

Rotary Public Image Coordinator

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*Send the Public Image Citation
to the ARPIC by
July 15, 2019 or 3 weeks
before the District Conference if
presenting the certificate
at Conference.*

ESSENCE STATEMENT

Rotary
joins leaders
from all
continents,
cultures, and
occupations to
exchange ideas
and **take action**
for
communities
around the world.



PUBLIC IMAGE CITATION



**Zone 33
Rotary Clubs**



**BE THE
INSPIRATION**

2018-19

ENHANCE ROTARY'S PUBLIC IMAGE AND AWARENESS

A positive public image improves your club's relationship with your community and attracts prospective members.

Enhance your club's public image and build awareness of Rotary in your community by telling compelling stories about club activities that are making a positive difference.

Achieve at least 4 of the following goals:

- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together
- Sponsor a Youth Exchange student or RYLA participant

FOR ADDITIONAL CREDIT, PLEASE ADD 2 OF THESE ACTIVITIES:

- Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month.
- Participate in a Rotary Has Heart activity and send media information (print, broadcast or social) with your citation.
- Create a Club Video that is no longer than 2 minutes (may be done on cell phone) and submit with your citation. Tell about your club activities for 2018-19 and the theme "Be the Inspiration".
- Help create a District Video that is no longer than 2 minutes and submit with your citation. Information should be about the district and its activities.
- Plan a World Polio Day project and have speakers who are Polio Survivors or Post Polio Syndrome victims at your club and also feature them in the media.



BE THE INSPIRATION

Instructions for Completion of Public Image Citation

Check boxes for items completed.

I will endeavor to plan with members to include our Public Image goals in a 3 year Club Strategic Plan.

Sign _____ (President)

and

_____ (Public Image Chair)

_____ (District)

_____ (Rotary Club, Rotaract Club or Interact Club)

