

RI's PUBLIC IMAGE RESOURCES

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 new Brand Center at rotary.org and find all the information you need to send your story to the world.

<https://brandcenter.rotary.org>

WHAT WILL THE ROTARY PUBLIC IMAGE CITATION DO?

Rotary clubs throughout Zone 33 are already doing a great job in creating a positive Public Image in their communities. The Public Image Citation serves the purpose of recognizing 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.



ROTARY PUBLIC IMAGE COORDINATORS

Rotary Public Image Coordinators provide 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.

Through Fellowship, we build lifelong relationships that promote greater global understanding.

With integrity, we honor our commitments and uphold ethical standards.

Our diversity enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, service, and leadership to tackle some of the world's greatest challenges.

ENHANCE PUBLIC IMAGE & AWARENESS

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities.

ZONE 33 PUBLIC IMAGE CITATION FOR ROTARY CLUBS



ROTARY'S PUBLIC IMAGE

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

RI encourages the efforts of Rotary clubs, with the support of their district, to enhance Rotary's Public Image. 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.



ZONE 33 PUBLIC IMAGE CITATION FOR ROTARY CLUBS

REQUIRED ACTIVITIES

- Host an event to inform the community about Rotary and its Foundation's centennial. **Report in Rotary Club Central.**
- Get local media to cover an outstanding club project. **Report in Rotary Club Central.**
- Involve local media with at least one club event, project, or fundraiser. **Report in Rotary Club Central**

ADDITIONAL ACTIVITIES

- Gain media coverage for a Rotary Day event
- Establish a club website, or enhance your club's existing site, using the current Voice and Visual Identity Guidelines.
- Start or update an electronic club newsletter, using the current Voice and Visual Identity Guidelines. Publicize it to non-Rotarians and the local media.
- Use social networking 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.
- Have at least one media person as a member of your club.
- Post at least one project in Rotary Showcase.

2016 - 2017

I,

President of the Rotary (Rotaract) Club of:

District

certify that our Club has completed the Public Image activities listed to qualify for a Zone 33 Public Image Citation.

President's Signature:

Email:

Date:

Send by July 15, 2017 to:
Brenda Reges Shaw,
Rotary Public Image Coordinator Zone 33
email: brendashawrotary@gmail.com

Clubs that complete the three required activities and at least two additional activities by June 30, 2017, qualify for the citation. If you would like your citation presented earlier, submit this completed form at least three weeks in advance.

