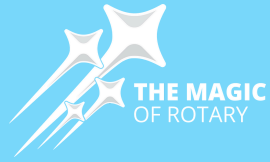


Rotary  
District 6910



# Public Image Citation Tracker



*"It's up to you. You create the magic with every project completed, every dollar donated, and every new member." - RI President Stephanie Urchick*

2024-2025 District Public Image Goals	Completed	Date
1) Identify a Club Public Image Chair by August 15th, 2024	<input type="checkbox"/>	_____
2) Use correct branding on all platforms	<input type="checkbox"/>	_____
3) Complete the Rotary Zone 33/34 Monthly Tasks - Elevaterotary.org	<input type="checkbox"/>	_____
4) Maintain and update an online website or social media page by adding content monthly	<input type="checkbox"/>	_____
5) Share Club & Personal Stories by sharing them with the District Public Image Team through social tagging or email.	<input type="checkbox"/>	_____
6) Attend Public Image Webinars hosted by Zone or District Public Image Teams.	<input type="checkbox"/>	_____
7) Work with club leaders to promote at least 2 service projects, social events, or fundraisers outside of normal meetings.	<input type="checkbox"/>	_____
8) Engage Media Relations- Work or continue to build one good media contact through your local print, radio, or broadcast news.	<input type="checkbox"/>	_____
9) Take Photos that Showcase People of Action and share in the Zone 33/34 Photo Challenge - Attached with this when you submit.	<input type="checkbox"/>	_____
10) Participate in the District 6910 District Assembly - May 18, 2024, and/or the Club Public Image Onboarding Zoom Call held Aug 6th, 2024 or the Get Your Word Out Live Event on Sept. 10th, 2024.	<input type="checkbox"/>	_____

*Please complete by March 31st, 2025 and send to [pidistrict6910@gmail.com](mailto:pidistrict6910@gmail.com)*

## Milestones & Motivation

**Goal #1: Identify a Club Public Image Chair in MyRotary.org and DACdb by August 15th, 2024**

**Why:** This allows the District Public Image team to communicate to CPICs about important updates and monthly reminders.

**What success looks like:** Having an identified person who understands PI and is willing to help build the club's image.

Tip: This task must be done by your club's leadership

Steps to Complete	How to get there
<ul style="list-style-type: none"><li>● Identify PI Chair</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Find a Real Person who will do the work and loves to serve.</li></ul>
<ul style="list-style-type: none"><li>● Add to MyRotary.org</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Have Club Leadership login to myrotary.org and add under:<ol style="list-style-type: none"><li>1. Click on the Club Tab</li><li>2. Click on the Members tab</li><li>3. Click on Manage Club Officers</li></ol></li></ul>
<ul style="list-style-type: none"><li>● Add to DACdb</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Have Club Leadership add under:<ol style="list-style-type: none"><li>1. Click on the My Club Tab</li><li>2. Click on the Admin Functions tab</li><li>3. Click on Edit Club Positions</li><li>4. Verify Correct Org Year</li><li>5. Click on Pencil By the Name</li></ol></li></ul>

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## Goal #2: Use correct branding on all platforms

**Why do it:** Because Rotary has been asking you to do this for 11 Years!

**What success looks like:** Your Club logo is updated EVERYWHERE

## Steps to Complete

- Visit [brandcenter.rotary.org](https://brandcenter.rotary.org) and create your club logo while adhering to the Do's and Don'ts that are shown here:

### Do's and don'ts

Every member plays a role in strengthening the Rotary brand. You and your club help build Rotary's brand recognition by using our logos...

 [rotary.org](https://rotary.org) / Aug 21, 2023

## How to get there

- Go to the website, click on the drop-down menu, select Create a Club Logo, and follow the prompts. Download all three formats for future use.

**Tip: Rename your club name to make it easier to find in the future.**

- Share it with all members of your club and express the importance of updating everything - invoices, letterhead, new member packets, your fundraising logos, etc.

- Help Club members replace the logos through .jpg, .png, and .pdf

- Review Your Club PI Channels and update branding on profile images- *Make sure you remove any old theme logos and use the current year's theme only. Use the lock-up for these logos where appropriate. This year should only be The Magic of Rotary theme logo.*

- Replace old logos on the website, social headers, and Icons. Use lock-up logos when combining with other partnerships or themes

- Google Your Club in Google Images and see if you find anything you missed!

