

BUILDING ROTARY'S PUBLIC IMAGE

Course online from [Rotary.org](https://www.rotary.org)

What is Rotary's public image?



Rotary's public image isn't just what we think of ourselves. It's also what people **outside** of Rotary think about us.

Getting people to recognize Rotary's name is a start, but our work needs to go further. Talking about Rotary in ways that explain what we do and the impact we make is essential to enhancing people's understanding and inspiring them to get involved.

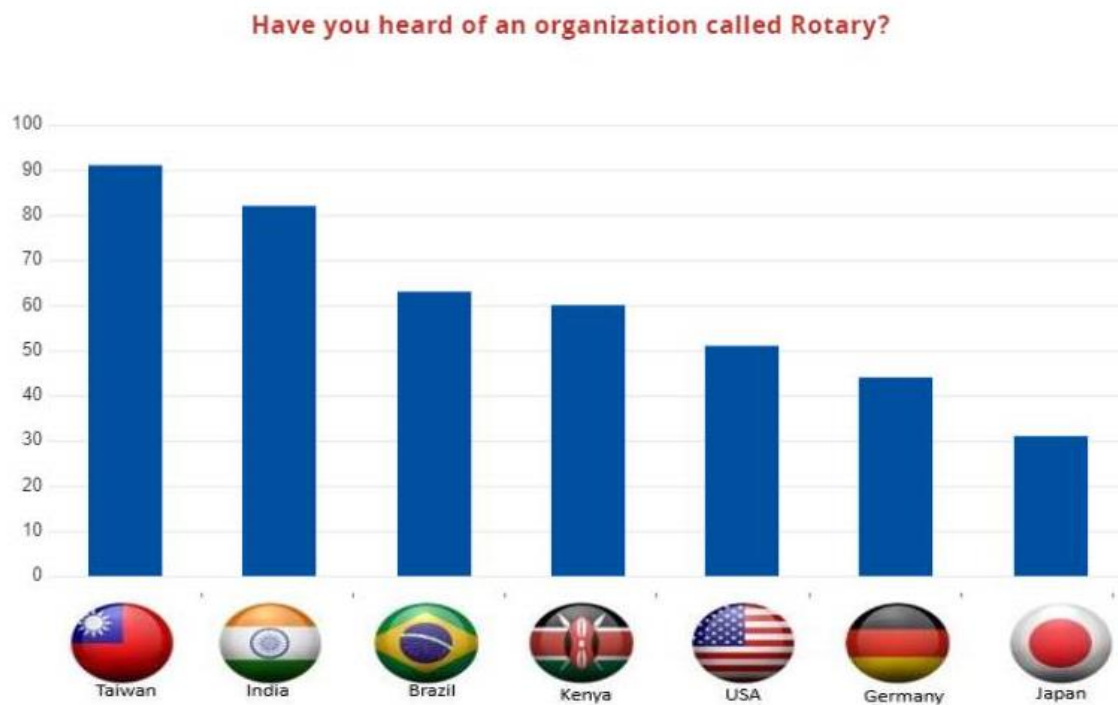
Rotary unites leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.



That statement expresses how we see Rotary, but how do people who aren't involved with Rotary perceive us and our clubs? Our public image is shaped by what people have heard – or haven't heard – about Rotary. This can lead to misconceptions.

Asking “What is Rotary?”

People's awareness of Rotary varies widely around the world. Research reveals that we can improve our brand recognition.



Source: Rotary's public image survey, 2018

Many of us have been asked “**What is Rotary?**” and we answer in different ways. Similarly, when we asked members of the public from around the world, we received a variety of responses.



Making a good impression

Our public image is shaped by how we talk about Rotary, and how often. If **we** are not telling Rotary's story to the public, their impressions are often made up of half-truths. This can harm our public image and weaken our brand.

Could our words and behavior unintentionally lead people to misunderstand Rotary? Let's see how various actions can affect Rotary's public image.

Drag the top card into the correct box.

(A) Strengthens our public image

(B) Weakens our public image

- 1) Posting photos of members working on service projects
- 2) Posting lots of photos of members at meals or in meetings
- 3) Inviting only members to participate in your club's community events
- 4) Neglecting to update your website and club logo
- 5) Posting photos that don't reflect the diversity of your club and community
- 6) Involving past Rotary program participants in club activities
- 7) Partnering with local organizations to increase impact

- 8) Pursuing projects and activities that are relevant to the community
- 9) Having a diverse club membership
- 10) Assuming you don't have to promote your club because everyone knows about Rotary
- 11) Promoting members as people of action
- 12) Doing the same project every year because members love it

Click CONTINUE to learn why it's important to have a strong public image.

Answers

| | | | |
|----|-----|-----|-----|
| 1) | (A) | 7) | (A) |
| 2) | (B) | 8) | (A) |
| 3) | (B) | 9) | (A) |
| 4) | (B) | 10) | (B) |
| 5) | (B) | 11) | (A) |
| 6) | (A) | 12) | (B) |

The benefits of a strong public image



Why is it important to improve Rotary's public image?

Because just knowing about Rotary often isn't enough to spark people's interest and spur them to get involved.

Watch Rotarian Sharon Tallach Vogelpohl talk about the importance of Rotary's public image.

(Video: <https://youtu.be/Yb8ZUt18qqA>)



Sharon Tallach Vogelpohl, a past member of Rotary's Communications Committee and chair of the brand subcommittee, is also president of the branding and marketing firm Mangan Holcomb Partners.

