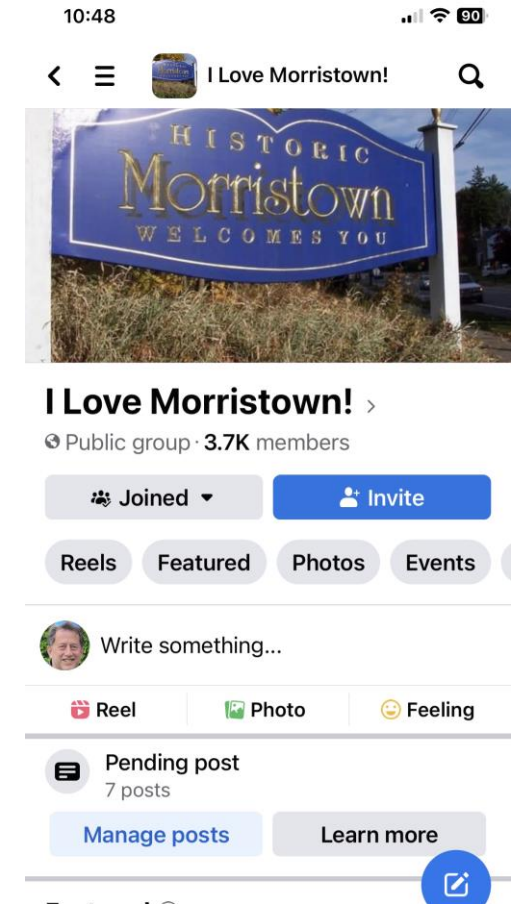
### Morristown

#### Recommendations, Reviews...

Public · 3.8K members · 16 unread posts · Member since September...

This community-focused group is a resource for Recommendations, Revi...

[Visit](#)





FOR IMMEDIATE RELEASE  
Feb. 15, 2021

Public relations students get a boost from local agency  
Thompson & Co. PR sponsors PRSSA memberships

## PRESS RELEASE

ANCHORAGE, Alaska – Eligible students at the University of Alaska Anchorage can get a membership to the national Public Relations Student Society of America. The organization prepares students pursuing a career in public relations and communications to be workforce-ready when they graduate by providing them access to local and global resources, including connection to a network of peers and mentors.

UAA recently reinstated its charter as the host campus for Alaska students. To recruit participation, Thompson & Co. Public Relations is offering to sponsor interested students' membership dues.



"Supporting PRSSA students is an easy investment for our industry's future. As a PRSSA alumni and employer of several, I benefit from the student society, the innovative thinking of young practitioners, evolution of the industry and continued emphasis of ethical principles that are learned through membership," said T&C President and CEO Jennifer Thompson.

Thompson is a recipient of UAA's Alumni of Achievement and owner of an Alaska-based public relations agency that services clients across every economic industry in the state.

DON'T FORGET TO  
DEVELOP RELATIONS  
WITH AND USE....  
The local press



Morristown Green

<https://morristowngreen.com> > morr...



## Morristown Rotary selling memoriam, honorarium bricks for new ...

To memorialize its Centennial celebration, MORRISTOWN ROTARY Club has donated \$90,000 towards the construction of a new...



Morristown Green

<https://morristowngreen.com> > taste...



## 'Taste of Morristown' returning after pandemic pause, March 6

Jan 31, 2023 — The Morristown Rotary Club is the local chapter of an international humanitarian service organization consistin...

"We are very happy to partner with the Town of Morristown," said Rotary President Steve Ellerman. "This pavilion is one of the ways we are celebrating 100 years of service to the community as well as 100 years of continuing service into the future."



DAILYRECORD.COM  
**Morristown Rotary Club celebrates 100 years with a \$90,000 park pavilion donation**



## Rotary Club to honor 100 years with \$90K donation to Town

The Town of Morristown is excited to announce that it will host the Morristown Rotary Club for a donation ceremony at the Morristown Town Hall front steps on Wednesday, August 4, 2021 at 2pm.



The Rotary Club will sign over a very generous \$90,000 donation to the Town, to be put towards the purchase and installation of a new pavilion at Lidgerwood Park. The donation will be in celebration of the Club's centennial anniversary, first founded in 1922.

**"We are very thankful for our Rotary Club," said Mayor Tim Dougherty. "With this wonderful donation, we will continue our work on revitalizing the local parks throughout the Town. Their \$90,000 donation will go directly towards a beautiful new pavilion at Lidgerwood Park."**

Some of their recent projects around the Morristown community include partnering and assisting with food donations to help the local homeless shelters and community, as well as the senior residents at the Town and Township Housing Authority buildings; running collection and distribution booths of books for children in need; assisting vets in transitional housing at the VA campus in Lyons every month; town beautification, the Table of Hope, town-wide clean-ups, soup kitchens, and even original music festivals.

