



**SERVE TO
CHANGE LIVES**

Rotary Club Name

Public Image Plan 2021-2022

OBJECTIVE: To use our Rotary's Brand guidelines, templates and People of Action campaign in all our communications 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. This will be seen in our social media outlets, press releases, bulletins, and activities.

We will create an effective public image platform that will make the RC of Club Name 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

July

- Meet with Club President to discuss expectations, goals, budget
- Develop PI Committee (chair, website, social media, newsletter, press release, event coverage)
- Social media/website audit, check for old themes/logos, outdated info/contacts

August

- Create a fact sheet and distribute to members, pass out at events. Includes information on the club, history, projects and fundraisers, contact info (QR code to website?).
- 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.).
- Develop a calendar for Public Image – use monthly observances, club and district events

September

- Educate members on social media channels (how to subscribe/share, hashtags #LWRrotary)
- Outreach to community, other clubs

GOALS

1. Use brand guidelines and templates to strengthen Rotary's image.
 - a. Update RI theme on all channels
 - b. Embark on a People of Action campaign utilizing tools provided by RI. Use this to tell our story #PeopleOfAction
 - c. 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, real time social media posts (i.e. at meeting).
 - b. Partner with other clubs to host projects (i.e. meal packing/distribution, BFK, etc).
 - c. Utilize traditional and social media to promote club events:
 - i. *List club events*
 - ii. Other activities throughout the year
3. Promote club on social media 4 times per month
 - a. Create/update Facebook, Instagram, Twitter accounts
 - b. Publicize speakers before, during, after meetings
 - c. Promote fundraisers/projects (those listed above and others)
 - 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

1. Meal packing (Meals of Hope, Rise Against Hunger, Rotary Has Heart?)
2. Walk for Water
3. Interact Club events
4. Adopt a Highway
5. Wine Fest / Grants Luncheon
6. Books for Kids / school admin luncheon
7. Human trafficking event
8. Clean Water & Sanitation projects in Peru
9. Disaster relief
10. Veterans

OTHER ACTIVITIES

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 Lakewood Ranch Business Alliance (February?)
5. Booth at downtown festival or community event
6. Holiday party and other socials
7. Small group meals (fellowship and fundraising)

CONTENT CALENDAR

AUGUST

RI theme:

- Membership & New Club Development

Club programs:

- 8/5 PDG Cyndi Doragh, Diversity Equity, Inclusion – Infinite Possibilities
- 8/12 Stacy McKee, Hope Family Services – Domestic Violence (tag HOPE FB page)
- 8/19T.J. Goelz, Raymond James/LWR Softball
- 8/26Roundtable Discussion, member spotlights – Rotary In My Life

Projects:

- District Foundation/Grant Meeting
- Wine Fest promos (tickets on sale, early bird discount)

SEPTEMBER

RI theme:

- Basic Education & Literacy Month

Speakers:

- 9/2 – Ted Lindenberg, LWR Rotarian/BFK Chair – Books for Kids
- 9/9 – William Skaggs, CEO The Players – Plans for move to Waterside
- 9/16 – Mischa Kirby, Sarasota Community Foundation
- 9/23 – Roseanne Martorello, Sarasota Opera – Arts Impact
- 9/30 – Club Assembly, Mark Midyette

Projects:

- Books for Kids kickoff (tag schools we service, other clubs we partner with on grant)
- Josh the Otter Water Safety Program (check other clubs' for release of their info)
- Wine Fest promos

OCTOBER

RI theme:

- Community Economic Development Month
- 10/24 – World Polio Day

Speakers:

- 10/7 – TBD
- 10/14 – TBD
- 10/21 – TBD
- 10/28 – TBD

Projects:

- Books for Kids kickoff (tag schools we service, other clubs we partner with on grant)
- Josh the Otter Water Safety Program (check other clubs' for release of their info)
- World Polio Day club event/celebration
- Wine Fest coming up

NOVEMBER

RI theme:

- Rotary Foundation Month

Speakers:

- 11/4 – Rotarian Pam Akins – The Rotary Foundation
- 11/11 – Mark Golub/Paul Oakes, Veteran’s Day – The Four Chaplains
- 11/18 – Marcy Miller, ED – Artists’ Concert Series
- 11/25 – Thanksgiving (no meeting)

Projects:

- How our club supports The Rotary Foundation (update on global grant/District gran projects)
- Recognize our Paul Harris Fellows, Major Donors, Benefactors, Arch Klumph, what do these mean, our club is EREY status (every Rotarian give to TRF every year)
- Wine Fest

DECEMBER

RI theme:

- Disease Prevention & Treatment Month
- 12/15 – Last day for early registration discount for the 2022 Rotary International Convention

Speakers:

- 12/2 – TBD
- 12/9 – Holiday Dinner, no lunch meeting
- 12/16 – TBD
- 12/23 – TBD (are we meeting?)
- 12/30 – Club Assembly (are we meeting)

Projects:

- Senior pen pal program – holiday cards(? – check with Susan C.)

JANUARY

RI theme:

- Vocational Service Month
- 1/16-20 – International Assembly, Orlando (congrats to our DGE Neil Snyder who is attending)

Speakers:

- 1/6 – David Jack, Author
- 1/13 – Rev. Scott Seabury – The Four-Way Test
- 1/20 – TBD
- 1/27 – President Mark – President’s Mid-Year Report

Projects:

- Club scholarships vocational service (?-check with Barbara or Jim W.)
- Books for Kids luncheon (?-check with Ted if it’s scheduled)

FEBRUARY

RI theme:

- Peacebuilding & Conflict Prevention Month
- 2/23 – Rotary International’s anniversary

Speakers:

- 2/3 – TBD
- 2/10 – TBD
- 2/17 – TBD
- 2/24 - TBD

Projects:

- Walk for Water coming up
- LWR Business Alliance Joint Meeting (?-check with Mark if we're having)

- Sign up for district conference cruise (Susan has details)

MARCH

RI theme:

- Water, Sanitation & Hygiene Month

Speakers:

- 3/3 – TBD
- 3/10 – TBD
- 3/17 – TBD
- 3/24 – Club Assembly

Projects:

- Clean Water & Sanitation Project (update from Ron)
- Walk for Water promos
- RYLA (Rotary Youth Leadership Awards) – congratulations to our delegates

APRIL

RI theme:

- Maternal & Child Health Month

Speakers:

- 4/7 – TBD
- 4/14 – TBD
- 4/21 – TBD
- 4/28 – TBD

Projects:

- Clean Water & Sanitation Projects (update from Ron)
- Walk for Water promos
- Sign up for district conference cruise (Susan

MAY

RI theme:

- Youth Service Month

Speakers:

- 5/5 – TBD
- 5/12 – TBD
- 5/19 – TBD
- 5/26 – TBD

Projects:

- Promote our Interact club and other youth service programs
- 5/20-23 – District 6960 Conference – Bahamas Cruise

JUNE

RI theme:

- Maternal & Child Health Month

Speakers:

- 6/2 – TBD
- 6/9 – TBD
- 6/16 – TBD

- 6/23 – TBD
- 6/30 – Club Assembly

Projects:

- Change of officers/Installation dinner

Other:

- Check DACdb calendar for events
- Follow other club/district pages and share events/activities/posts
- Frequently check google calendar or bulletin for changes to speaker schedule
- Post bulletin weekly (see our website for a link to the newsletter)
- Post holiday greetings
- Post about member anniversaries (monthly or weekly recognition)
- Awards presented during meetings
- Rotary trivia/history (i.e. did you know)
- Check *The Rotarian* magazine for info to share