

WELCOME CLUB PUBLIC IMAGE CHAIRS & TEAM MEMBERS

Rotary District 7670
Public Image Training
October 15, 2020



Rotary Opens
Opportunities

TONIGHT'S "AGENDA":

"It's All About The Resources"

- New theme: Rotary Opens Opportunities
- Public Image at www.Rotary7670.org
- Brand Center Resources at Rotary.org
- Connecting and Working with Media
- Rotary Zone 33 PI Resources
- Rotary Zone 33 TV Tips, Tutorials & Training
- 2020 -2021 Video Contest

Q & A and Group Discussion



**Rotary Opens
Opportunities**

AVAILABLE AT ROTARY7670.ORG




Rotary District 7670

rotary7670.org

Rotary District 7670

Rotary International | DACdb Login
f | Member Login

Rotary District 7670



Home

District Links ▾

CART

RYLA

Visionary Leaders Library

Interact/Rotaract

Youth Exchange


District 7670 History

Rotary Scholarship

Public Image

Home

Contact us



Fun Committee

Monday, October 12, 2020

By: Robert Alan Wilson Jr.

Who says that 'Rotarians don't have fun? The Fun Committee of the Boone Sunrise Rotary, chaired by Lane Robinson and Hanes Biden, hosted a gathering on Tuesday evening, September 29th at Booneshine Brewery. After six (6) months of weekly Zoom meetings, the opportunity to see each other 'face-to-face', albeit 'masked' and 'socially distanced', attracted eighteen (18) Club members.

Share

The Most Beautiful Pin I've Seen!

Friday, October 9, 2020

By: George David Waechter

October 2020

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

DISTRICT EVENTS

October 15th
Governor Official Visit -
Lincolnton-Sunrise

October 15th
Governor Official Visit - Tryon

October 15th
Public Image Training

October 22nd
Governor Official Visit - Boone

October 22nd
Grants Management Seminar

October 24th
District Assembly - World Polio
Day - Telethon

October 27th
Governor Official Visit - Boone
Sunrise

AVAILABLE AT ROTARY7670.ORG

Rotary District 7670


+

← → ↺ 🔒 rotary7670.org/?s=documents&folder=PublicImage 🔍 ☆ 👤 ⋮

📱 Apps 🌐 Marketing Package... 🌐 New Tab 📄 Offers | Staples® C... 🌐 LOG IN 52 Sweet and Savory... 📄 Nature and Landsc... 📧 Inbox (790) - joanv... 🌐 Rotary Club | Of Pis... ⋮

Rotary District 7670

Rotary International | DACdb Login
f | Member Login



Rotary Opens Opportunities

Home

District Links ▾

CART

RYLA

Visionary Leaders Library

Interact/Rotaract

Youth Exchange

District 7670 History

Rotary Scholarship










Public Image

Home

Contact us

Rotary District 7670 Documents

Documents > PublicImage

File Name	Size	Modified ▴
 Rotary 7670 2020-21 Planning Calendar.pdf	2 MB	06/30/20 at 05:33 AM
 2020 - 21 Logo with R emblem.png	53 KB	06/29/20 at 12:40 PM
 2020-2021 Rotary Opens Opportunities Logo.jpg	580 KB	06/29/20 at 12:40 PM
 Criteria for Judging Club Public Image Pieces.pdf	52 KB	03/15/20 at 12:49 PM
 Essential Messages - Guide for 2020 -21.docx	14 KB	07/01/19 at 12:04 PM
 2019-20 Theme Logos	-	-
 Public Image Training Materials from May 18 2019 Training	-	-
 2020 -2021 Zip File of Theme Logos from Rotary Brand Center	-	-
 Facebook Ready to Go Photos	-	-

