

2020-2021 PUBLIC IMAGE GOALS

Increase Our Impact; Expand Our Reach; Enhance Participant Engagement; Increase Our Ability to Adapt

- a. 100% of the Clubs will have a Public Image Chair, listed in DACdb by June 30, 2020.
- b. 100% of the Clubs will complete Public Image-related goals in Rotary Club Central by June 30, 2020.
- c. 100% of the Clubs' Public Image Chairs or member or the Public Image Committee will attend the District Training Session on August 29.
- d. 100% of the Clubs will have a newsletter, current website and/or active and current social media presence to showcase local and international projects.
- e. 100% of the Clubs will have local media of some kind cover at least one Rotary-sponsored project, event or fundraiser.
- f. 100% of the Clubs will work with another agency to complete at least one community or international project so as to increase awareness in the Clubs' respective communities.
- g. At least 40 Clubs will submit applications for the District's 2020-2021 "Best of" Rotary Awards.
- h. At least 30 Clubs will submit, as a part of its "Best of" Award submissions, one of its member's "2020-2021 Rotary Story" about the project he or she participated in where he or she met at least one person for whom the Club made that person's world better for at least one day.
- i. 100% of the Clubs will experiment with or use DACdb to communicate with each other regarding Rotary matters.