

BRAND

Image and Your Clubs

#PEOPLEOFACCTION TOOLS FOR PI/PR SUCCESS

IS PUBLIC IMAGE
REALLY
IMPORTANT?





IT'S VERY IMPORTANT!

WHO IS RESPONSIBLE FOR PUBLIC IMAGE IN YOUR CLUB?



BE THE *Brand*

**A BRAND IS MORE
THAN A LOGO.**

**ROTARY'S BRAND
IS MUCH BIGGER THAN ITS WHEEL.**

**IT'S A PERCEPTION.
IT'S HOW OTHERS THINK ABOUT US,
NOT JUST HOW WE SEE OURSELVES.**

BENEFITS *Of a Strong Club Brand*

- **ENGAGEMENT**
- **MEMBERS AND PARTICIPANTS**
- **PARTNERS AND DONORS**
- **RELEVANCE**
- **ADVOCACY AND IMPACT**



PUBLIC IMAGE:

What is Rotary?



ROTARY'S

PR Objective

ENHANCING ROTARY'S
PUBLIC IMAGE RELIES
ON OUR 1.4 MILLION
MEMBERS

sharing their stories
with the public.



BRAND

in the Numbers

4 OUT OF 10

AMERICANS RECOGNIZED THE
ROTARY BRAND

2 OUT OF 4

HAD A NEGATIVE OPINION OF
ROTARY

BRAND REPUTATION

HAS A DIRECT IMPACT ON

STRENGTHEN

Your Club



Rotary
Zone 33



BRAND

Channels

Rotary
Zone 33



websites



social media



events



public relations



speaking
engagements



partnerships



advertising



merchandise

FEB 2024

ATTEND MONTHLY WEBINARS

**HELP THOSE WITH NO EXPERIENCE -
PUBLIC IMAGE TOOLKIT**

**PARTICIPATE IN MONTHLY
ZONE TASK**



CLUB

Resources

FOR ROTARIANS

ELEVATE *Rotary.org*

New Public Image Chair?

The Zones 33/34 Team has prepared resources, guides, webinars, and videos to help you have a successful year!

Register today!

- **Complete Public Image Toolkit**
- **Simplify & Build a Foundation with Monthly Tasks**