<< October 2020 >>

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

DISTRICT EVENTS

October 15th
Governor Official Visit -
Lincolnton-Sunrise

October 15th
Governor Official Visit - Tryon













October 15th
Public Image Training

October 22nd
Governor Official Visit - Boone

October 22nd
Grants Management Seminar

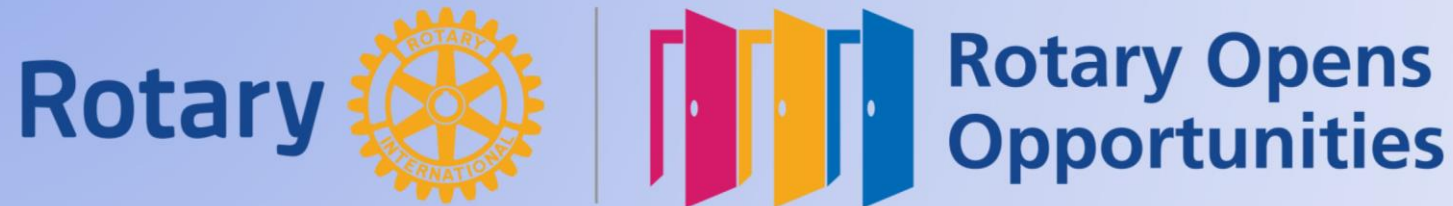
October 24th
District Assembly - World Polio
Day - Telethon

🪟 🔍 Type here to search



9:19 AM
10/15/2020

LOGOS



Facebook Cover

LOGOS

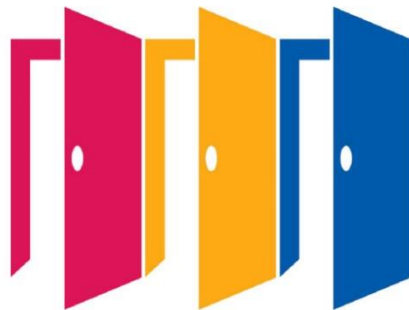


Emblem for FB Profile



Alternative for FB Profile

AVAILABLE AT ROTARY7670.ORG



Rotary Opens Opportunities

**"Year of the Visionary Presidents"
17-Month Planning Calendar**

DG David's Planning Calendar

October 2020						
Economic and Community Development Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
begins at sundown					Sukkot	
4	5 DG Visit Blowing Rock 12:00 pm	6 DG Visit Lake Hickory (Hickory) 12:00 pm	7 DG Visits Hickory Sunrise 7:00 am Sherrills Ford- Terrell 12:00 pm	8 DG Visit Avery County 12:00 pm	9	10
11	12 DG Visit Lincolnton 12:30 pm Columbus Day	13 DG Visits Caldwell County 6:44 am Granite Falls 12:00 pm	14 DG Visit Denver/Lake Norman 7:30 am	15 DG Visits Lincolnton-Sunrise 7:30 am Tryon 12:00 pm	16	17
18	19	20	21	22	23	24
						 World Fello Day
25	26	27 DG Visits Boone Sunrise 7:30 am Valdese 12:00 pm	28	29 DG Visits Burke-Sunrise 7:00 am Marion 12:00 pm	30	31
						All Hallows Eve

NOTES:

Remind club members to promote recurring giving in advance of Foundation Month

Promote and educate on MyRotary at Rotary.org

Identify at least two RYLA participants

Presidents-elect and nominees to register for PETS

Invite prospect to a club service project and a club meeting



AVAILABLE AT ROTARY7670.ORG

 Rotary Opens Opportunities						
November 2020						
Rotary Foundation Month						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Daylight Saving Ends	2	3	4	5	6	7
8	9	10 DG Visit Newton- Conover 12:00 pm USMC Birthday	11 Veterans Day	12 DG Visit Spruce Pine 12:15 pm	13	14 Foundation Dinner Location: TBD
15	16	17	18	19	20	21
	Governor-Elect Training Pittsburgh, PA			Zone Institute Pittsburgh, PA		
22	23	24	25	26	27	28
Zone Institute Pittsburgh, PA				Thanksgiving	Black Friday	Small Business Saturday
29	30 Cyber Monday					



NOTES:

Remind club members to promote recurring giving on Rotary Direct.

Do a program on the Rotary Foundation to educate club members

Identify at least two RYLA participants

Encourage presidents-elect and nominees to register for PETS

Prepare for Giving Tuesday in December

Propose new members

November Planning Calendar

BRANDCENTER.ROTARY.ORG

Secure | <https://brandcenter.rotary.org/en-GB>

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help

English

Search Brand Center



Our Story

Guidelines

Logos

Materials

Ads

Images & Video

WELCOME TO THE BRAND CENTER

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.

LEARN MORE



Join Leaders. Exchange Ideas. Take Action.



PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)

TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES



GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

[LEARN MORE](#)



LOGOS

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)



MATERIALS

Use our customizable materials to promote your club, projects, and programs.