- Look for ways to remove old branding but don't beat yourself up if it is something you can't control

## Goal #3: Complete the Rotary Zone 33/34 Monthly Tasks - [Elevaterotary.org](https://Elevaterotary.org)

**Why do it:** This breaks down the public image role into monthly assignments to keep your club on track

**What success looks like:** Platinum Zone 33/34 Public Image Citation Recipient Recognition



Steps to Complete	How to get there
<ul style="list-style-type: none"> <li>● Visit <a href="http://elevaterotary.org">elevaterotary.org</a></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Go to the website, <a href="#">scroll down to the Zones 33/34 Public Image Citation section</a> on the home page, click on the box for the appropriate monthly task.</li> </ul>
<ul style="list-style-type: none"> <li>● Stay Up to Date with monthly tasks or check the District PI Reminders Email for updates about open tasks.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Make sure your contact information is correct on your <a href="http://elevaterotary.com">elevaterotary.com</a> submissions and in DACdb.</li> </ul>
<ul style="list-style-type: none"> <li>● Complete tasks before the deadline. <i>You have approximately 3 months to complete each task.</i></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Keep up to date with deadlines by seeing the overview page here:</li> </ul> <p style="text-align: center; color: gray;">Content is no longer available</p>

**Goal #4: Maintain & Update your online website or social media page by adding content monthly**

**Why do it:** To attract new members by showing you have an active club and letting them see your community impact

**What success looks like:** Having likes, comments by non-Rotarians or website traffic from new users.

Steps to Complete	How to get there
<ul style="list-style-type: none"> <li>● Create a strategy about what to post</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create a content calendar (or use the one from the Zone Monthly Tasks) to post regularly about club activities/members.</li> </ul>

**Goal #5: Share Club & Personal Stories by sharing them with the District Public Image Team through social tagging or email.**

**Why do it:** So that we talk about the impact we make, not the checks we write.

**What success looks like:** Having visuals and content that showcases impact.

Steps to Complete	How to get there
<ul style="list-style-type: none"><li>● Create a plan to tell impact stories of those you help or your members Rotary Moments</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Build these stories into your content calendar - particularly after service projects.</li></ul>
<ul style="list-style-type: none"><li>● Tag the District and Use District Hashtags</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Include: @RotaryDistrict6910 (<i>for most platforms</i>) and #RD6910 in your posts. Please see <a href="http://rotarydistrict6910.org">rotarydistrict6910.org</a> for a link to all our social profiles</li></ul>

**Goal #6: Attend Public Image Webinars hosted by Zone or District Public Image Teams.**

**Why do it:** To continue to learn new tips and tricks that may make the PI position easier for your team. To grow professionally with skills you can use outside of Rotary.

**What success looks like:** Registering to attend 2 Webinars in Person. Using Video Library as a Reference.

Steps to Complete	How to get there
<ul style="list-style-type: none"><li>● While completing the monthly zone tasks, check out the upcoming webinar topics and register to attend.</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Review the <a href="http://elevaterotary.org">elevaterotary.org</a> homepage for the next webinar, <a href="#">Subscribe to the Zone Calendar</a> for upcoming information, or check out the <a href="#">webinar archive</a> for additional topics.</li></ul>

**Goal #7: Work with club leaders to promote at least 2 service projects, social events, or fundraisers outside of normal meetings.**

**Why do it:** Be a part of the leadership team and contribute ideas that allow you to showcase Rotarians positively to the community for a bigger community impact.

**What success looks like:** New people expressing interest in your activities or club

Steps to Complete	How to get there
<ul style="list-style-type: none"> <li>● Be an active board member</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Share highlights of your projects with the District Team through social or email at <a href="mailto:pidistrict6910@gmail.com">pidistrict6910@gmail.com</a></li> </ul>
<ul style="list-style-type: none"> <li>● Share the event on your social media channels and website</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Tag the District Rotary Accounts by using @rotarydistrict6910 and then using Hashtag #RD6910</li> </ul>

**Goal #8: Engage Media Relations- Work or continue to build one good media contact through your local print, radio, or broadcast news.**

**Why do it:** Building relationships with local media helps to generate media coverage for clubs

**What success looks like:** Getting an event covered by local media

Steps to Complete	How to get there
<ul style="list-style-type: none"> <li>● List all local media - print news, digital publications, local radio, TV media</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Create a list of local reports and news release emails</li> </ul>
<ul style="list-style-type: none"> <li>● Contact through email/phone/LinkedIn to learn more about how and who to send media advisories and press release information. Invite them to events.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Generate an email release list of those you connect with in the community.</li> </ul>

**Goal #9: Take Photos that Showcase People of Action and share in the Zone 33/34 Photo Challenge**

**Why do it:** Positive images of members as people of action will capture the public's attention and spark interest in Rotary. When you take or select photographs to accompany your story, remember these tips to create stronger People of Action messages.

**What success looks like:** An effective People of Action story shows local Rotary members as achievers: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. It presents us as people who get things done and enjoy working, growing, and learning together.

