

GET READY: CLUB PUBLIC IMAGE COMMITTEE



This *Get Ready: Club Public Image Committee* textbook is partly extracted from RI online Learning Center course. Please visit the Rotary's Learning Center for further information needed on the Rotary website: Rotary.org.

Translating Committee
Rotary Centre in Thailand
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Get Ready: Club Public Image Committee

Course Description

Learn about your responsibilities, how to work with your committee to set and achieve goals, and how to get the most out of the district training assembly.

Updated December 2023

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Your role

As part of your club's public image committee, you tell Rotary's story. This means raising awareness of who we are, how we collaborate to solve problems, and how the work we do together makes a difference in our communities.

One way you'll do that is by developing and implementing strategies to promote your club's projects, events, and other activities. Your overall responsibilities include:

- Participating in your district training assembly
- Participating in your district vibrant club workshop
- Setting public image goals and developing a plan to achieve them
- Making sure that the club's website and other communications, such as pamphlets, newsletters, and social media, use Rotary's voice, visual identity, and logos correctly
- Using the resources in the Brand Center to enhance Rotary's public image
- Using People of Action materials to illustrate who we are and how we engage with our communities
- Using social media to raise awareness of Rotary and your club
- Promoting club events and projects to members, local media outlets, and people in your community



At your club leadership learning seminar and vibrant club workshop, you'll learn more about how to fulfill these responsibilities and use your role to support Rotary's Action Plan. You'll also work with other club officers to set common goals.

Throughout the year, communicate with your club's other committees so that you know what projects and events are being planned.

Work closely with club members on these projects to make them more appealing to the

media. One way to do this is by showing how your club's activities engage participants and help the community.

By working with your club's members and other committees, you'll maximize your impact.

Promoting your club

Remember that how we talk about Rotary shapes how people think about us.

When your club has a strong public image, people in your community know what Rotary is and understand who we are, what we do, and why we do it. They understand that your club's members are motivated to find solutions and prepared to take action on difficult challenges locally and around the world.

As you develop a communications and marketing plan for your club, review the public image page on My Rotary to find tips on contacting media organizations and writing press releases, as well as other resources to help you promote your club and its work to people outside Rotary.

When people understand the difference your club makes in your community and around the world, this can:

- Raise awareness of your projects and events
- Attract and engage members
- Increase donations to The Rotary Foundation
- Help you build new partnerships
- Attract volunteers and community support for local projects



Invite the press to special events

Media organizations are most likely to be interested in projects that:



- Meet a specific community need or coincide with a larger trend in the news
- Relate to an international effort that your club or a club member is supporting
- Involve local young people or a prominent community member
- Highlight the experiences of Rotary program participants or alumni in another culture
- Include activities that can be shown in compelling photos or videos

Use social media strategically

Increase your impact on social media by:

- Posting engaging content about your club's activities, with both text and images
- Using the #PeopleOfAction hashtag when you share stories about people and projects that are making a difference
- Including quotes, photos, and videos from guest speakers (with their permission) and linking to their social media pages
- Sharing content from Rotary's own accounts or from our trusted partners
- Encouraging members to share your club's posts on their own social media feeds



Get club members involved

Ask all of your club's members to be part of the public image effort. Check with them to make sure they're comfortable talking about Rotary and answering questions about our purpose, our causes, and our programs.



Encourage members to promote our mission and core values in their personal and professional pursuits. This can be as easy as wearing a Rotary shirt or pin, or sharing social media posts about Rotary with their friends.

When your club promotes itself and its work, you raise awareness of Rotary and help people in your community understand our commitment and ideals.

Online resources

Many resources are available to help you fulfill your responsibilities as the chair or a member of your club's public image committee.

Make sure that the name of the public image chair and their role is added to My Rotary. This ensures that they'll receive messages from Rotary International and updates about the materials available in the Brand Center.

The additional resources below will help you promote and strengthen your club's public image.

The Brand Center

You'll find guidance about Rotary's voice and messaging in the Brand Center, under Our Brand and then the Brand Elements heading. This section is also where you'll find examples of our photography style, tips for creating videos, and details about getting permission from the people featured in your images.

