District 5610 Public Image Citation for Club Public Image

How we share our story with the world is vital to our future. Through a unified Rotary look and clear and compelling voice, we are enhancing our legacy as one of the most widely recognized and respected organizations in the world. Visit the new Brand Center at rotary.org and find all the information you need to send your story to the world. https://brandcenter.rotary.org
Visit rizones21-27.org for helpful tips at the Enhance Your Image link.

ROTARY'S PUBLIC IMAGE

Public Relations efforts are vital to Rotary's continued growth and service. RI encourages the efforts of Rotary Clubs, with the support of their District, to enhance Rotary's Public Image. It is the responsibility of every Club and District, to develop plans and initiate activities that will enhance the organization's local visibility and help implement Rotary's global Brand Awareness Initiative.

What will the Rotary Public Image Citation do?

Rotary Clubs throughout District 5610 are already doing a great job in creating a positive Public Image in their communities. The Public Image Citation serves the purpose of recognizing these Clubs for their efforts. At the same time, it will encourage those Clubs which have not yet developed a Public Image Plan to do so.

CITATION REQUIREMENTS

Required Activities:

- Provide media coverage of club events
- Public Image chair appointed
- Apply Rotary Visual Identity brand to club website, Facebook page, newsletters, & printed material
- Use Rotary Has Heart theme in at least one club project

Additional Activities:

- Provide a Rotary Visual Identity program to the club members
- Use social media to promote club
- Replace old club banners/signage with new Rotary brand

Please sign below and provide documents and/or a description of your club Public Image activities to Linda Peterson linda4rotary@me.com by May 30, 2016. Phone 605-341-5006 for more information.

2015-16 PUBLIC IMAGE CITATION

I _____, President of the Rotary Club of_____, certify that our Club has completed the Public Image activities listed to qualify for a Public Image, District 5610 Award. Our Public Image chair is _____.

President's Signature: _____

Email: _____ Date: _____

Rotary