[LEARN MORE](#)



ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.

[LEARN MORE](#)



IMAGES & VIDEO

Images and videos play an integral part in telling Rotary's story. Select photos or videos that capture Rotary's essence and reflect our

[LEARN MORE](#)

WHAT'S NEW?

People of Action campaign materials are now available

[View >](#)

WE CAN HELP

Find answers to the most commonly asked questions on our [FAQ page](#).
Need additional resources or wish to contact us?

[Learn more >](#)

Brand Center | Images & Video

IMAGES & VIDEO



IMAGES

Images play an integral part in telling Rotary's story. Select photos that reflect Rotary's work and membership or show Rotarians as People of Action.

[VIEW](#)



VIDEO

Capture Rotary's essence with videos that depict Rotary initiatives and projects.

[VIEW](#)



Brand Center Images





OCTOBER IS

ECONOMIC AND COMMUNITY DEVELOPMENT MONTH



© Rotary International



Rotary Opens
Opportunities

CONNECTING AND WORKING WITH THE MEDIA

President Tim Radford, RC of Murphy



Rotary Opens
Opportunities

PEOPLE OF ACTION AND FUN WITH CANVA

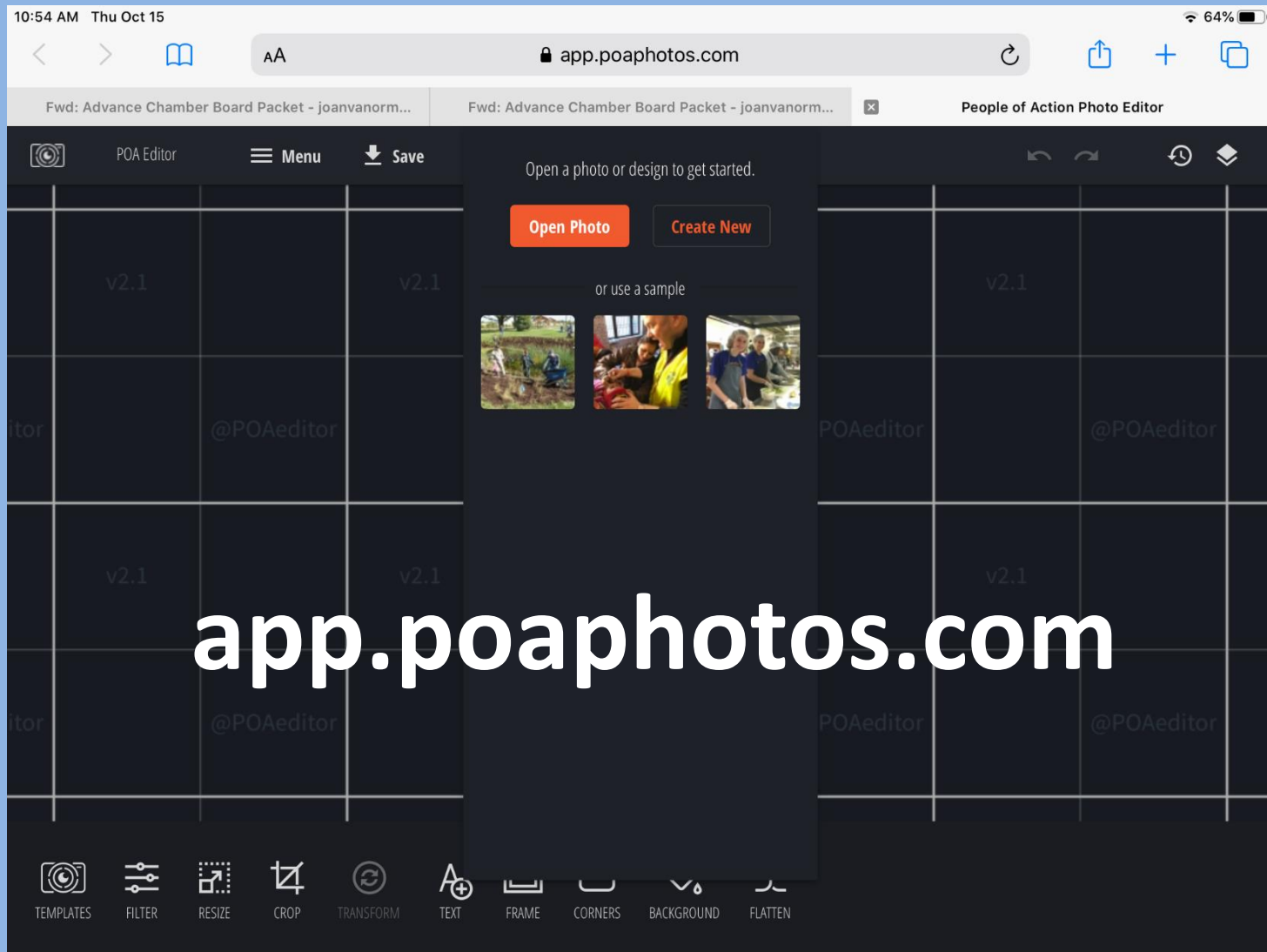
New App:

