

## Rotary Public Image Coordinator

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### Public Image Coordinators

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## ESSENCE STATEMENT

Rotary  
**joins leaders**  
from all  
continents,  
cultures, and  
occupations to  
**exchange ideas**  
and **take action**  
for  
communities  
around the world.

## PUBLIC IMAGE CITATION



**ROTARY:  
MAKING A  
DIFFERENCE**

**2017-18**

**Zone 33 Rotary Clubs**

*Send the Public Image Citation  
to the ARPIC by  
July 15, 2018 or 3 weeks  
before the District Conference if  
presenting the certificate  
at Conference.*



## ENHANCE ROTARY'S PUBLIC IMAGE AND AWARENESS

A positive public image improves your club's relationship with your community and attracts prospective members.

Enhance your club's public image and build awareness of Rotary in your community by telling compelling stories about club activities that are making a positive difference.

### Achieve at least 4 of the following goals:

- Use Rotary's brand guidelines, templates, and other resources in all your communications to strengthen Rotary's image. Find them at [www.rotary.org/brandcenter](http://www.rotary.org/brandcenter). *Report in Rotary Club Central.*
- Regularly update your club website and social media accounts to showcase club activities and illustrate Rotary's impact both locally and throughout the world. *Report in Rotary Club Central.*
- Host and promote a community event to support World Polio Day, and register it on [endpolio.org](http://endpolio.org) or, in Rotary Showcase or in Rotary Club Central.
- Engage your community by hosting at least one networking event for local professionals, community organizations, or Rotary alumni. *Report in Rotary Club Central.*

- Establish or continue a partnership with one or more corporate or government entities or nongovernmental organizations and work on a project together. *Report in Rotary Club Central.*
- Host a community forum or seminar about an issue that's important in your community; highlight your club's work to bring people together to find solutions. *Report in Rotary Club Central.*
- Have local media cover a club project, event, or fundraiser. *Report in Rotary Showcase or Rotary Club Central.*
- Promote peace and develop future leaders by sponsoring or hosting at least one Rotary Youth Exchange student or sponsoring at least one participant in a RYLA event. *Report in Rotary Club Central.*

## Instructions for Completion of

# Public Image Citation

Check boxes for items completed.

I will endeavor to plan with members to include our Public Image goals in a 3 year Club Strategic Plan.

Sign \_\_\_\_\_ (President)  
 and \_\_\_\_\_ (Public Image Chair)  
 \_\_\_\_\_ (District)  
 \_\_\_\_\_ (Rotary Club, Rotaract Club or Interact Club)

