



Public Image Plan 2020-2021

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. This form assists you in creating a Public Image Plan for your Club.

Name

Phone

Email

District

Club Type

Club Name

Objective

To increase awareness of the impact and influence of Rotary in our community and globally to benefit current member enthusiasm, engagement and retention as well as new member recruitment.

Method

Utilizing both internal and external communication vehicles , our public image campaign will build on the initiatives begun last year to establish the Rotary Club of _____ as a force for good in our community and around the world.

Timeline

Identify dates of when you will have this information completed (Recommended date)

FIRST QUARTER OF ROTARY YEAR

- Meet with Club President to discuss expectations, goals, budget **(July)** **Date**
7/1/2020
- Develop PI Committee **(July)** **Date**
7/1/2020
- Create and/or review website and social media channels **(July)** **Date**
9/1/2020
- Develop a calendar for Public Image – use monthly observances, club and **Date**
9/1/2020

district events **(August)**

- Create a fact sheet and distribute to members, pass out at events. Includes information on the club, history, projects and fundraisers, contact info. **(September)** **Date** 8/31/2020
- Meet with Membership chair and TRF chair to discuss goals of each committee and how PI can be incorporated for membership drives and fundraising events (i.e. marketing plan, signs, banners, social media, news release, etc.). **(September)** **Date** 8/13/2020

Goals

Club Public Image Goals

Adopt RI branding guidelines across all major channels, especially social media and paid newspaper.

Optimize the club newsletter as a primary vehicle to keep members engaged during this season of social distancing and virtual meetings.

Leverage club members' relationship with local media to obtain more frequent unpaid (PR) coverage of the club's projects and initiatives.

Utilize the occasion of the club's 100th anniversary to generate publicity and reinforce the club's image as the premier service organization in this community.

Elevate the role of social media (especially Facebook) among our PI channels.

Projects

Identify landmark projects your club will accomplish this year and how you will use to promote Rotary's Public Image.

Rotary Club of _____ 100th Anniversary celebration and related dedication of a Rotary-branded fountain downtown.

Recognizing Those Who Serve... Feeding our Local Heroes: city police, county sheriff's department, firefighters and utility workers.

Character Counts... partnership with area schools to reinforce among our youth the 6 pillars of character.

Teen Health... pregnancy prevention initiative

SafeDrive... driver safety awareness program delivered to all three area schools' 9th grade students.

Identify fundraisers and other events your club will accomplish this year and how you will use to promote Rotary's Public Image.

Golf Tournament fundraiser... to support the United Way (newspaper publicity)

100th Anniversary celebration (paid magazine ads; unpaid newspaper human interest feature articles; branded Rotary fountain)

All other projects described above (paid newspaper ads)

Other Activities

Identify other activities your club participates in and promote these to enhance your public image.

Club Celebration Gala

Student-of-the-Month recognition program

Family of Rotary events
New Member Spotlight in club newsletter
Regular feature articles in District Newsletter

Club Public Image Committee

Tell us how your Public Image Committee is structured

Committee Members

Title / Area of Responsibility	Name	Email
Deputy Director		
100th Anniversary publicity		
Newspaper Liaison/Press Releases		
Photography		
Social Media		
Webmaster		
Newspaper Paid Ads		
Club Newsletter		
District Newsletter Articles		
District Newsletter Articles		
Club Newsletter Articles		

Budget

Put together a list of expenses.

Paid newspaper advertising: \$425

Paid magazine Advertising: \$825

Undesignated (reserve) \$750