



# Enhancing Rotary's Public Image & PR

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## **Rotary Leadership Institute III**

### **Session 3**

### **Building Awareness, Inspiring Action**

# Importance of Public Image

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- Strengthens community trust



- Attracts new members and partners



- Increases project impact and visibility



- Encourages donations and sponsorships



# Rotary's Brand Identity

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- Key Branding Elements:

- Rotary Logo & Colors

- People of Action Campaign

- Consistent Messaging & Storytelling

- Visual Guidelines & Brand Compliance



Consistent Branding: The Role  
It Plays in Growing Rotary!

# When it Comes to Branding: Consistency is King!

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*What do we want people to think of when  
they spot the Rotary logo?*

- An organization that serves to improve the community and those who need help in our community.
  - People who support positive change in the world.
- A great opportunity to meet new friends and take part in great service projects.

• **PEOPLE OF ACTION!**

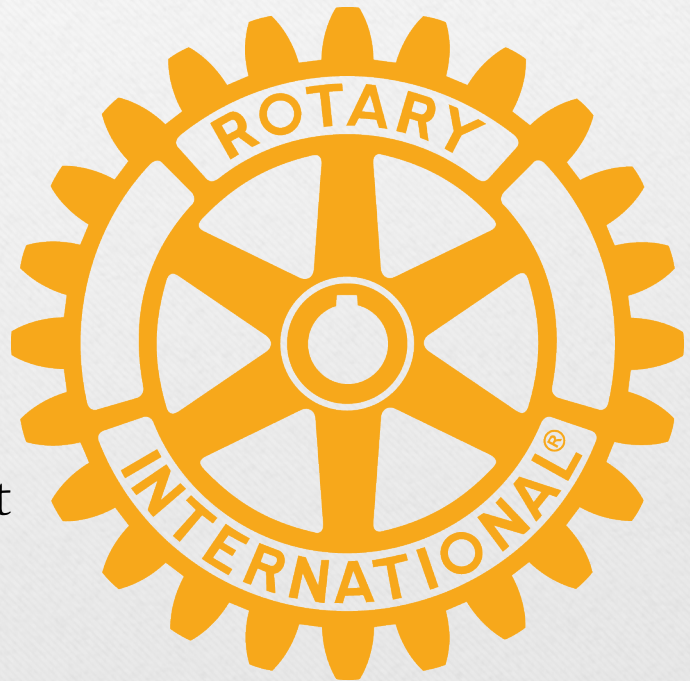


# What Does Our Logo Represent?

Worldwide, Rotary has 1.4 million members. That number, however, has remained stagnant for many years.

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- In a survey done a few years ago: Only 4 out of 10 people have heard of Rotary – only 31% of people in the United States understand what Rotary is or knows of a local club.
- Even fewer could describe what Rotary does – upon seeing our Mark of Excellence.



# Brand vs. Voice

In 2011, Rotary International hired the marketing firm Siegal & Gale to create a new marketing and brand campaign for

Rotary. It includes two elements:

## Brand and Voice

“Brand” is the image that immediately develops in one’s mind when they see our logo.

“Voice” is the action taken by everyone in the organization to consistently back up that image in words, actions and activity.









Are you using the  
right Rotary logo?



NO



YES

Rotary



YES

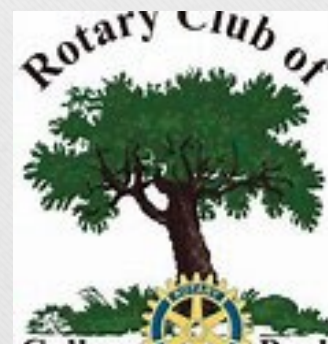
**IT MATTERS!**

Download what you need at this site!

