



Public Image Citation CHECK SHEET 2022-2023 Rotary D6910

Public Image Citation Final Submittal Form Due Date: April 7, 2023

Please check off all items that your club completed during the '22-'23 Rotary Year:

- Appoint a '22-23 Public Image Chair and Identify in DACdb by July 31, 2022.
- Maintain a club website, Facebook page, and one additional social media channel with current Rotary theme, showcasing club activities and illustrating Rotary's impact locally and abroad, and update weekly.
- 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.
- 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.
- Post at least three initiatives to Rotary Club Central (under Service Activities/Manage Projects) and the Rotary Showcase {Helpful Hint: After you complete a project in Rotary Club Central, it will give you the option of exporting the project to Rotary Showcase, which saves you the trouble of entering all of the information in two times}.
- Publish (in print or online) weekly bulletins to members.
- Create at least one video of :60 seconds or less promoting new membership for your club and use in social media. Use the theme "Imagine Rotary" in a video and talk about how your club is reimagining the impact of Rotary in your community through a service project.
- Attend at least 2 Zone Webinars.
- Bonus Points: Complete your Zone 34 RPIC Team Public Image Plan for the Zonal Citation and forward it to pidistrict6910@gmail.com.

Complete 2 of the following:

- Promote** and **host** an October World Polio Day event and share on social media and through broadcast media. Register your event at endpolio.org. Send the info to pidistrict6910@gmail.com.
- Implement** a Rotary Foundation PI campaign and/or event in November. Share the link or event flyer with pidistrict6910@gmail.com.
- Publish** (in print or online) a club newsletter at least quarterly that is distributed to both Rotarians and the public (non-Rotarians) and copied to the D6910 PI Committee.
- Involve** local media in at least 1 club event. **Report** in Rotary Club Central. Send to pidistrict6910@gmail.com.

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