The Brand Center has resources that you can download for more information. It's also where you'll find easy-to-use templates and tools to help you create:

- Club and program logos
- Event flyers and banners
- Print ads and digital banners
- Social media posts
- Club brochures



My Rotary

My Rotary provides customized access to many functions and types of information. You can:

- Review the public image page to find tips about how to promote a project, work with local media outlets, write press releases, and more
- Take more courses in the Learning Center

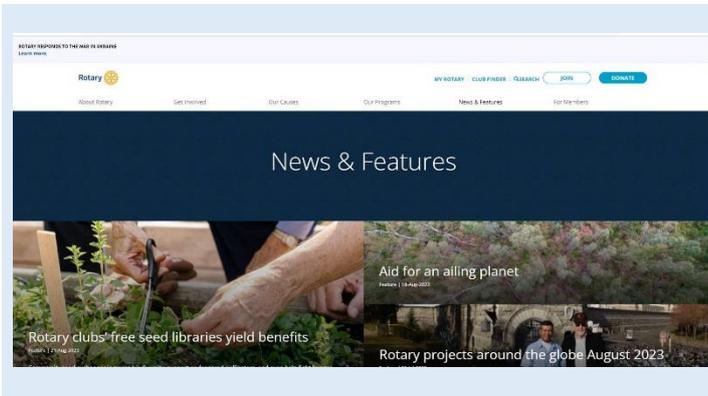
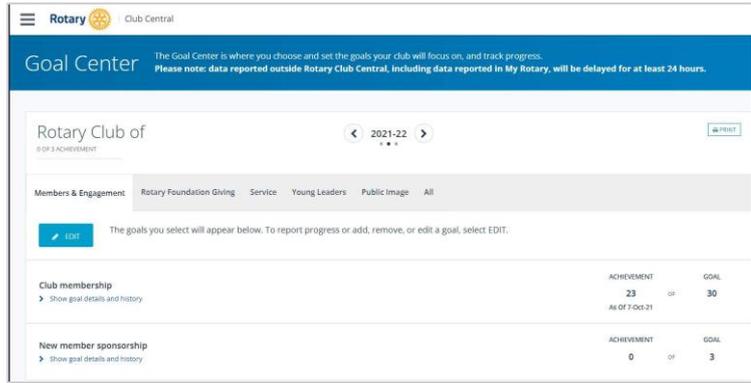
❗ Club administration functions are now available to Rotary and Rotaract club officers in My Rotary. Rotaract club officers will soon have access to Rotary Club Central and be able to share their level of access through delegation.

Rotary Club Central

Set and track your goals for the year in Rotary Club Central.

Club leaders can enter and update goals for the club's public image, which district leaders can then view and edit.

Monitor your club's progress toward its goals and review reports regularly. Recognizing trends can help you decide how to focus your efforts.

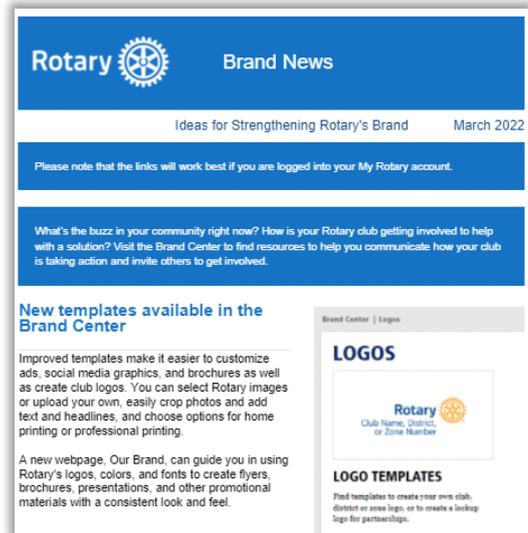


Rotary.org

Share stories and updates from the News & Features page of Rotary.org.

Brand News newsletter

Sign up for this quarterly email, which features tips, resources, and ideas for strengthening Rotary's brand. Tell us if you'd like to receive Brand News.