The new 32' pavilion will stand approximately 12' tall, able to accommodate gatherings of friends and family for cool breaks from the harsh summer sun. It will sit beside the existing playground so parents will be able to watch their children play.

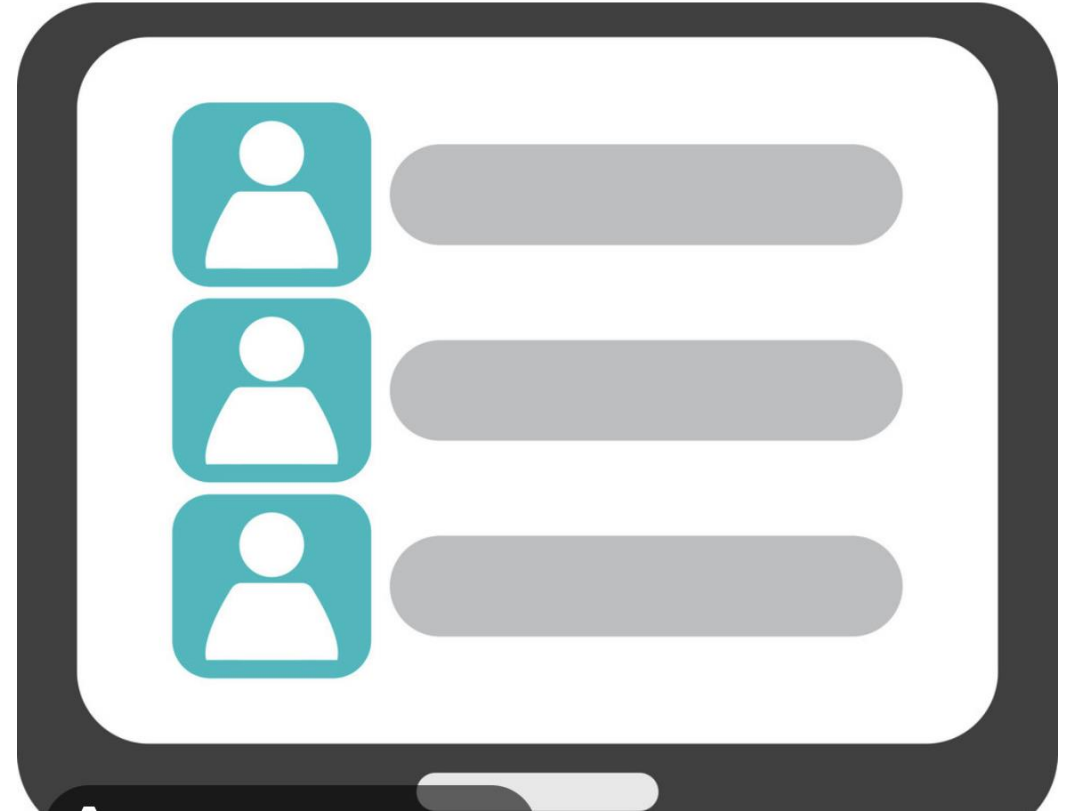
The Morristown Rotary Club, a volunteer organization, has served the Morristown community for nearly 100 years and is an active part of Rotary International. Morristown volunteers give their time to different community projects, raise funds, and provide support to many organizations that help our community members and students.

"The Rotary Club is one of our most active community organizations here in Morristown," said Mayor Dougherty. "They keep our blood pumping and our town vibrant and colorful. We'll always appreciate them for the work they do and this donation is just the latest example."



ULTIMATELY YOU SHOULD BE DEVELOPING A CONTACT LIST FOR INTERESTED PERSONS, PAST GUESTS, THOSE WHO HAVE INQUIRED, ETC.

>> A SOURCE FOR FUTURE EMAIL AND TEXTING BROADCASTS REGARDING UPCOMING AND ACCOMPLISHED SERVICE PROJECTS, EVENTS, FUNDRAISERS, PROMOTION, ETC



## **THE GOOD OLD FASHIONED TECHNIQUE**

**At some fundraising events, etc..  
We often had a freebie Raffle for  
a \$100 AMERICAN EXPRESS CARD  
in the entranceway.. WHO can  
resist a free chance at a raffle?**

**As people entered the event, all  
they had to do was fill out a raffle  
ticket with their name and EMAIL  
...**

**And there you have it ..  
For a simple \$100 card purchase..  
You get data for a future  
guest/customer list**



**A READY MADE  
CONTACT LIST FOR  
FUTURE NOTIFICATIONS  
OF EVENT, FUNDRAISERS  
AND PUBLIC IMAGE  
PROMOTIONS**

## **THE Advanced High Tech, DIGITAL TECHNIQUE**

BUT NOW WE ARE EXPERIMENTING with  
FACEBOOK PIXELS..



