

**2020-21 Rotary Opens Opportunities**

**Document 7d**

**Public Image Chair Role – Setting the Stage**

**Allotted time: 6 minutes**

1. Your goal is to set the stage and encourage Rotarians/Rotaractors to start thinking about how the theme “Rotary Opens Opportunities” can open opportunities for their Clubs and for them personally.
2. Focus on the People of Action campaign in your presentation and how it can improve the image of Rotary.
3. Introduce yourself and the Public Image Committee.
4. Emphasize the importance of working together considering the key areas of Membership, Public Image, and Humanitarian Service through The Rotary Foundation. Please share the benefits of the three key areas working together as you see it as the PI Chair!
5. Share what resources you can offer Districts’ Clubs to help them promote “Rotary Opens Opportunities” focusing on the People of Action Campaign.
6. If time give an example of a promotional flyer that you have used to promote a fundraiser and/or service projects stressing the theme, “Rotary Opens Opportunities”.
7. If time share flyers you have seen on FB and Instagram that are good examples of the “Rotary Opens Opportunities” theme incorporating the “People of Action” campaign!!