WHAT

You Can Do Today

AS A ROTARIAN

APPOINT

A PUBLIC IMAGE
CHAIR

SHOW

YOUR CLUB IN
ACTION

ALWAYS

USE THE BRAND
CENTER FOR
LOGOS

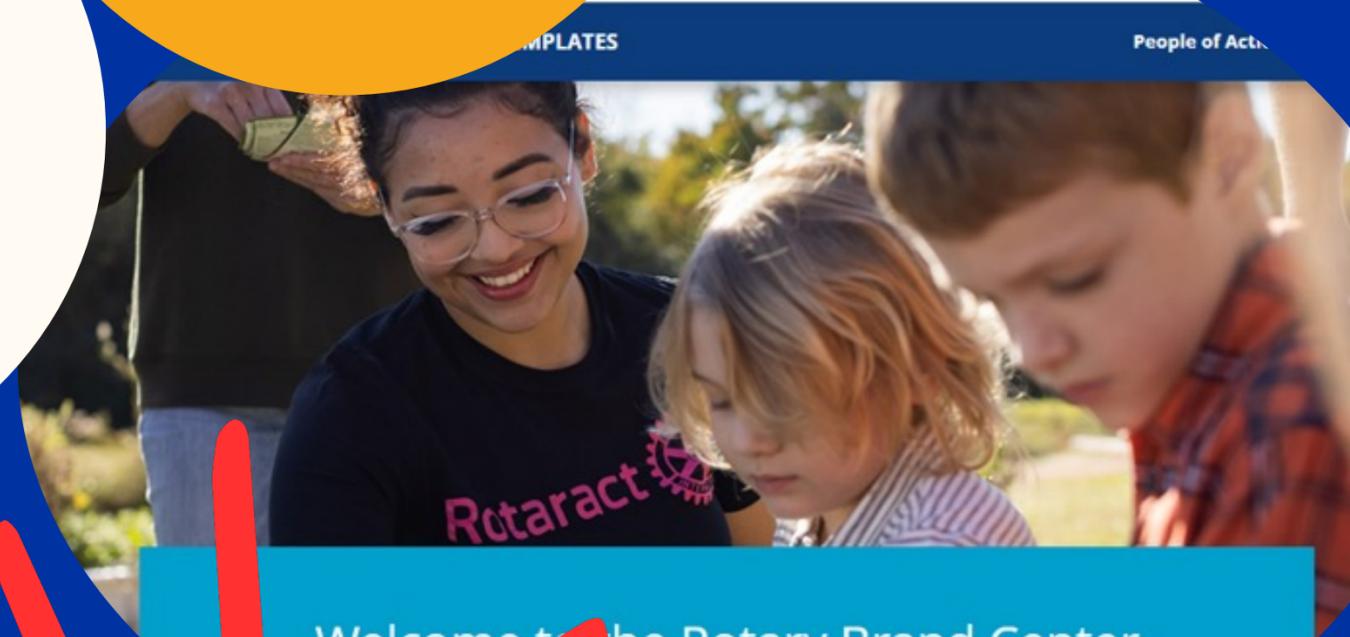
Rotary
Zone 33



BRANDCENTER.ROTARY.ORG

Welcome to the Rotary Brand Center

What would you like to do today?



CREATE STORY

Opportunities

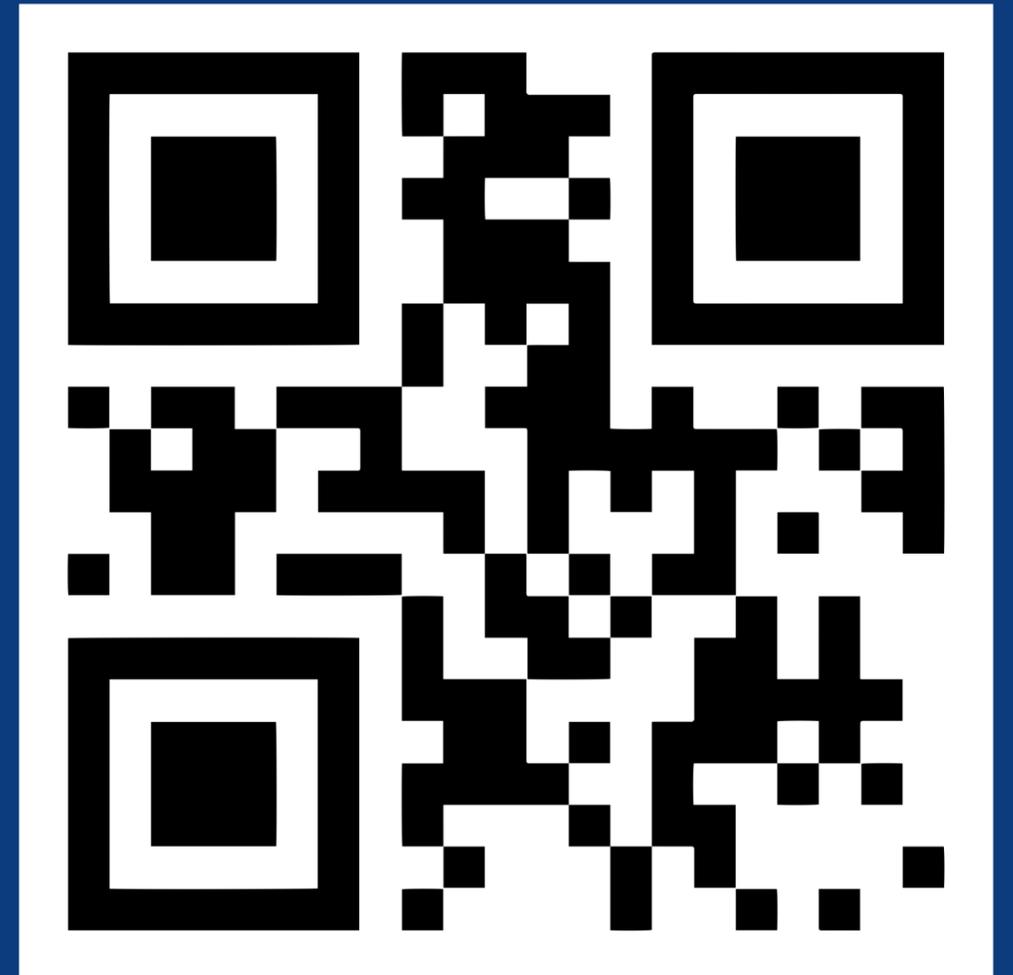


PLAN ACCORDINGLY



openai.com/chatgpt

Canva



canva.com

**Download
now for
free!**



elevaterotary.org/toolkit



Scan Me

BE

Story Tellers



IT'S ABOUT US:

