



PUBLIC IMAGE ALL-STARS CHALLENGE



2020-2021

Level 1 – Submit Your Club's Master Branded Logo & Club Hashtag

- This is the entry level submission and all LEVELS below must be Master Branded.

Level 2 - Submit 2 Club Stories to the District - using the new submission tool!

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

Level 3 - Submit your Professional PRESS RELEASE

- Use the Press Release Template & Example to create
- Include the who, what, where, when, & WHY!!

Level 4 - Create a Visually Attractive / Properly Branded JOIN US PAGE

- Help support your Club's Membership Committee by creating a JOIN US PAGE on your club's website!
 - See the NEW How to Create a JOIN US PAGE -

Level 5 - Produce a VIDEO Showcasing THE WHY of your Club Service Project

- Help support your Club's Foundation Committee by creating a VIDEO that showcases the IMPACT of your Club's Service Projects in your community or around the world!
- MAX 2 mins... recommended 60 seconds.

Submit ALL LEVELS by May 1, 2021

Submit ALL on the PI Challenge page found on www.rotarydistrict5870.org