## Steps to Complete

- Take the Rotary Learning Center Course on People of Action and check out this help guide:

### People of Action

Learn how to create materials that show your club members as people of action.

 rotary.org / Jan 3, 2023

## How to get there

- Log into MyRotary.org and Take this simple 10-minute course:  
<https://my.rotary.org/learn?deep-link=https%3A%2F%2Flearn.rotary.org/members/learn/course/internal/view/elearning/1050/promoting-your-club-as-people-of-action>

- Choosing positive images of members as people of action will capture the public's attention and spark interest in Rotary. When you take or select photographs to accompany your story, remember to show real-life, everyday moments.

- Find opportunities to take photos that show your club members working with others in the community.

- People of Action ads and social media posts use specific wording to ensure that every message is consistent with those shared by other clubs around the world. The ads and posts include **“Together, We”** along with one of these designated verbs or phrases.

- Go to the [Brand Center](#) on My Rotary to create your ads and social media posts using RI's People of Action templates.

- Create a club photo release form to ensure you have permission to use photos that include people who are not Rotarians (*and then refer them to your membership chair as possible new members 😊*)




- Visit the [Public Image Toolkit](#) on [elevaterotary.org](http://elevaterotary.org) to find example copies of a Photo Release Form you can use for any paid advertising or use this form - <https://www.rizon33-34.org/wp-content/uploads/2021/04/Rotary-Club-Photo-Release-Form.pdf>

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**Goal #10:** Participate in the District 6910 District Assembly - May 18, 2024, and/or the Club Public Image Onboarding Zoom Call held Aug. 6th, 2024 or the Get Your Word Out Live Event on Sept. 10th, 2024.

**Why do it:** Meet other Club PI Chairs and learn specific skills that will help you in your role to be more efficient.

**What success looks like:** You register for the District Assembly in Jefferson, GA or I see you on Zoom!

Steps to Complete	How to get there
<ul style="list-style-type: none"><li>● Register for 2024 Rotary District 6910 District Assembly - Registration Opens 4/1/2024</li><li>● or Register for the August Zoom Webinar <b>District 6910 Public Image Chairs 2024 Kickoff Zoom Meeting</b> <b>What it is:</b> Become a Rotary Public Image Rockstar by learning how to easily accomplish tasks this year and win all the PI Awards for Your Club. If you don't care about awards, then come hear about the power of storytelling and where to find all the resources to help your club be irresistible.  <b>When: August 6th, 2024 from 6:00 PM to 7:00 PM</b></li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Login to DACdb and register here: <a href="https://www.ismyrotaryclub.org/RSVP/In dex.cfm?EventID=77715534">https://www.ismyrotaryclub.org/RSVP/In dex.cfm?EventID=77715534</a></li><li><input type="checkbox"/> Join us at PI/PR Rotary District 6910 Zoom - <div data-bbox="927 730 1523 978" style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"><p><b>Welcome! You are invited to join a meeting: District 6910 Public Image...</b></p><p>Become a Rotary Public Image Rockstar, Learn how to easily accomplish tasks this year, and win all the PI Awards for Your Club. If you don't care...</p><p> Zoom</p></div></li></ul>
<ul style="list-style-type: none"><li>● Register for the September Zoom Webinar Get Your Word Out with Media Live Event <b>What it is:</b> Join EVP Bill Maine from the Jacob's Media Group as he discusses tips on getting your word out with local media.</li><li>● <b>When: Sept. 10th, 2024 from 6:00 PM to 7:00 PM</b></li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Register at PI/PR Rotary District 6910 Zoom - <div data-bbox="927 1482 1523 1566" style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"><p><b>Welcome! You are invited to join a meeting: Get Your Word Out with Media Live Event. After registering, you will receive a confirmation...</b></p><p>Join EVP Bill Maine from the Jacob's Media Group as he discusses tips on getting your word out with local media.</p><p> Zoom</p></div></li></ul>

## People of Action Photos

Share your People of Action Photos (**Tip- make sure to also submit in the annual Zone 33/34 Photo Challenge in Spring of 2025!**) **Examples Shown Below - Please replace them with your club's images.**






Add captions to document milestones




Or, use this space to give kudos where it's due



**DO WHAT YOU CAN, WITH WHAT YOU HAVE, WHERE YOU ARE. [ROOSEVELT]**

**THAT'S ALL WE CAN ASK!** Rotary District 6910 

**THANK YOU!**



Club Public Image Chair Name: \_\_\_\_\_

Club President Name: \_\_\_\_\_

Rotary Club Name: \_\_\_\_\_

**Date Submitted:** \_\_\_\_\_