<https://brandcenter.rotary.org/>



Rotary



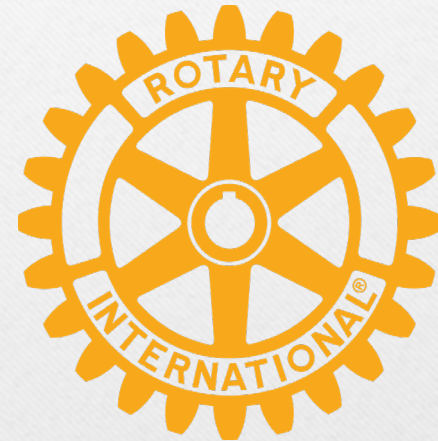


**What are official Rotary-branded logos  
and where can I find them?**

# **The Rotary Brand Center**

<https://brandcenter.rotary.org/>

# Rotary



The  
**Rotary**  
Foundation



Peoria North  
**Rotary**  
Club



Interact



Rotaract





# PR and Media Strategies

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- Effective PR Methods:

- Press Releases & Media Coverage

- Community Outreach Programs

- Influencer & Ambassador Partnerships

- Online and Offline Advertising

# What can you find at the Brand Center”

- Learn how to apply our brand messaging to promote your club.
- Download images, videos and promotional materials.
- Find easy-to-use and customizable templates (posters, photos, social media banners, etc.)
- Create club logos.
- People of Action: Find materials and tools to help you promote your club members as PEOPLE of ACTION!

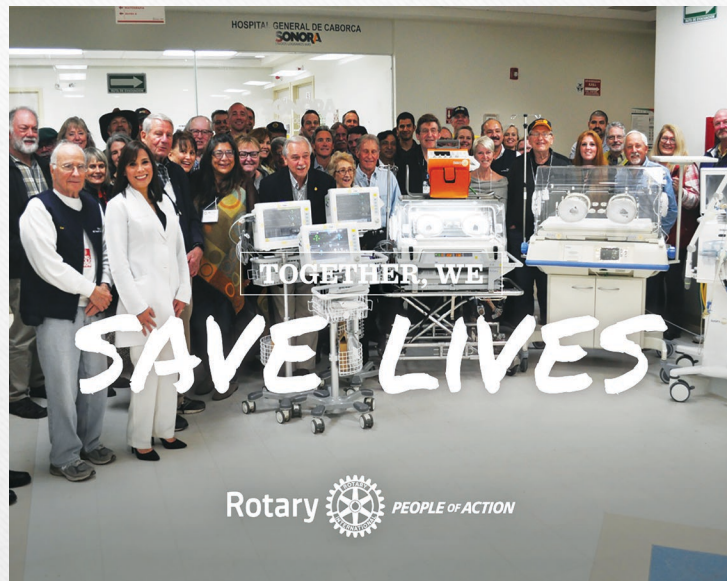


# People of Action Photos available at the Brand Center





Even better ...



Personalize ....





## Storytelling & Content Creation

- Effective Storytelling Elements:
  - - Highlighting Impactful Projects
  - - Showcasing Member Contributions
- - Video & Visual Content for Engagement
- - Consistent Posting & Blog Articles



## Community Engagement & Partnerships

- Building Strong Local & Global Relationships:
  - - Partnering with Businesses & NGOs
  - - Organizing Public Events & Fundraisers
  - - Collaborating with Media for Awareness

# Call to Action

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- Make sure all logos on website and social media are current and conform to Rotary guidelines.
- Appoint a Public Image Chair/Committee
- Promote your club as “People of Action!”
- Engage Your Community!
- Stay active and share stories
- Leverage digital media and PR opportunities





# Rotary

***PEOPLE of ACTION***



## For more Information:

- Rotary Brand Center
- Rotary Learning Center/Public Image Courses  
<https://learn.rotary.org/>  
(nine courses – ranging from 15 minutes – two hours)

### Highly recommended:

\* The Rotary Brand

- Public Relations and Your Club
- Building Rotary's Public Image
- Our Logo: Representing Rotary
- Promoting Rotary on Social Media

Thank You For All You Do  
To Build Rotary and Serve Your  
Communities!

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