



PR ROCKSTAR CHALLENGE

Complete Levels 1-3 before November 1, 2019
Levels 4 & 5 by March 1, 2020

Level 1 – Submit a Club Photo to the District PR Team for Facebook & Instagram page

Photo should include your Club Branding... banner/flag/shirts
Consider an ACTION PHOTO or People of Action Filter

Level 2 – Submit an event to the District Calendar with a Rotary Master branded flyer

Event for upcoming fundraiser/service project/social
EXP. "Pints for Polio Event"
- See Pam's Favorite Free Content Creation tools on the PR Resources page

Level 3 – Submit a story to the District Newsletter AND post it to ROTARY SHOWCASE

Story about an upcoming event, past event, service project
- Include the who, what, where, when, & WHY!!
- Include a high resolution photo

Level 4 – Create a Club Brochure or RACK CARD and submit to District PR team

Include your Club Logo, a Call to Action (See Sample on PR Resources page)
MUST BE MASTER BRANDED

Level 5 – Create a “Why ‘Your Club’ Rotary” 30 to 60 second VIDEO

Use the “My Elevator Speech” form to help develop your story board
- See PR resources page for form
- Post to Social Media pages and use #1DistrictStrong

Submit ALL to: rotary5870prteam@gmail.com