app.poaphotos.com



DGN Tammy Mosteller and Dick Gardner
Hurricane Laura Relief Efforts in Lake Charles, LA

PEOPLE OF ACTION AND FUN WITH CANVA



PEOPLE OF ACTION AND FUN WITH CANVA

New App:

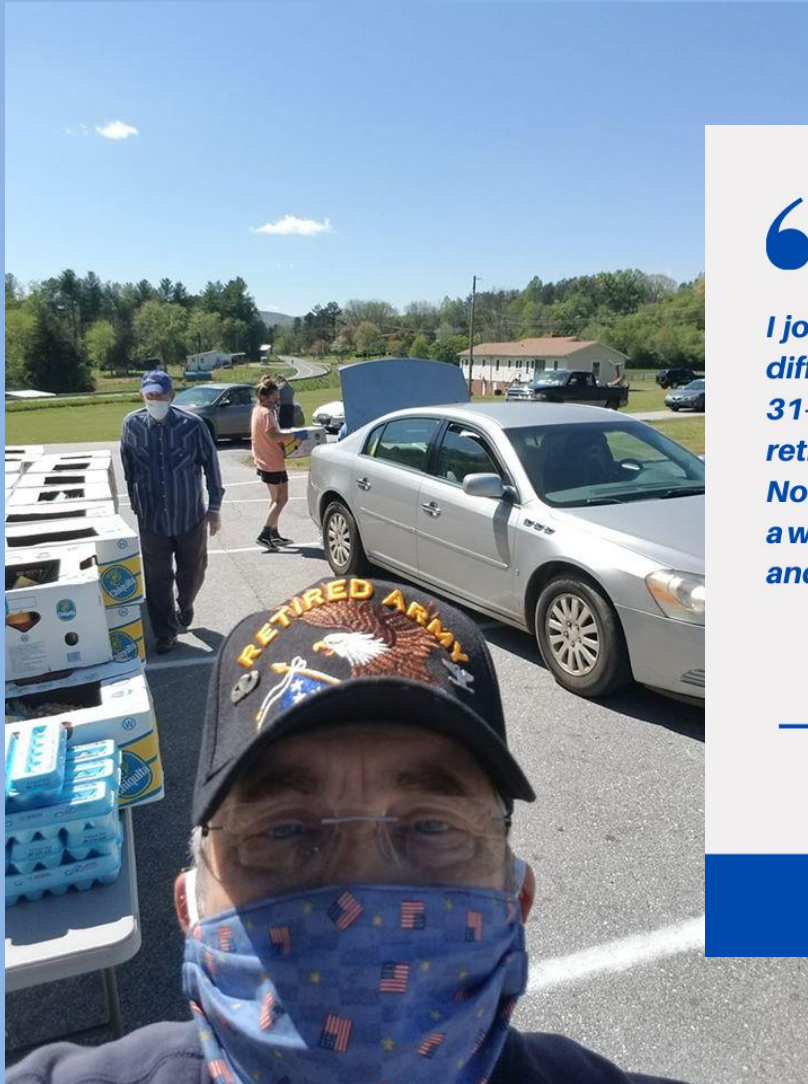
app.poaphotos.com

& add Canva Design!



DGN Tammy Mosteller and Dick Gardner
Hurricane Laura Relief Efforts in Lake Charles, LA

MORE CANVA EXAMPLES



“

I joined Rotary to make a difference! Following a 31-year military career and retirement to McDowell County, North Carolina, I was looking for a way to continue community and public service.

