PUBLIC IMAGE

WITH JACKIE FEARNOW

ROTARY INTERNATIONAL

Rotary

District 7360
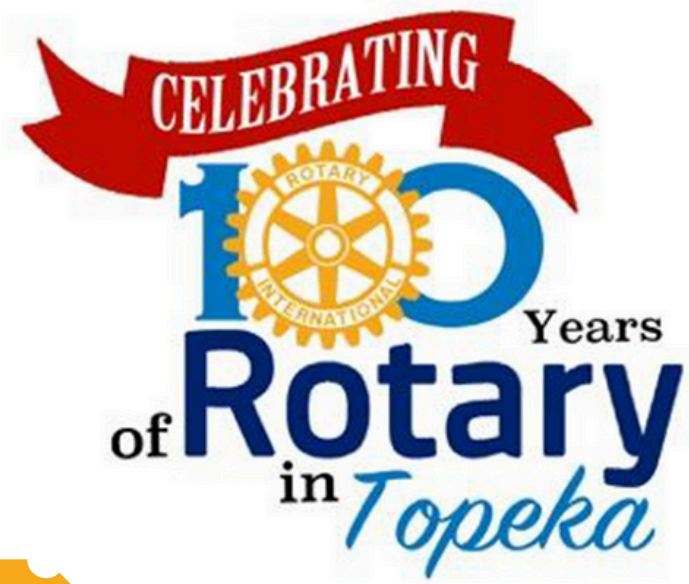
WHO IS IN RESPONSIBLE FOR YOUR CLUBS IMAGE?

EVERYONE!

WHY IS PUBLIC IMAGE IMPORTANT?

It is important that Rotary and Rotaract clubs tell their stories in ways that help communities understand what Rotary does and why our work matters so as to inspire others to get involved.

A club public image chair can increase your success at making the club's communications consistent, impactful and unmistakably Rotary.

WHAT DOES A PI CHAIR DO?

- Assists in designing of graphics, flyers, posters and other imagery needed by the club
- Assists in designing and managing club campaigns
- Assists in writing press releases and announcements for dissemination to the public
- Assists in updating your club website and managing the club's social media content and presence
- Ensure adequate and up-to-date information is always present and
- Ensures consistent engagement is a priority
- Making sure the club logo and all club branding follows RI guidelines and are used properly and consistently.

THE ROTARY BRAND

USE THE ROTARY BRAND WISELY

Maximize the impact of your Rotary endeavors by leveraging the Rotary Brand wisely. Visit the Rotary Brand Center for access to club logo creation, images, and short videos to effectively promote your club. No login required – it's all at your fingertips!
Never visited the Rotary Brand Center?

Watch this Video and learn how to best navigate this tool.

Following are a few very helpful links:
- Create your Club Logo
- Do's and don'ts when using the Rotary Brand
- Brand Elements (colors, typography, use of the Rotary name and more)
- Images, videos and audio
- Easy customizable templates to promote your club, project or program

BRAND RESOURCES & GUIDELINES

Explore additional branding resources, guidelines, and downloadable sample plans that can be incredibly useful. Simply click on any of the following links to delve deeper into these valuable resources.

- Tell ROTARY'S STORY – Voice and Visual Identity Guidelines Brand Guide: (download)
- Rotary's Areas of Focus – Visual Guidelines (.pdf)
- PEOPLE OF ACTION – Campaign Guidelines (.pdf)
- Why your CLUB'S PUBLIC IMAGE matters (.pdf)
- Sample photo release form
- Rotary International Licensed Vendors
- One-Time Trademark Release Authorization for producing promotional materials with the Rotary logo.

FUN FACT: YOU DONT HAVE TO BE LOGIN TO ACCESS THE BRAND CENTER!!

RI PRESIDENTIAL THEME & VISION

Stephanie Urchick
RI president elect announces 2024-25 presidential theme:
More | Watch Video

24/25 Rotary Presidential Theme:
- Download Theme Branding Guidelines (.pdf)
- Download 2024-25 theme logo materials (.zip)

THE MAGIC
OF ROTARY

CREATING A CONTENT CALENDAR

Having a plan is invaluable. Collaborate with your team to craft a Content Calendar. This tool will keep you on track throughout the Rotary year, preventing overwhelm. Remember, calendars are flexible and serve as guides, adaptable to your needs.

Some resources to see what's available:

- Google Sheets Content Calendar Template (Sample)
- Google Sheets Social Media Calendar Template
- Trello Editorial Calendar
- Canva Content-Planner

2024 Year Planner

Discover a collection of informative short videos crafted to address various topics ranging from Brand Consistency to Elevating Your Club's Public Image, and mastering the art of creating captivating photos and videos, among others.

