

2019-20 Rotary District 7670 Public Image Plan

Project/Assignment: Develop a Public Image Plan for use throughout the 2019-20 Rotary year – our theme is: **Rotary Connects the World.**

Note: This plan was developed at the February training for the leadership team with input from Albert Gooch, Tammy Mosteller, Jeff Prince, and Joan VanOrman. We'll add to it, edit and update as necessary!

Goals:

- Get the word out about Rotary! Engage our communities and have fun telling the Rotary story.
- Create public awareness of Rotary service projects and involvement in our communities.
- Communicate the breadth of Rotary projects and commitment and do so in a way that connects with younger generations; e.g. service projects, education grants.
- Support the theme: Rotary Connects the World and the priorities of Mark Maloney – e.g. communicating “Bring the Kids” to Rotary events.
- Keep the theme interesting and fresh throughout 2019-20 and “get folks excited and engaged”.
- Use Public Image to grow Membership and The Rotary Foundation.

Strategies:

- Collaborate (with other clubs, organizations, businesses).
- Utilize The Rotary theme “Rotary Connects the World” and keep it interesting and fresh throughout 2019-20.
- Work to be relevant to the audiences in our communities. “Relate”.
- Document service projects via a variety of tactics.

Tactics:

- Develop a Member Spotlight Feature
- Facebook including Facebook Live
- Instagram
- Twitter
- Video
- Print articles (newspapers, magazines)



Timeline:

- Plan to use social media scheduling more – even up to a month in advance.
- Hit the ground running July 1, 2019 with trained Public Image team and chairs.

have fun

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Training:

- Look into Meetup.
- Use the District Zoom Conferencing.
- Use smaller group training “closer to home”, e.g. in an AG’s clubs area – so Public Image team doesn’t need to travel as far.
- May 18, 2019 Training.

Who: (to be discussed further with Tiffany)

- Social Media: Tiffany, Tammy, Joan
- Print/Press: Joan
- Video: TBD
- Newsletter: TBD, Joan, Tiffany
- Website Updates: TBD
- Photography: TBD
- Training: Joan, Tammy, TBD



Tools/Resources:

- Rotary Brand Center: Theme Logos, Templates for Print, Images, Social Media Posts, Ideas!!!
- Rotary 7670 Website: Public Image Materials on Website
- Public Image Chairs (District Chair & Team, Club PI Chairs, find expertise, ask questions, use materials!)
- DACdb: Resources – Pmail to inform, EZ Stories, Websites
- Images: cell phone images, point & shoot images, ask and use from others, demonstrate #People of Action! Use Rotary photographers when available.

*Note: Plan information for **The Cinderella Project** will be sent separately soon!*