

THE INS AND OUTS OF PUBLIC IMAGE

District Training Presentation 2023-24
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**ONE VOICE
EVERY CLUB**

*Let's
play!*

ONE VOICE EVERY CLUB

A

Rotary District 7730

BIKE-A-THON



Rotary International logo

B

Rotary District 7730

Nominations Due Today

- Rotarian of the Year
- Rookie of the Year
- Service Above Self
- John T. Capps "Enthusiasm"

e-mail to: nancycarr.rotary7730dg@gmail.com

C



ONE VOICE EVERY CLUB

A



The strongest people make time to help others, even if they are struggling with their own problems.

B



The strongest people make time to help others, even if they are struggling with their own problems.

ONE VOICE EVERY CLUB

A



Rotary  RYLA
District 7730

Do you have what it takes to become a dynamic leader and change yourself and the world?

Rotary Youth Leadership Awards (RYLA) is an intensive leadership experience organized by Rotary clubs and districts where you develop your skills as a leader while having fun and making connections.

What are the benefits?

Connect with leaders in your community and around the world to:

- Build communication and problem-solving skills
- Discover strategies for becoming a dynamic leader in your school or community
- Learn from community leaders, inspirational speakers, and peer mentors
- Unlock your potential to turn motivation into action
- Have fun and form lasting friendships

What's involved?

RYLA events are organized locally by Rotary clubs and districts for participants ages 14-30. Depending on community needs, RYLA may take the form of a one-day seminar, a three-day retreat, or a weeklong camp. Typically, events last 3-10 days and include presentations, activities, and workshops covering a variety of topics.

Your community might host a RYLA event for secondary school students to hone their leadership potential, for university students to develop creative problem-solving strategies, or for young professionals to learn ethical business practices.

How can I participate?

RYLA participants are nominated by local Rotary clubs. [Contact your local Rotary club](#) to find out more about RYLA events in your area, how to apply, and any costs of getting involved.