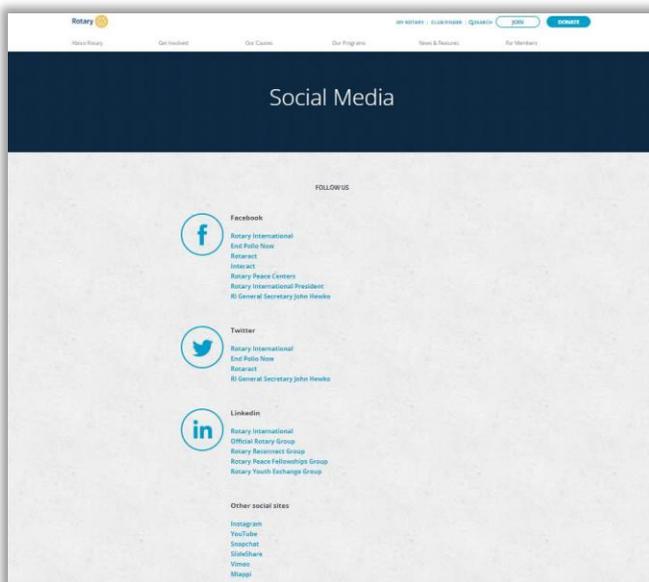
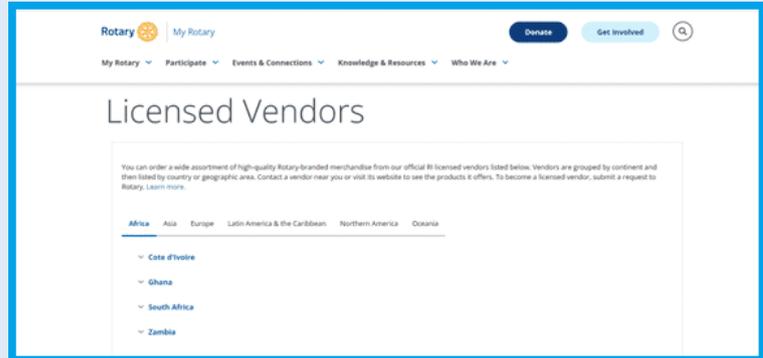
Licensed vendors

Rotary's brand is an important part of our public image. When you want to buy merchandise that uses Rotary's logo, work with one of our licensed vendors. These merchants comply with our brand guidelines and have permission to use our trademarks.

If you can't buy from a vendor that is already licensed, have the vendor you plan to work with get a one-time release from our licensing department.

These requirements ensure that items are produced correctly, which protects and strengthens Rotary's brand.

If you have questions about the use of Rotary's trademarks, write to rlicensing@rotary.org.



Social media

Follow Rotary's social media accounts on Facebook, Twitter, LinkedIn, and other platforms.

Note what kinds of images and videos are used on different platforms and think about what makes them effective for that audience.

Find social media posts that will resonate with your audience and share them on your club's social media accounts.

What's next

You've learned a lot about how to fulfill your role, and you're ready to get started. Consider these questions as you prepare for the club leadership learning seminar:

- What responsibilities do members of the club public image committee have? What additional responsibilities does the chair have?
- Which of your club's goals can your committee help achieve?
- How will you promote Rotary to prospective members? Who in your community can you work with to raise awareness of your club?
- What new or innovative methods will you use to promote your club?
- How can you ensure that your club uses Rotary's logo correctly?
- What tasks will you delegate to others, and how will you support them?
- What are your committee's strengths and weaknesses? What practices should you continue? Which ones can you improve?
- How can you involve program alumni in your promotional efforts?

Appendix

Club Public Image Committee

Essentials: Learning plan description

Learn about your role, how to tell Rotary's story to the public, and ways to effectively promote your club's projects and activities.

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Courses in the Learning plan

- Working with Other Club Leaders
- Leading Effective Committees
- Our Logo: Representing Rotary
- Promoting Your Club as People of Action
- Public Relations and Your Club
- Rotary's Action Plan and You
- Promoting Rotary on Social Media
- Using Rotary's Trademarks

