



District 5960

DISTRICT 5960 AWARDS CHECKLIST

ITEMS DUE BY MARCH 31, 2025

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: _____

Club Division: Large Club Medium Club Small

Club Check for each item completed. Starred items are required for recognition.

Must Have:

- ★ Club has a formal public image team leader on RI listed international site
- ★ Club has an up-to-date website with regular news updates (at least monthly)

To qualify for **SILVER** Recognition Status, list at least two additional items.

- Active posts (at least two posts per month) on at least two social media channels. List account ID.
 - Facebook (URL _____)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Instagram (Account name _____)
 - Other (Account name or URL _____)
- average of at least five engagements (likes, shares, and comments) on the last ten social media posts from any social media channel
- at least four news stories published by an outside media source
- club newsletter published at least monthly
- club members have Rotary shirts to enhance visibility at community service projects and events
- club calculates and publicizes the number of lives impacted last year by club activities/financial support

To Qualify for **GOLD** Recognition Status:

- **Small Clubs** list at least One additional items
 1. _____
- **Medium Clubs** list at least Two additional items
 1. _____
 2. _____

- **Large Clubs** list at least Three additional items.

1. _____
2. _____
3. _____