Our public image is shaped by:

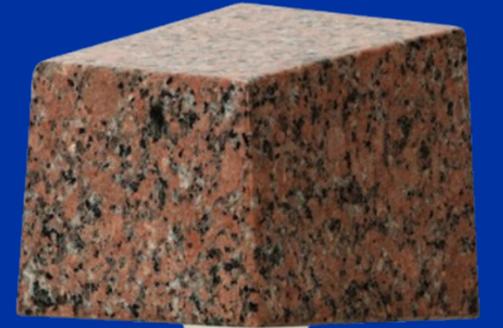
- the actions of our members
- the activities we engage in
- the impact we have and more

A strong public image promotes **TRUST** and **ENCOURAGES** people to engage with us. We can help build our public image by sharing stories that show us as people of action and inspire others to get involved.



BE

Story Tellers



ROTARY
LOMBARDI AWARD
OUTSTANDING
COLLEGE LINEMAN
ROTARY CLUB OF HOUSTON

Four



Finalists



JOE
ATL



BROCK
BOWERS



JONAH
ELLISS



LAIATU
LATU



PRESENTED BY
Rotary Club of Houston

BEST PRACTICES



**Monthly
Updates**



Demonstrations and training



Highlight club members



Always show the impact



Encourage members to tag and share



Create content that instills pride in club



Encourage members to contribute

CHECK YO'SELF

How well do you
know how to
use the Rotary
brand identity?

