

Public Image Citation 2023-2024 Objectives

Completed Public Image Citation Submittal Form Due March 31st, 2024

Clubs must complete all the first section of tasks to receive the 2024 PI Citation. 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 31st, 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.
- ☐ 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 networking events to Peace Day programs that you promote to potential new members and share!
- ☐ Post news articles to Club ezStories of articles and photos of projects, fundraisers, activities and share with the District through DACdb.
- ☐ 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.
- ☐ Update website or social media pages atleast 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
- ☐ Complete your Zone 34 RPIC Team Public Image Plan Task for the July Zonal Citation and forward it to pidistrict6910@gmail.com.

To be considered for outstanding PI Club of the Year, complete the additional 2 tasks:

- ☐ 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.
- ☐ 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