**A FaceBook PIXEL is a piece of computer code which is very easy to develop thru FaceBook..**

**and gets implanted in links to web pages, in Facebook links etc.. Apparently Very easily even by you.**

When somebody clicks a link for more info, or interest link, etc..  
....Like magic their contact info is YOURS..

Big Brother??

## How the Facebook pixel works

Once you've set up the Facebook pixel, the pixel will activate when someone takes an action on your website, including visiting your website. The pixel receives these actions, or events, which you can view on your Facebook pixel page in [Events Manager](#). From there, you'll be able to see the actions that your constituents, voters or supporters take. You'll also have options to reach your community again through future Facebook ads by retargeting those who have interacted with your website.

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HOW ABOUT A CLUB  
AMBASSADOR?

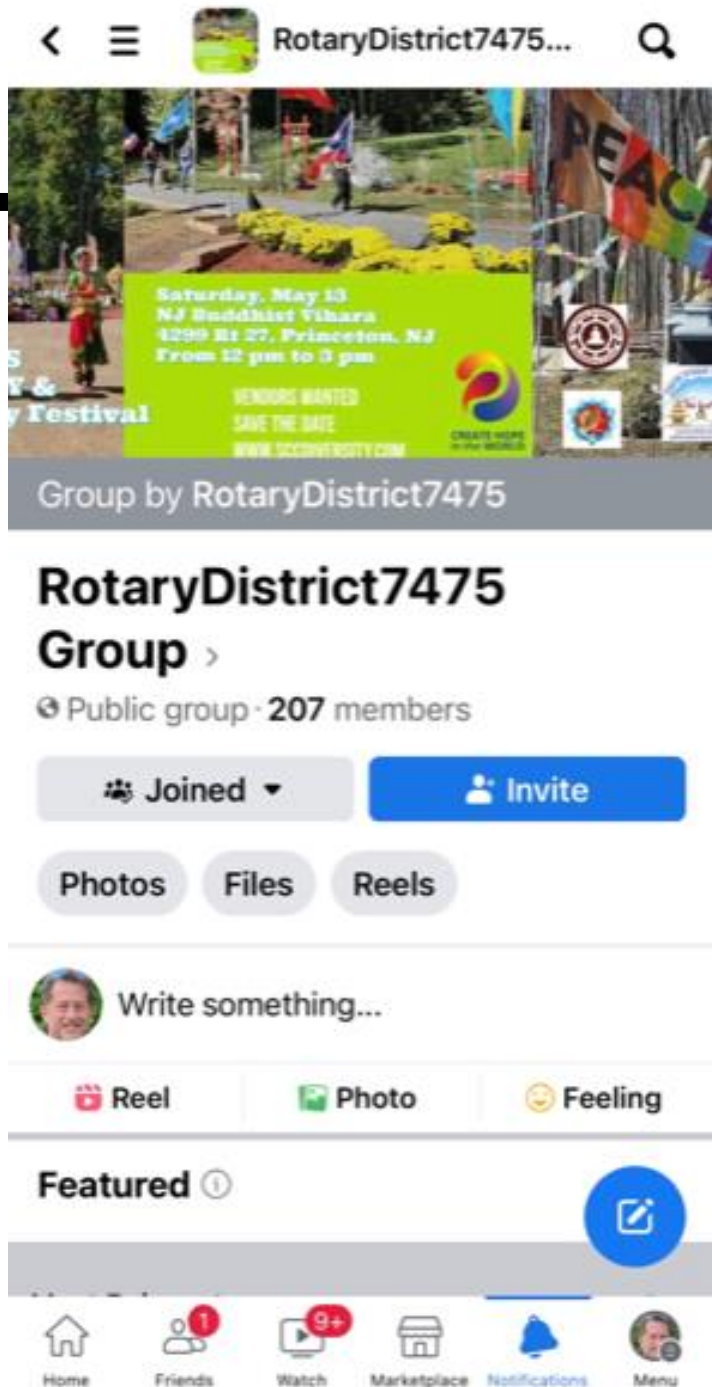
A REPRESENTATIVE OF THE CLUB  
WHO VISITS LOCAL  
BUSINESSES/CORPORATE  
OFFICES, AND OTHER ENTITIES TO  
SPREAD THE WORD OF ROTARY

Do you have a Club "Ambassador" ?



Reaching out to local businesses, entities, etc





***Don't forget finally to use our District Group page as a tool...***

***Please post your activities, events, fundraisers, promotions on it so we can all see and share..***

***And use postings on it for your own club benefit !***

# PUBLIC IMAGE = SURVIVAL

