



## ROTARY PUBLIC IMAGE ROADMAP

Activities for July 1, 2023 – June 30, 2024

*While the impact we make on the world around us is significant, we can't maximize our impact without telling people who we are and what we do. Creating a positive public image in our communities and within our clubs is essential to engage people so they feel an emotional connection to our efforts, and become more likely to give their time, energy, and money to Rotary. This public image doesn't happen by accident, but through many activities we can build our image to increase our impact!*

### CATEGORY 1: TEAM MAKE-UP

1. Have a District Public Image Team that meets regularly made up of several members
2. Establish Public Image Team goals that are clear and measurable
3. Promote the Public Image Team, resources, and activities on the district website
4. Identify roles/responsibilities of team members
5. Develop a succession plan for Public Image Team members to ensure continuity
6. Other significant and innovative Public Image Team related initiatives

### CATEGORY 2: TRAINING/COMMUNICATION

1. Work with clubs to have a Rotary Public Image team leader identified in My Rotary
2. Conduct one or more District Public Image Training Seminars or Workshop
3. Encourage clubs to have a member complete a Public Image related course on Rotary's Learning Center
4. The Public Image Team leader, or a significant Team Member attends the Public Image training session at the 2023 Zone Institute in Evanston, IL, October 18-22 or the 2023 Rotary Multidistrict Training Institute in Pflugerville, Tx, August 4-6
5. Create a "New Year" (July 1-June 30) checklist with Public Image related activities or objectives clubs can accomplish
6. Other significant and innovative Public Image training related initiatives

### CATEGORY 3: BRAND CONSISTENCY

1. Have brand compliant district website and social media sites
2. Conduct training for clubs highlighting importance of proper branding
3. Conduct an audit of club websites and social media sites
4. Work with clubs to have websites and social media that adhere to brand standards
5. Other significant and innovative brand consistency related initiatives

### CATEGORY 4: SOCIAL MEDIA

1. Have at least two district social media accounts
2. Promote district or club programs/projects each month
3. Use People of Action materials in social media posts
4. Develop, promote, and use a district hashtag on social media
5. Create and post videos promoting a club or district project/initiative
6. Other significant and innovative social media related initiatives



**CATEGORY 5: COMMUNICATION WITH CLUBS/MEMBERS/PUBLIC**

1. Identify and promote club events on district website and/or social media
2. Promote Rotary Showcase so clubs enter a project on Showcase
3. Promote club or district events in local traditional media
4. Create a press release template and encourage clubs to submit a press release to local media
5. Submit press releases for club or district activities/initiatives to media in your district
6. Other significant and innovative communication related initiatives

**CATEGORY 6: PARTNERSHIPS**

1. Partner with another district in a Public Image initiative
2. Partner with another organization to leverage promotion of Rotary district and clubs
3. Work with district Membership team to feature activities that engage members throughout the district
4. Work with district's Rotary Foundation, Polio Plus and Membership teams to share powerful stories of Rotary service
5. Take part in implementing a "One Summit" training with district Rotary Foundation, Polio Plus and Membership teams to show the importance of all areas working together and the synergy that comes from those efforts
6. Other significant and innovative partnership related initiatives

**CATEGORY 7: OTHER**

1. Work with clubs in your district to set Rotary Public Image goals in Rotary Club Central
2. District Public Image team members deliver presentations to clubs regarding the importance of telling our story and providing actionable steps to increase the club's profile in the community
3. Work with district leaders to identify clubs that plan to conduct Rotary Days of Service and help them tell stories that comply with brand guidelines.
4. Promote World Polio Day and encourage clubs to submit an event to End Polio Now
5. Encourage clubs and district teams to tell stories of effective programs and projects, especially in mental health and Rotary's areas of focus
6. Support Rotary's commitment to diversity, equity, and inclusion by working with other district leaders to organize and conduct events that engage a diverse cross-section of members
7. Other significant and innovative public image initiatives that didn't fit into any of the above categories