



# ROTARY PUBLIC IMAGE CHALLENGE

Activities for July 1, 2022 – June 30, 2023

*While the impact we make on the world around us is significant, we can't maximize our impact without telling people who we are and what we do. Creating a positive public image in our communities and within our clubs is essential to engage people so they feel an emotion connection to our efforts, and become more likely to give their time, energy, and money to Rotary. This public image doesn't happen by accident, but through many activities we can build our image to increase our impact!*

## CATEGORY 1: TEAM MAKE-UP

1. Have a District Public Image Team made up of at least five members, identified by September 1, that meets at least four times during the year (List members and dates of meetings)
2. Establish Public Image Team goals by September 1 that are clear and measurable (Send a copy to the RPIC by September 1 and include in submission)
3. Promote the Public Image Team, resources, and activities on the district website (Describe in narrative)
4. Identify roles/responsibilities of team members (Describe in narrative)
5. Develop a succession plan for Public Image Team members to ensure continuity (Describe in narrative)
6. Other significant and innovative Public Image Team related initiatives (Describe in narrative)

## CATEGORY 2: TRAINING/COMMUNICATION

1. At least 75% of clubs have a Rotary Public Image team leader identified in My Rotary
2. Conduct at least two District Public Image Training Seminars/Workshops with different purposes (Please attach agenda and provide dates/locations)
3. At least 50% of clubs have a member complete a Public Image related course on Rotary's Learning Center
4. The Public Image Team leader, or another significant Team Member (not a Zone officer) attends the Public Image training session at the 2022 Zone Institute in Minneapolis, Sept 14-18 or the 2022 Multidistrict Training Institute in Pflugerville, Tx, August 5-6 (Include name/position)
5. Create a "New Year" (July 1-June 30) checklist with Public Image related activities or objectives clubs can accomplish (include checklist in submission)
6. Other significant and innovative training related initiatives (Describe in narrative)

## CATEGORY 3: BRAND CONSISTENCY

1. Have brand compliant district website and at least two social media sites (provide web addresses)
2. Conduct training for clubs highlighting importance of proper branding (provide date/location/agenda)
3. Conduct an audit of club websites and social media sites (attach audit)
4. 60% or more of clubs have websites and social media that adhere to brand standards (shown within audit details)
5. 90% or more of clubs have websites and social media that adhere to brand standards (shown within audit details)
6. Other significant and innovative brand consistency related initiatives (Describe in narrative)

## CATEGORY 4: SOCIAL MEDIA

1. Have at least two district social media accounts (provide web addresses)
2. Promote at least two district or club programs/projects each month (include links to the posts)
3. Utilize People of Action materials at least 10 times in social media posts (include examples)



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4. Develop, promote, and utilize at least one district hashtag on social media (include hashtag/site)
5. Create and post at least two videos promoting a club or district project/initiative (include links to videos)
6. Other significant and innovative social media related initiatives (Describe in narrative)

#### CATEGORY 5: COMMUNICATION WITH CLUBS/MEMBERS/PUBLIC

1. Identify and promote at least 50 club events on district website and/or social media (include links)
2. Promote Rotary Showcase so at least 20 clubs enter a project on Showcase (include list/links)
3. Promote at least three club or district events in local traditional media (provide examples)
4. Create a press release template and have at least 50% of clubs submit a press release to local media (include copies of template and club press releases)
5. Submit at least five press releases for club or district activities/initiatives to media in your district (include copies of press releases)
6. Other significant and innovative communication related initiatives (Describe in narrative)

#### CATEGORY 6: PARTNERSHIPS

1. Partner with another district in at least one Public Image initiative (include details and collateral)
2. Partner with another organization to leverage promotion of Rotary district and clubs (include details and collateral)
3. Work with district Membership team to feature at least ten activities that engage members throughout the district (Share examples)
4. Work with district's Rotary Foundation, Polio Plus and Membership teams to share at least five powerful stories of Rotary service (Provide details & examples in narrative)
5. Participate in implementation of at least one "One Summit" training with district Rotary Foundation, Polio Plus and Membership teams to show the importance of all areas working together
6. Other significant and innovative partnership related initiatives (Describe in narrative)

#### CATEGORY 7: OTHER

1. At least 95% of clubs in your district set Rotary Public Image goals in Rotary Club Central by September 1 (attach list of clubs)
2. District Public Image team members deliver presentations to at least 40% of clubs regarding the importance of telling our story and providing actionable steps to increase the club's profile in the community (include list of clubs/dates of presentations)
3. Work with district leaders to identify clubs that plan to conduct Rotary Days of Service and help them tell stories that comply with brand guidelines. Provide at least four examples (Include dates/details of Days of Service and promotional activities)
4. Promote World Polio Day so at least 10 clubs submit an event to End Polio Now (include list of clubs that submitted their events)
5. In support of Rotary's commitment to diversity, equity, and inclusion, work with other district leaders to organize and conduct at least three inclusive virtual or in-person events for a diverse group of Foundation supporters (Include details/explanation of these three events)
6. Other significant and innovative initiatives that didn't fit into any of the above categories (Describe in narrative)