

ROCKSTAR CHALLENGE 26-27

LEVEL 1 – OWN THE BRAND

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

LEVEL 2 – CONDUCT A BRAND AUDIT

- Use the Rotary New Year Check list to check both your website and social media channels for correct branding and current content.

LEVEL 3– PROMOTE YOUR EVENT

- Use an Event Template at the Rotary Brand Center or create a flyer (not AI generated) to promote your fundraiser, community event or service project. Submit for District promotion.

LEVEL 4 – SHARE YOUR CLUB’S IMPACT

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

LEVEL 5– 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 6 – SHARE YOUR IMPACT WITH 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 IMPACT AROUND THE WORLD

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