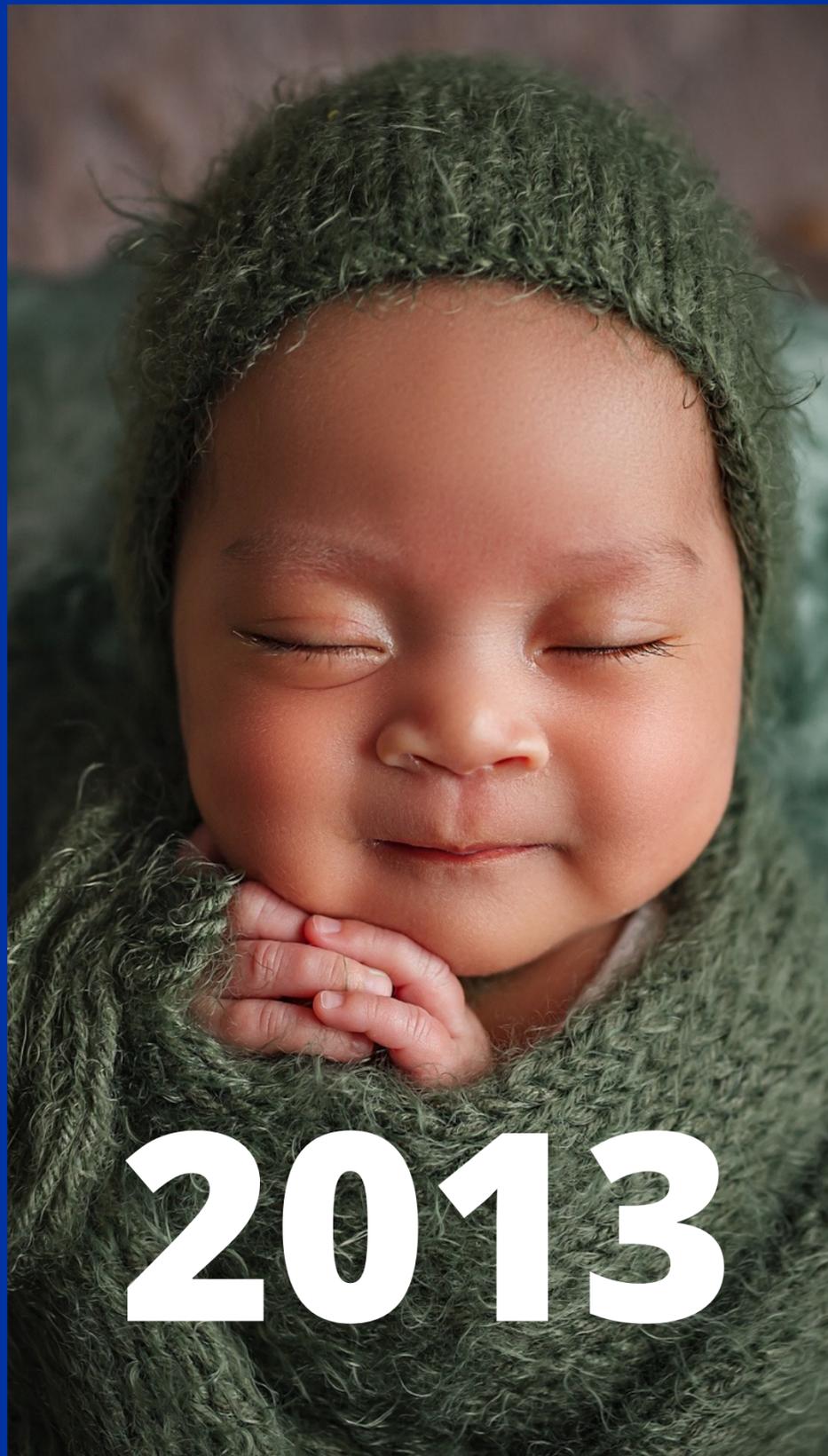
Rotary



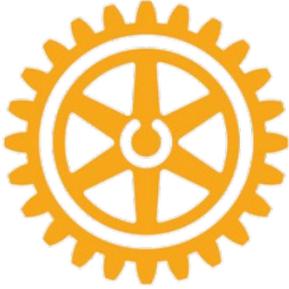
PEOPLE OF ACTION

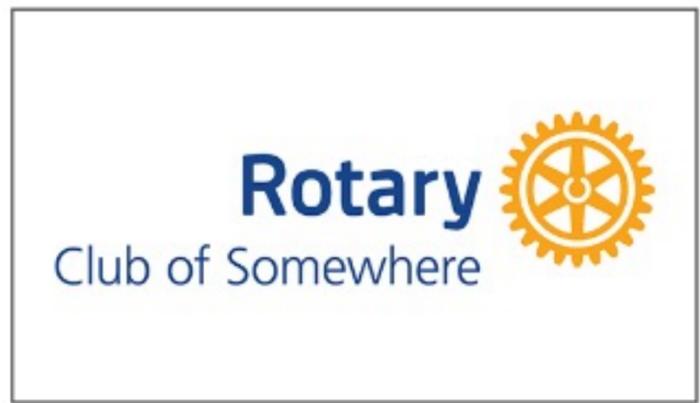
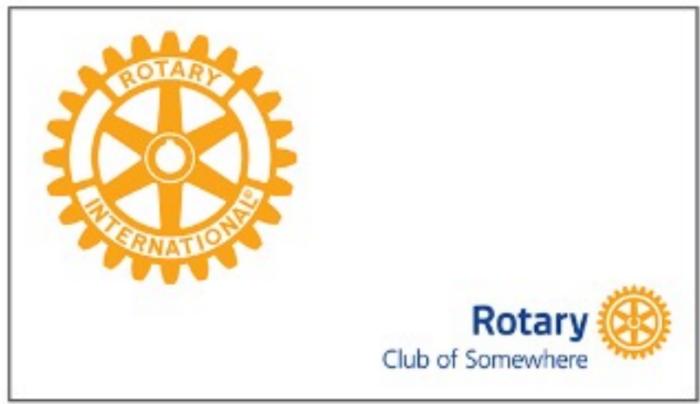
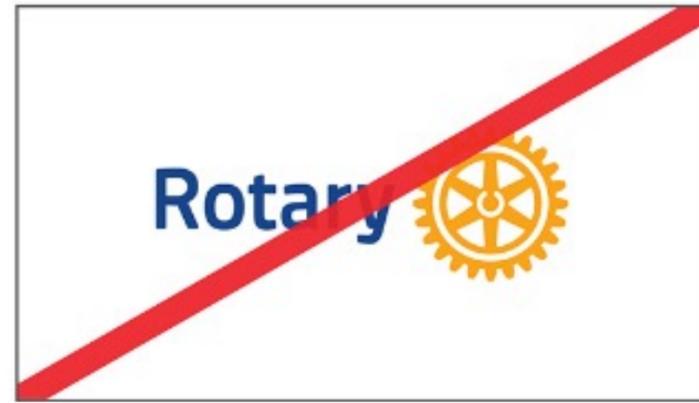
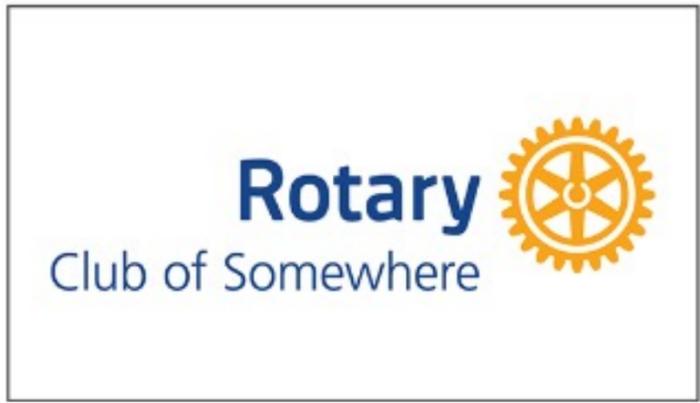


