



Rotary Club of XX Public Image Plan 2018-2019

Contact Info

Objective

Start off with a general statement about what you want to accomplish with public image this year.

To use our public image methods to tell our club's Rotary story so that we will inspire Rotarians and non-Rotarians to join in our efforts and celebrate our accomplishments.

Briefly explain the overall method.

We will create an effective public image platform that will make the RC of XX more visible throughout our community and beyond. Through our public image efforts we aim to promote Rotary's core values and present a unified image that will be an inspiration and strengthen the Rotary brand.

Rotary's Mission

"The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders."

Timeline – ***Identify dates of when you will have this information completed***

JULY

- Meet with Club President to discuss expectations, goals, budget
- Develop PI Committee

AUGUST

- Create a fact sheet and distribute to members, pass out at events. Includes information on the club, history, projects and fundraisers, contact info.
- Meet with Membership chair and TRF chair to discuss goals of each committee and how PI can be incorporated for membership drives and fundraising events (i.e. marketing plan, signs, banners, social media, news release, etc.).

SEPTEMBER

- Develop a calendar for Public Image – use monthly observances, club and district events
- Create and/or review website and social media channels

Goals

1. Use brand guidelines and templates to strengthen Rotary's image.
 - a. Update club logo to current template
 - b. Update RI theme on all channels
 - c. Embark on a People of Action campaign utilizing tools provided by RI. Use this to tell our story #PeopleOfAction
 - d. Inspire and attract young members by increasing social media presence.
2. Improve Community Awareness of Rotary
 - a. Draw awareness of the club events through social media post, live Facebook stream of events and meetings.

- b. Partner with other clubs to host an awareness campaign on World Polio Day – publicize with local media and on social media.
 - c. Utilize media to promote club fundraiser (be specific), and promote on social media.
 - d. Take copies of The Rotarian to local doctors’ offices, spas, etc.
3. Promote club on social media 4 times per month
 - a. Create/update Facebook, Instagram, Twitter, Pinterest, YouTube accounts
 - b. Publicize speakers before, livestream during meetings
 - c. Promote fundraisers/projects (Rotary Has Heart, grants applications, Highway cleanup, food/wine fest, water projects, dictionary day)
 - d. Once information is posted on Rotary channels, encourage members to tag, share, post
 - e. Post bulletin, district newsletter, other featured Rotary articles
 4. Establish a relationship with the media. Target one local TV, radio, newspaper. Recruit members from these associations. Target video/audio production studio.

Projects

Identify landmark projects your club will accomplish this year and how you will use to promote Rotary’s Public Image.

1. Rotary clock, sign, or other public display in community.
2. Consider placing an ad on a billboard, in the airport, bus stop, movie theater – utilize the POA campaign.
3. Adopt a Highway.
4. Build a Park.

Identify fundraisers and other events your club will accomplish this year and how you will use to promote Rotary’s Public Image. Don’t forget to connect with sponsors and supporters to leverage their social media channels.

1. Food drive
2. Food, wine, beer fest
3. Literacy project with local schools
4. Meals of Hope
5. Disaster relief
6. Walk/run

Other Activities

Identify other activities your club participates in and promote these to enhance your public image.

1. Annual dinner, recognize board and other notable individuals
2. Awards/recognition – make TRF awards a bid deal
3. New members
4. Joint meeting with chamber, business alliance, etc.
5. Parade
6. Booth at downtown festival or community event
7. Rotarian of the Month

Budget

Put together a list of expenses. Identify costs to the club and costs which will be picked up by sponsor donations, in-kind, other sources of funding/support.

Calendar