

## Public Image Citation 2023-2024 Objectives

**Completed Public Image Citation Submittal Form Due March 31<sup>st</sup>, 2024**

Please check off all items that your club completed during the '23-'24 Rotary Year:

- ☐ Appoint a '23-24 Public Image Chair and Identify in DACdb by July 31, 2023
- ☐ Complete, Update, or Implement a Strategic Public Image Plan by July 31<sup>st</sup>, 2023
- ☐ Maintain a club website or Google My Business listing and one additional social media channel with up-to-date Rotary Branding showcasing club activities and illustrating Rotary's impact locally and abroad.
- ☐ Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources in your club marketing and online presence. Send a link to one social media post using these resources to [pidistrict6910@gmail.com](mailto:pidistrict6910@gmail.com).
- ☐ Promote 2 Social Activities held outside of your clubs normal meetings that show the value Rotary places on family, community, and networking. This could be anything from family days to happy hours that you promote to potential new members and share!
- ☐ Submit at least quarterly to the D6910 PI Newsletter team: articles and photos of projects, fundraisers, activities or interesting meetings (for the D6910 newsletter) – Send to [pidistrict6910@gmail.com](mailto:pidistrict6910@gmail.com).
- ☒ Work with Club Leaders to ensure that at least three initiatives are posted to Rotary Showcase on myrotary.org. **(This now must be done by the club President as of Oct 2023 or Club Service Chair)**
- ☐ Publish (in print or online) weekly bulletins to members.
- ☐ Update website or social media pages at least twice monthly to reflect current activities and information of interest to the public.
- ☐ Attend at least 2 Zone PI Webinars. They are held monthly, and you can register at [elevaterotary.org](http://elevaterotary.org)
- ☐ Complete your Zone 34 RPIC Team Public Image Plan Task for the July Zonal Citation and forward it to [pidistrict6910@gmail.com](mailto:pidistrict6910@gmail.com).

To be considered for PI Club of the Year:

- ☐ Create at least one video of :60 seconds or less to share how Rotarians are "Creating Hope in the World" that can be used as a membership recruitment tool for your club. Share the video on your social media channels and send the link to [pidistrict6910@gmail.com](mailto:pidistrict6910@gmail.com) before March 15, 2024.
- ☐ Complete all task for the 2024 Zone 34 Zonal PI Task Submission at ElevateRotary.org

Date Submitted: \_\_\_\_\_ Name of Club: \_\_\_\_\_

Club President Name: \_\_\_\_\_ Club P.I. Chair: \_\_\_\_\_

**Note**—This completed form should be scanned and emailed to: [pidistrict6910@gmail.com](mailto:pidistrict6910@gmail.com)