KNOW
The Brand



OUR Brand

Rotary 



THIS

or That?

Rotary 
Raleigh Midtown
Meets Mondays
5:30 PM

Rotary 
Club of Franklin
Wednesdays
Noon
Tartan Hall
First Presbyterian Church

THIS *or That?*



Rotary Club of Road Town

FISH FRY

FUNDRAISER

SATURDAY, MARCH 2ND
4PM - UNTIL
SUNNY CARIBBEE PARKING LOT



Rotary Club of Southeast Volusia

2024 ANNUAL GOLF TOURNAMENT

AT HIDDEN LAKES GOLF CLUB

SATURDAY
APRIL 27, 2024

THIS *or That?*



THIS or That?

Reception at The Clevelander

Rotary & RYE Night



Cavaliers vs. Philadelphia 76'ers

Wednesday, March 15, 2023 at 7:30 pm
Pregame High Five for Exchange Students

Reception at "The Clevelander"
with Food, Raffle and Tickets

834 Huron Road, Cleveland, OH 44115
Next to Panini's at East 9th & Prospect

To order tickets, send check or money order to:
Rotary District 6630, 73 Lake Front Road,
Akron, OH 44319

Any questions, call Stew at: (330) 607-1442

ONLY 70 TICKETS AVAILABLE - ORDER SOON

TICKETS _____ LOWER LEVEL SEC.M102, ROW 8 & 9 @ \$80.00 EACH.....\$
TICKETS _____ SECTION 212 - ROW 11 & 12 @\$30.00 EACH.....\$
TICKETS _____ @ \$15.00 EACH.....\$
TOTAL DUE.....\$

CHECK PAYABLE TO: ROTARY DISTRICT #6630



The Rotary Club of Monroe presents our 2nd annual Pickleball Round Robin

Saturday, March 9 10:00 – 12:00 pm

Rotary supports service & scholarships in Walton County

**Monroe Golf & Country Club
1212 Alcovy St, Monroe GA 30655**

Registration: \$50.00

Win Prizes (Apple Watch and More!) & Medals
Structured by skill levels & age as much as possible

| | | | |
|-------------------------|----------|--------------|-----------|
| Name & phone number | _____ | | |
| Email address | _____ | | |
| Circle Pickleball Level | Beginner | Intermediate | Advanced |
| Circle Age Group | 15-35 | 36-60 | 61 and up |

Mail checks to Linda Wood, 6425 Old Mill Lane, Monroe, 30655

Make checks out to the Rotary Club of Monroe

Call or email this completed form to Linda Wood

THIS *or That?*



THIS *or That?*



Rotary
CLUB OF BRIDGTON-LAKE REGION

ON HIGHLANDS COUNTRY CLUB

18 hole scramble format with
barbecue & awards following play

Little Beach Golf Vacation



SATURDAY
September



Rotary
Club of Babylon

**22nd Annual
Charity Golf Outing**

Monday October 3, 2022

*E. Donald Conroy Golf Course
at Sumpwams Creek*



75 Cedar Street
Babylon, NY 11702

• Morning and
Sessi

THIS *or That?*



THIS

or That?





PUBLIC IMAGE BOOT CAMP

PREPARE FOR A SUCCESSFUL 2024-25 ROTARY YEAR!

TUESDAY, APRIL 23 @6PM EDT

Register now at elevaterotaryzones3334.org.

THANKYOU

Keep in Touch with Us

Sign Up for the next webinar at elevaterotary.org

**Follow the Zone on Social Media at Rotary Zones 33/34
or @rotaryzones3334 | #rotaryshares #elevaterotary**

CONNECT

With Me

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District Public Image Chair*

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 **elevaterotary.org**

 **connect at Hamilton-Holloway**

