

ROCKSTAR CHALLENGE

2025-2026

LEVEL 1 – OWN THE BRAND

- Visit the Rotary Brand Center and use the logo template to create a **white version of your Club Masterbrand logo**.

LEVEL 2 - LEARN THE BASICS

- Log into the **Rotary Learning Center** and take a **Public Image course** (such as "Public Image Essentials" or "Building Rotary's Public Image").

LEVEL 3 - TELL YOUR STORY

- **Submit two stories** about your Club's impact (projects, events, or members) for inclusion in the District Newsletter and on District social media.

LEVEL 4 - CELEBRATE NEW MEMBERS

- Use the **Submit a Member** tool to promote new Members! Include a photo and name of a new Club member and the District will create a graphic and promote on District social media.

LEVEL 5 - SHOW THAT YOUR ARE PEOPLE OF ACTION

- Use the **People of Action template** in the Rotary Brand Center/ People of Action App to **create an image** featuring your Club members in action, and **submit a short story** about the project.

LEVEL 6 - PROMOTE YOUR CLUB TO THE COMMUNITY

- Use the Press Release Template and then use the Media Contacts list to submit your press release to the media!

BONUS ROUND

LEVEL 7 - PROMOTE YOUR GOOD WORK AROUND THE WORLD

- Enter Service Project at **SERVICE PROJECT CENTER**. Include a photo, volunteer hours, funding and goal reached!