

## TOP TEN WAYS TO SUPPORT/ENHANCE OUR PUBLIC IMAGE

### *What can you do as District Governor?*

1. **Build a TEAM:** One person isn't a team, and they aren't going to have the success that is necessary to help Rotary grow. Work with your Public Image Team Leader (see what we did there?) to develop roles & responsibilities and identify people that are passionate, knowledgeable, and willing to serve. More hands make lighter work, and it will lead to a greater presence in our clubs and in the public!
2. **Provide FUNDING:** It's tough to do anything without money, and Rotary isn't any different! If we are going to tell our story, and encourage our members to do the same, funds are needed to provide training and resources that will lead to success. Show your Public Image Team they're important and give them funds to work with!
3. **Provide SUPPORT:** Providing funding isn't enough. Be sure to work with your Public Image Team to identify ways you can support them, encourage them, and help them succeed. If you don't show a willingness to support them, how important will they feel? Actions are better than words!
4. **Increase VISIBILITY:** Governors are key influencers. Make sure you are sharing posts, taking photos during your travels, reacting to posts, etc. Also: be sure to promote the use of PI resources and your Public Image team and explain why building awareness and understanding of the impact we make is important to Rotary's future. Want a good co-pilot? Put the PI Team front and center with you!
5. **EMPOWER PI Leader:** As DG, you will have enough on your plate. Work with your PI Team Leader to create vision together, and then let them run with it. By allowing them to "own" the process, it will increase the engagement and activities of the PI Team...and you'll all have more success!
6. **PUBLIC IMAGE...more than just PR:** Public Image isn't just about promoting Rotary in the media and online. It's the image we create in all we do...internally and externally...that helps define our brand in our communities and around the world. Make sure you, your district, and your clubs are portraying the best image possible!
7. **CONSISTENT district messaging:** Your district leadership structure is broad, and there is a lot of room for error if everyone isn't on the same page. As DG, it's up to you to make sure that messages are accurate and consistent, and that the delivery method is coordinated as well. It will only enhance your message!
8. **See something, say something:** Brand consistency is important when trying to promote any organization, and we need to do the same in Rotary. As you are visiting clubs and researching clubs online and in social media, pay attention to their branding. If it's not accurate, say something!
9. **Promote ONE ROTARY:** Growing our clubs and increasing our giving and service have a direct correlation to the image we present within our clubs and in our communities. Work with your district and club leaders to make sure they understand the importance of Public Image/Membership/TRF working together to provide maximum impact!
10. **IDENTIFY GOOD STORIES:** You best engage people by appealing to their emotions, and the best way to connect emotionally is through stories. Find the success stories in your district, and work with your PI Team to share them in the best manner possible!

**ZONES 25B & 29 ROTARY PUBLIC IMAGE COORDINATOR:**

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