— ALPO PORTELLI

Club President



Rotary Club of Marion

President Alpo Portelli, Rotary Club of Marion

MORE CANVA EXAMPLES



”

I love Rotary. I love
the 4 Way Test.
I just hope I can
make a difference
in someone's life like
fellow Rotarians
have for me.

Celesa Willett

PRESIDENT
ROTARY CLUB OF HAYWOOD COUNTY

President Celesa Willett, Rotary Club of Haywood County

MORE CANVA EXAMPLES

Weekend Reading



www.rotary7670.org



Mid-Atlantic and Southeastern USA and Caribbean countries -
from Pennsylvania to the coast of South America

"Together, we see a world where people unite and take action to create lasting change -
across the globe, in our communities and in ourselves"

HOME

OUR ZONE ▾

DISTRICT LEADERSHIP ▾

RESOURCE LIBRARIES ▾

EVENTS ▾

LINKS ▾

SEARCH



Zone 33 PI Resources and Meet the Public Image Team



TOGETHER WE LEARN

Zone 33 PI/PR Updates

Due to the pandemic, this year we are sharing videos on [Zone 33 TV](#) (our Youtube channel) and documents available for download below. The team will send monthly emails on informative and timely topics and host quarterly zone meetings of the District Public Image Chairs to share best practices. We will add videos and documents as we move through the Rotary year.

QUICK LINKS

[2020-2021 PI Resources](#)
[2020-21 Zone 33 Video Contest Flyer](#)
[Rotary Logos & Styling Guides](#)
[Countdown to History Helpful Links](#)
[Videos](#)



TOGETHER WE FIGHT HUNGER

Feed10Million

Purchase a Rotary apron for your club or district today to support the 10 Million Meal Challenge. Need assistance logging your meals? Check out our toolkit below.

QUICK LINKS

[Feed10Million Helpful Links](#)
[Purchase Aprons to Support the Feed10Million Challenge](#)



TOGETHER WE EMPOWER

Zone 33 YouTube Channel

We welcome the opportunity to create resources for you beyond Zone Training Seminar. Visit our YouTube Channel for video tutorials, motivational videos for meetings and conferences and other Rotary content to help you promote Rotary where you live.

QUICK LINKS

[Rotary Zone 33 TV YouTube Channel](#)
[Get Started Using Canva Tutorial](#)

ZONE 33 TV – TIPS & TUTORIALS

COVID-19 ▶ PLAY ALL



Rotary D7620 COVID Response Initiative

Rotary Zone 33 TV
98 views • 6 months ago



COVID-19 Facebook Post Ideas

Rotary Zone 33 TV
214 views • 5 months ago



Public Image Now

Rotary Zone 33 TV
55 views • 6 months ago

Public Image Tutorials ▶ PLAY ALL



How to Make a People of Action Image in Brand Center

Rotary Zone 33 TV
53 views • 1 year ago



6 Action Items

Rotary Zone 33 TV
18 views • 1 year ago



A Best Practice for District Public Image Chair...

Rotary Zone 33 TV
43 views • 1 year ago



Rotary Virtual Zoom Backgrounds

Rotary Zone 33 TV
445 views • 4 months ago



2020 087 ClubLogoHowToV2

Rotary Zone 33 TV
1 view • 1 week ago

CREATING AN EZ STORY

Rotary Interactive Quarantine Meeting

Thursday, October 15, 2020

By Tiffany Ervin

Rotary Interactive Quarantine

11th meeting

25 OCT 2020

Interactive Club of Rotarians Worldwide 2020 - Philippines, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Rotary Club of Manila, District 7670

Many of you may remember one of our guest district speakers from the spring, Anniela Carracedo, who introduced us to Rotary Interactive Quarantine. The next meeting will be this Saturday, October 17th, at 10am CT. They will have Interact clubs from the Philippines and Romania sharing their projects, and the leader of Rotaract for Peace, a movement of Rotaractors advocating for Peace in partnership with Rotary Action Group for Peace. The link to register in advance is below, as well as our promotional flyer!

There will be regular meetings on the first and third Saturday of the month, and the November meeting will be even more Spanish. They will celebrate the end of the World Interact Week by hosting a zoom party Saturday, November 7th. More details coming soon on that event.

Please feel free to share this information with all interactors, youth exchange students and members of the Rotary family passionate for youth. If you have any questions or comments, do not hesitate to email Anni at annielacarracedo05@gmail.com!

