

## PUBLIC IMAGE RESOURCES

How we share our story with the world is vital to Rotary's future. Through a unified look and a clear and compelling voice, we are enhancing our legacy as one of the most widely recognised and respected organizations in the world. Visit the Brand Center at [rotary.org](http://rotary.org) to find all the information you need to send our story to the world. Please provide your details below.

Club Website url:

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Club Facebook page:

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Club Instagram page:

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Club YouTube &/or Vimeo channel:

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Club LinkedIn page:

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## WHY CREATE A PUBLIC IMAGE CITATION?

Rotary and Rotaract clubs throughout Zone 34 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 clubs which have not yet developed a Public Image plan, to do so.

## ROTARY PUBLIC IMAGE COORDINATORS

Appointed by the RI President, the 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.

### 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

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.



## ZONE 34 PUBLIC IMAGE CITATION 2017-18



Rotary's public image is shaped by the actions of each of its clubs & members, as well as by its involvement in the community, its presence on the web and social media and the publications it produces. Clubs should develop plans which help Rotary's strategic goal of enhancing the public's image of Rotary and awareness of its service and activities



# ZONE 34 PUBLIC IMAGE CITATION FOR ROTARY & ROTARACT CLUBS

## REQUIRED ACTIVITIES

- Develop a club Public Relations plan and submit it to your District Public Image Chair **before August 31, 2017.**
- Use Rotary's Brand guidelines, templates and other resources in all your communications to strengthen Rotary's image. **Report in Rotary Club Central.**
- Regularly update your club website and social media accounts to showcase club activities and illustrate Rotary's impact both locally and throughout the world. **Report in Rotary Club Central.**
- Organize an event that results in significant media coverage, that engages your members and offers the opportunity to promote your club. Submit a report of your event with examples of media coverage to your **District Public Image Chair.**



**ROTARY:  
MAKING A  
DIFFERENCE**

## ADDITIONAL ACTIVITIES

- Post at least **THREE** club projects in **Rotary Showcase** or **Rotary Club Central.**
- Host and promote a community event to support World Polio Day and register it on [endpolio.org](http://endpolio.org).
- Start or update an electronic club newsletter, using the current Voice and Visual Identity Guidelines. Publicize it to non-Rotarians and the local media.
- Hold at least one fellowship, networking or collaborative event that is open to the public and partners with at least one other club. Use the opportunity to introduce non-Rotarians to Rotary. Post the event in **Rotary Club Central.**
- Promote your club on at least **THREE** social media sites *(please provide your social media addresses where indicated on this brochure)*
- Engage your community by hosting at least **ONE** networking event for local professionals, community organizations or Rotary alumni. Report in **Rotary Club Central.**

Clubs that complete the four required activities and at least two additional activities by **April 15, 2018** qualify for the citation.

*(PLEASE WRITE IN ALL CAPS)*

\_\_\_\_\_  
President Name

\_\_\_\_\_  
Rotary (Rotaract) Club

\_\_\_\_\_  
District

I certify that our Club has completed the Public Image activities listed, to qualify for a Public Image, Zone 34 Award.

*I have sent my PR Plan to my DPIC.*

\_\_\_\_\_  
President's Signature

\_\_\_\_\_  
Email

\_\_\_\_\_  
Date

Send by **April 15, 2018** to:

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