When people understand what your club **does** to make the world a better place, they'll be motivated to support your efforts and get involved. Strengthening Rotary's public image in your community will help you attract members, volunteers, partners, and donors. Click the arrow for more information about reaching these groups.



Prospective members

When you tell stories about how your club is making a difference in your community, it **inspires interest** in prospective members and makes it easier for you to reach your membership goals.



Current members

Promoting your club's good work in the local news media and on social media can also **engage** current members. Keeping members involved is much easier when they take pride in your club's accomplishments.



Volunteers, donors, and partners

People in the community are more likely to **donate** their time and money when they see the impact of your club's projects. It's also easier to find local partners to work with when they know and trust your club.

Enhancing your club's public image also helps your club **stand out** from all the other opportunities that members of your community have to donate, volunteer, and get involved.

Public image in your community



As a Rotary member, you are an ambassador for our brand. Because you have direct experience with Rotary, you are in the best position to raise awareness and understanding among those who don't know us.

Your club's interactions with the community greatly influence how people think about Rotary.

When negative stories dominate the media, there's no better time to show Rotary members as people of action, identifying challenges and taking action in their own communities to make things better.

Kathy Fahy, a member of the Rotary Club of Iowa Great Lakes (Spirit Lake), Iowa, USA, has been a Rotary public image coordinator for region 35 and owns K Brand Marketing Inc.



Help your club build a strong public image in your community:

- Publicize your projects and activities to influence how your club is perceived.
- Share stories about how your club's projects affect the lives of people in your community.
- Present your club as vibrant and your members as people of action.

Click on the headings to learn more about ways to strengthen your club's public image:

Social Media



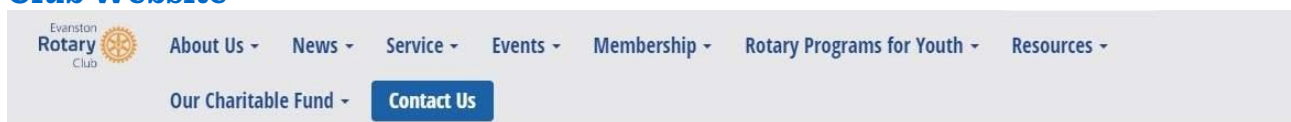
Post photos that reflect your club's diversity. Share news and personal stories about club projects and events. Invite your followers to learn more about your activities by providing links to your club website.

Events



Plan activities that are of interest to your community. Encourage the public to participate in your events to build awareness of and support for your club.

Club Website



THE ROTARY CLUB OF EVANSTON

The Rotary Club of Evanston is an organization of local leaders and volunteers who are working together to improve Evanston and the world through service and giving back to the community. The club has been a gathering place and forum for leadership for nearly 100 years!

SOCIAL MEDIA

STAY CONNECTED!



The Rotary Club of Evanston is available on social media! Like and follow us @EvanstonRotary to stay up to date on our club's activities, news and events.

GET INVOLVED

Make sure your website shows up-to-date information about your club and its activities. Use images and videos that feature club members working together, having fun, and making positive changes in the community. Update your website frequently.

Partnership



Work with local organizations to increase both your visibility and your impact.

Review

Let's review what you've learned about building Rotary's public image. Take this short quiz to test your knowledge.

Question

01/05

It's what our members think about Rotary that establishes our public image.

- True
 False

Answer: False – People may know that your club exists but not know anything about what it does. They may even hold negative stereotypes about Rotary. Part of building a strong public image is showing people how you make an impact.

Question

02/05

Check all of the actions that contribute to a positive public image:

- A) Posting lots of photos of members enjoying lunch or attending weekly meetings
- B) Only updating your club website once a year
- C) Keeping club activities private, for members only
- D) Making sure that your club's membership reflects the diversity of your community
- E) Collaborating with community partners on service projects

Answer: D & E – Show your club members as community-focused people of action. And remember that members of the public will be more likely to feel that they have a place in your club if they see people like them in it.

Question

03/05

A positive public image can (select all that apply):

- A) Attract members, volunteers, partners, and donors
- B) Make Rotary stand out from other organizations
- C) Inspire current members
- D) Expand our reach

Answer: A, B, C & D - A positive public image will strengthen Rotary in all of these ways

Question

04/05

If community members know the Rotary name, that should be enough to inspire them to get involved.

- True
- False

Answer: False – People need to know who we are and what we do to want to get involved in our clubs.

Question

05/05

Rotary members are in the best position to strengthen our public image.

- True
- False

Answer: True - Your club's interactions with the community greatly influence how people think about Rotary. Make sure those experiences are positive and relevant.

Resources

It's everyone's job to enhance Rotary's public image. These resources can help.

Brand Center

Find logos, images, ads, brand guidelines, and much more.

Click here: <https://brandcenter.rotary.org/en-GB>

Messaging Guide

Learn how to talk about Rotary in a clear, compelling, and consistent way.

Click here: <https://brandcenter.rotary.org/en-GB>

When you think about Rotary's public image, remember that we are people of action.

Watch this video for more information. Check your volume settings before you select the play button.

Video: <https://youtu.be/HX8KnM5eRsg>



Watch for more courses in the Learning Center to help you strengthen Rotary's brand, use People of Action materials, and communicate effectively using social media.

Proceed to the next item in the course. Select the x to close the window to continue.