B



Rotary Club of Southport

RODEO

REGISTER IN DACDB

SUNDAY, AUGUST 20TH
GATES OPEN AT 2:00 PM
THE SHOW STARTS AT 4:00 PM

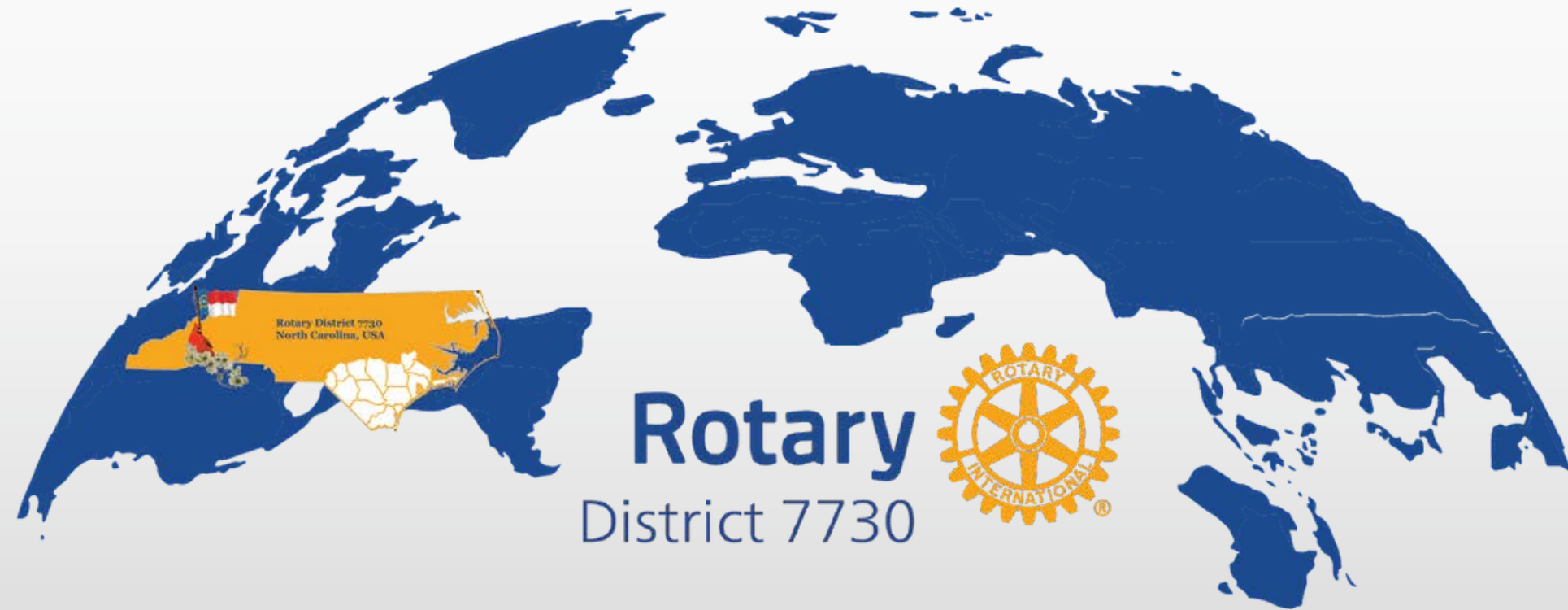


BOYS AND GIRLS HOME - EQUESTRIAN CENTER
215 BILL THOMPSON LANE
LAKE WACCAMAW, NC 28450



Tickets
\$15
5 & under free

ONE VOICE EVERY CLUB



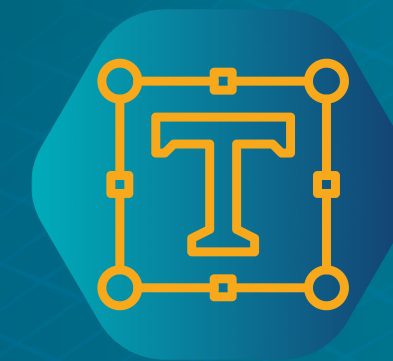
CONSISTENT BRANDING

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character. When Rotary Clubs use the same logo, we all win!



Colors

Rotary's brand colors should be used to create a consistent look across all forms of Rotary communications. Our colors have been carefully chosen to compliment one another in most situations.



Typography

Rotary has outlined both primary and secondary fonts to be used. Primary fonts are headlines and navigation labels, while secondary fonts are for body text, captions and secondary headlines.



Logos

Rotary has very specifically determined how logos can be used. The logo has evolved over the years so only the current logos should be used. The brand center has templates to create the proper logos for you club.



TYPOGRAPHY COLORS

Sentinel

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Georgia

Regular

Italic

Bold

Bold Italic

FRUTIGER LT STD

47 Light Condensed

57 Condensed

67 **Bold Condensed**

77 **Black Condensed**

FRUTIGER

45 Light

46 *Light Italic*

55 Roman

56 *Italic*

65 **Bold**

66 ***Bold Italic***

75 **Black**

76 ***Black Italic***

95 **Ultra Black**

OPEN SANS CONDENSED

Condensed Light

Condensed Light Italic

Condensed Bold

OPEN SANS

Light

Regular

Italic

Bold

ARIAL NARROW

Regular

Italic

Bold

Bold Italic

ARIAL

Regular

Italic

Bold

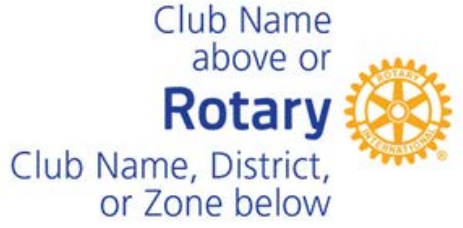
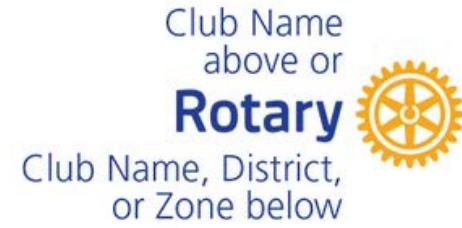




Bold Italic





LOGOS

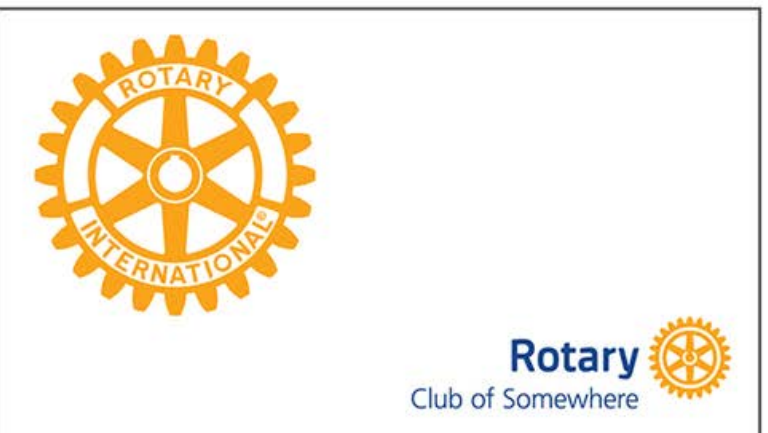

CORRECT VS INCORRECT

Rotary has very specifically determined how logos can be used. The logo has evolved over the years so only the current logos should be used. The brand center has templates to create the proper logos for you club.