- Support Rotary's Action Plan
- Why Your Club's Public Image Matters
- Branding Consistency Is Key
- Your Public Image Campaign
- Effective Storytelling
- Compelling Photos and Videos
- Optimizing Online Presence
- Promote Your Event
- World Polio Day
- Working With Media Outlets
- Interviewing With The Media

Watch the entire collection of the Informational Video Series For Rotary Clubs and Members (2023/2024) (1 hr 6 min)

RESOURCES

SOFTWARE

1
ROTARY GIPHY CHANNEL

GIPHY is the platform that animates your world. Find (search engine) the GIFs, Clips, and Stickers that make your conversations more positive, more expressive, and more...

2
POA PHOTO EDITOR

People of Action (POA) Photo Editor, is a free web application that allows users to edit photos for the Rotary International #PeopleOfAction Campaign. The app works on any mobile or desktop device that has Chrome, Firefox, Safari, MS Edge, or Opera browsers.

3
CANVA

Canva is an online template editor app for creating social media graphics and presentations.
*Canca PRO is free for non profits! If your club has a foundation account you can get the pro version for FREE!

4
CAPCUT (VIDEO EDITOR)

Desktop Video Editor — Create great videos for free to record the most wonderful time of the year. provides various professional-level features and effects. Browse Templates. Explore Tools.

CONTENT CREATION

Creating content is the largest time commitment for all Public Image.

These tools are great starting points for you to build content for you club, events and more.

*Reminder: Create EVERGREEN content (no expiration dates)
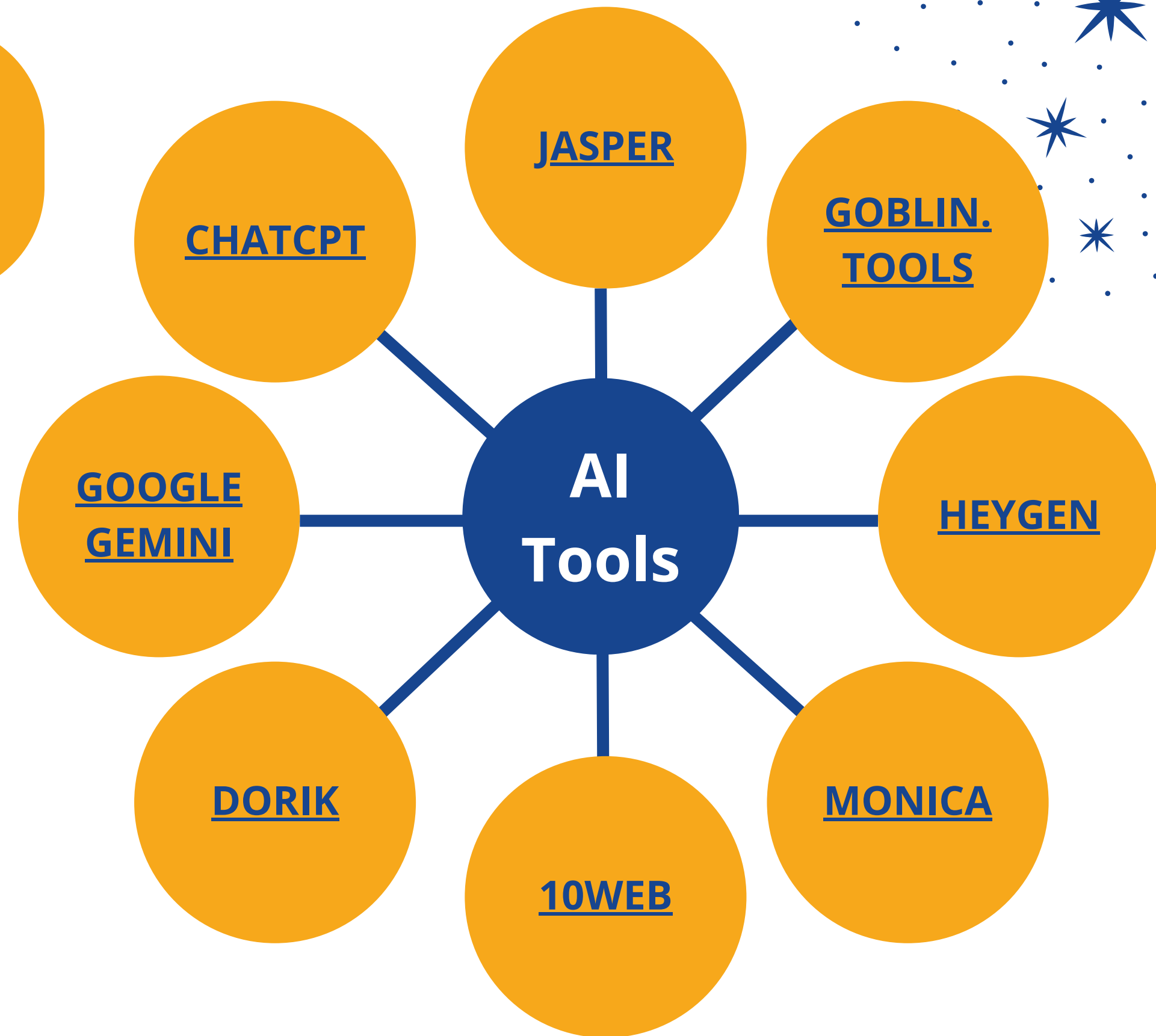
ZONE 33/34