October 17th registration

link: <https://zoom.us/j/93964437989?pwd=RElrQ2F4NndEaE85WU9QTHlDemZ0Zz09>

World Interact Week Celebration zoom link:

<https://zoom.us/j/93964437989?pwd=RElrQ2F4NndEaE85WU9QTHlDemZ0Zz09>



Fun Committee

Monday, October 12, 2020

By Robert Alan Wilson Jr.

Who says that 'Rotarians don't have fun'? The Fun Committee of the Boone Sunrise Rotary, chaired by Lane Robinson and Hanes Biden, hosted a gathering on Tuesday evening, September 29th at Booneshine Brewery. After six (6) months of weekly Zoom meetings, the opportunity to see each other 'face-to-face', albeit 'masked' and 'socially distanced', attracted eighteen (18) Club members.



The Most Beautiful Pin I've Seen!

Friday, October 9, 2020

By George David Waechter

Are you ready to try something new for PolioPlus this year?

District 7670 had the honor and pleasure of hosting Polio survivor and International Polio Activist John Nanni this past week. He discussed the "Take Out Polio" Pin Fundraiser and outlined an exciting campaign to raise money for PolioPlus this year. Please help us utilize this innovative new way to raise money for the eradication of Polio. If you missed his presentation, [you can watch it here](#).

This year, District 7630 Governor 2020-21, Steve Capelli, classmate of DG David Waechter, asked John to come up with a PolioPlus fundraiser that could promote and raise money for PolioPlus. In an effort to avoid re-inventing the wheel, John thought we could put a different spin on "End Polio Now" and create a pin using

the "Take Out Polio" theme. John Nanni asked the very talented graphic artist, Canadian Rotarian, Debbie Vance, to come up with a design for this pin. She exceeded all expectations and came up with an absolutely gorgeous design which is portrayed on the flyer below.

DG David has joined his classmate DG Steve and Rotarian John to "TAKE OUT POLIO!"



Instructions on Public Image Tab at
www.Rotary7670.org

ZONE VIDEO CONTEST



Create a maximum 2-minute video about the implementation of Rotary's Annual theme in your club, showing how your members worked to show "Rotary Opens Opportunities"

ENTRY DEADLINE:

May 14th, 2021. See instructions on page 2 for submission.

VIEWING:

Videos will be available for viewing online at the following link
<https://www.rizones33-34.org/zone-33-public-image/>

JUDGING:

Voting will be online at the same link:
<https://www.rizones33-34.org/zone-33-public-image/>

WINNERS and PRIZES:

Rotary and Rotaract Clubs will be judged together, and 1st/2nd/3rd place winners will be awarded in each of two categories: People's Choice and Judge's Choice. Winners will receive a certificate, a Rosette Award for their Club Banner and will be recognized in Zone 33/34 social media.

"Rotary opens opportunities to strengthen our leadership abilities, put service ideas into action and improve the lives of those in need."

Rotary President Holger Knaack

FOR INSPIRATION!

*Take a look at the videos for download on rotary.org to get some ideas and visit the Brand Center for new tools, templates and guidelines about the theme.



Rotary Opens
Opportunities!
Read about the annual theme
at rotary.org

ZONE 33 CLUB VIDEO CONTEST

DEADLINE
MAY 14th
2021



Rotary 

In closing: (re-purpose content!)

Have fun getting the word out about Rotary in your community and around the world:

- Explore the Brand Center – find images, create a brochure...
- Explore the Resources at the District and Zone including the TV Tutorials
- Check out DG David Visionary President's Calendar for Planning
- Involve your local media – be a resource!
- Build an image archive: People of Action!
- Use content on multiple platforms: print, broadcast, brochure, newsletter, website/blog, social media & More!
- Share ideas and learn from each other.



**Rotary Opens
Opportunities**

Public Image Questions 2020-2021

Joan VanOrman
Public Image Chair
District 7670
RC of Pisgah Forest
828-553-7515
jvanorman@comporium.net





Thank you “Ad Hoc”
District 7670
Public Image Committee!

All great resources!

PDG & CCO Billi Black
PDG Tiffany Ervin
DGN Tammy Mosteller
President Tim Radford
PI Chair Cindy Donaldson
PI Chair Michael Dexter-Smith
& all Club PI Chairs