Masterbrand Signature	Masterbrand Signature Simplified
<p>Club Name above or Rotary Club Name, District, or Zone below</p> 	<p>Club Name above or Rotary Club Name, District, or Zone below</p> 
Examples	
<p>Rotary Club of Evanston</p> 	<p>Sunrise Kampala Rotary Club</p> 
<p>Rotary District 3310</p> 	<p>Rotary Zone 8</p> 

<p>Rotary Club of Somewhere</p> 	<p>Rotary Club of Somewhere</p> 
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<p>Rotary Club of Somewhere</p> 	<p>Rotary Planning for a Better Tomorrow</p> 
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<p>Rotary Club of Somewhere</p> 	<p>Rotary Club of Somewhere</p> 
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WHY PEOPLE OF ACTION?

- Prospective members and supporters don't understand who we are or what we do.
- It helps people outside of Rotary better understand what connects us as committed volunteers to act and solve problems in communities and around the world.
- It rallies us around a single idea: telling - and showing - the world that we are People of Action. It helps us answer: "What is Rotary?"



HOW TO SHOW PEOPLE OF ACTION?

Choose images that show Rotary participants taking action by:

- Featuring real-life, everyday moments
- Displaying a sense of motion
- Featuring just a few people that viewers can see well
- Using warm lighting and natural colors
- Representing the diversity of your club and community



DEFINITION OF PUBLIC RELATIONS

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we are strengthening our ability to make a big impact in communities around the world. Every Rotarian is responsible for public relations - not just one person. Don't take it all on yourself.



Public Image can significantly help Rotary Membership

Ways it can help:

- Attracting prospective members
- Building trust & credibility in the community
- Engaging current members

A strong Public Image not only enhances Rotary's reputation in the community but plays a crucial role in attracting, engaging, and retaining members who share Rotary's vision of creating positive change in the world.

OBJECTIVES OF PUBLIC RELATIONS

Rotary's public image is shaped by every member, from how we conduct ourselves in meetings to how we represent Rotary at events, and respond to needs in our communities.

The club's public image role is to create and implement a plan to tell Rotary's local story, promote the club activities and raise awareness of Rotary's work around the world.



Social Media & Websites

Use multiple social media platforms with images and videos. These are public-facing and not meant for club business.



Media Relations

Create a media list. Send press releases and media advisories for activities. Creating personal connections with your media contacts is key.



Member Involvement

Members should share Rotary experiences on their own social media pages. Encourage club members to wear their Rotary pins and other Rotary-branded apparel.

HOW DO I PROMOTE MY CLUB'S PROJECTS?

Again, promoting Rotary can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. Increasing the public's understanding of Rotary, we are strengthening our ability to make an impact in communities around the world.



Know your local media

Develop a media list and keep it current. Get to know local journalists. Contact the media with newsworthy story ideas. Be persistent.



Write press releases journalists want to read

Develop your "news hook". Include the five W's (who, what, where, when, why) in the opening paragraph. Keep it concise; limit to one page. Include contact information for media inquiries. Include visuals.



Other ideas for promoting Rotary

There are many ways to promote Rotary. Hold a special event, start a FaceBook page or place a billboard ad. Share PSAs or send letters to the Editor, distribute club brochures, media kits and fact sheets. Post on your club website and social media.

Rotary
District 7730

DISTRICT TRAINING ASSEMBLY

MEET THE PRESS

Saturday, September 23rd
CFCC - North Campus
9:00am - 3:30pm
(Registration opens 8:30am)

Introducing our Q&A Media Panel

Please take a moment to thank them for graciously giving up part of their Saturday to answer our questions about how to get media attention for our clubs.

 KAREN TAYLOR WWAY-TV	 JAKE EICHSTA WWAY-TV
 JEFFREY STITES LIVE OAK MEDIA	 MORGAN HARP STATE PORT PI

- Form a public image committee
- Audit your current social media accounts and websites
- Be consistent across all platforms and use proper branding
- Have all members “like, follow or share”
- Select your platforms based on your audience
- Get input from your club chairs
- Create a plan based on when you will post
- Create a hashtag list to use each time
- Create a content calendar to stay consistent with your posts
- Leverage any member relationships with local media outlets for additional free exposure

KEY STEPS FOR PUBLIC RELATIONS

TAKE ACTION



PUBLIC IMAGE RESOURCES

District Training Presentaton 2023-24
Facilitator: Shawn Braswell
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Phone: 704-737-5852

District Website

<https://rotary7730.org>

Public Image Citation

<https://ElevateRotary.org>

Rotary Learning Center

<https://learn.rotary.org>

Rotary Brand Center

<https://brandcenter.rotary.org>

District YouTube Channel

<https://www.youtube.com/@DPublicImageTVRotary>