Develop a sustainable public image strategy for your club while optimizing the role of the Public Image Chair.
Engage actively in our series of webinars to gather the essential tools needed to bolster your club's public image presence.
Position your club to compete for the esteemed **Zones 33/34 Public Image Citation**.

CLUB CITATIONS

MONTH	TASK	DESCRIPTION	START DATE	END DATE
July	Public Image Audit	An audit of your club's online resources – social media, websites, cloud storage, email addresses, etc. – along with respective access credentials (e.g. usernames and passwords), as well as, who is authorized to use everything and correct and consistent branding across all channels	15th June	30th October
August	Public Image Plan	Lay out where you are going to spread the word about what your Club is doing, what is your club story, when are you going to share it and what vehicle(s) are you going to use to deliver the news. Plan it out and don't forget to make sure you have help sharing all your awesome Public Image content in all your various news platforms	15th June	30th October
September	Content Calendar	Create a Content Calendar so everyone knows what and when the Public Image focus will be each month while also designing a set communication plan as part of your club calendar and Public Image plan, so that everyone is always on the same page about communication needs, what will be shared and when	15th June	30th October
October	World Polio Day	Share one or more images/graphics of what your club did for World Polio Day to educate your community about Rotary's efforts to End Polio Now and/or to support the PolioPlus Fund	15th September	30th November
November	Foundation Month	How is your club spreading awareness of the crucial work that our Foundation undertakes in our local communities and across the globe every single day and the importance of supporting our Foundation	15th October	30th December
December	Feedback	Provide feedback on how the Zones 33/34 Public Image Teams have supported your efforts to enhance your public image and how we can further assist you – What are we doing well? How can we improve? And what type of content would be beneficial as you share your Rotary story?	15th November	30th January
January	Rotary Brand & Learning Centers	Your experience with both the Rotary Learning Center and its range of Public Image courses and/or learning plans offered, as well as, the Rotary Brand Center and the Public Image resources its offers your club for everyday use as well as toward the Rotary Citation	15th December	28th February
February	Rotary Showcase	Your experience using Rotary Showcase as a means to share your club service projects and activities as a means of telling your club story and enhancing its public image	15th January	30th March
March	People of Action Posts	Showcase your use of the People Of Action campaign and examples of posts you have made on your social media accounts that have the highest engagement	15th February	30th April
April	Incoming Chairs	Share the names and email addresses of your club's Incoming Club Public Image Chair, Secretary and President	6th March	30th April

PUBLIC IMAGE 101

DO'S

Follow the Rotary brand kit
Build a team to support you
Know your resources
Reach out to your District or Zone PIC
Save your toolkit
Build your own toolkit
Be consistent

DONT'S

Use old logos
Stretch/shrink or reshape RI logos
Put logos into words or designs
Try to do everything yourself
Be afraid to reach out
Copy and Paste content
Forget to source your info

WHERE TO START

SOCIAL MEDIA

TRADITIONAL MEDIA

WEBSITE

ACCURACY

CONSISTENCY

SUPPORT

D7360

DISTRICT 7360

Jackie Fearnow -
District Public Image Chair
EMAIL JACKIE

DACdb WEBSITE
DISTRICT 7360 WEBSITE

Z33

ZONE 33/34

Billi Black -
Rotary Public Image Coordinator
Marie Fallon - (D7360)
Asst. Rotary Public Image Coordinator
EMAIL OUR ZONE 33 PI TEAM

ZONE 33/34 WEBSITE
ZONE 33/34 RECORDED WEBINARS

RI

ROTARY INTERNATIONAL

ROTARY.ORG
MY ROTARY WEBSITE
ROTARY BRAND CENTER

ELEVATE ROTARY: GETTING STARTED!

THANK YOU!

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540-247-8013
jaclyn_fearnow@comcast.com

Rotary ⚙️

District 7360