

2015-16 Zone 33 Rotary Public Image Citation for Rotary Clubs

REQUIRED ACTIVITIES

- Develop a club public relations plan for 2015-16.
- Create or update a brochure about your club that promotes your activities to prospective members and incorporates Rotary's current [Visual Identity Guidelines](#).
- Submit both your public image plan and your club brochure to your District Public Image Chair.



Be a gift to the world

Clubs that complete the required activities and at least two additional activities by June 30, 2016, qualify for the citation. If you would like your citation presented earlier, submit this completed form at least three weeks in advance of the presentation date.

ADDITIONAL ACTIVITIES

(Two minimum)

- Gain media coverage of an action-oriented Club Service project.
- Establish a club website or enhance your club's existing site to make it more appealing to the general public using the current [Voice and Visual Identity Guidelines](#).
- Start or continue an electronic club newsletter using the current [Voice and Visual Identity Guidelines](#). Publicize it to non-Rotarians and local media.
- Use Social Networking websites to publicize your club's activities, enhance Public Image and recruit prospective members.
- Hold at least one fellowship, networking, or collaborative event that is open to the public. Use the opportunity to introduce non-Rotarians to Rotary.
- Post at least one project in [Rotary Showcase](#).



I _____, president of the Rotary (Rotaract) Club of _____ District _____ certify that our club has completed the activities checked to earn the 2015-16 Zone 33 Rotary Public Image Citation.

President's Signature:

Email:

Date:

Email this completed form to Rotary Public Image Coordinator Sue H. Poss, pdgsueposs@gmail.com, no later than July 15, 2016.

My District's Public Image Chair:

What will the Rotary Public Image Citation do?

How we share our story with the world is vital to our future. Through a unified Rotary look and clear and compelling voice, we are enhancing our legacy as one of the most widely recognized and respected organizations in the world. Visit the Brand Center at rotary.org and find all the information you need to send your story to the world. <https://brandcenter.rotary.org>

Rotary clubs throughout Zone 33 are already doing a great job in creating a positive Public Image in their communities. The Public Image Citation recognizes these clubs for their efforts. At the same time, it will encourage those clubs which have not yet developed a public image plan to do so.

Public Relations efforts are vital to Rotary's continued growth and service.



The Rotary Public Image Coordinator Team provides information and support to Rotary clubs and districts to help them promote projects, share success stories and explain what Rotary is and does through the media. They also work to improve the organization's overall Public Image, a priority outlined in the Rotary International Strategic Plan.

Zone 33 Rotary Public Image Team

Sue Poss: pdgsueposs@gmail.com
Chris Jones: chrisjones@rotary7680.org
Brenda Shaw: brendashawrotary@gmail.com
Jen Reider: jreider@Tri-Mgroup.com

More about Public Image in Zone 33 at rpic33.org.

ZONE 33 PUBLIC IMAGE CITATION FOR ROTARY CLUBS 2015-16

Rotary International encourages the efforts of Rotary clubs, with the support of their district, to enhance Rotary's Public Image so that we can build membership and increase giving to our Rotary Foundation. It is the responsibility of every club and district to develop plans and initiate activities that will enhance the organization's local visibility and help implement Rotary's global Brand Awareness Initiative.

ENHANCE PUBLIC IMAGE & AWARENESS

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Promote club networking opportunities and signature activities

Rotary

