

A. Do Three Activities from the list Below

- * Get an article about your club printed in the local newspaper.
- * Have the local cable television or radio station broadcast a club Rotary event.
- * Tell us how you used Humanity in Motion materials created by the RI public image department.
- Use Social Media to promote your clubs' projects or programs
- Create an event using social media
- Create a "Rotary (name of club) Public Image Facebook page
- Send at least one person from your club to the district's public image workshop.
- Buy a subscription of the "Rotarian" for your local library, doctor's office, or any other public place.
- Submit a picture of your club members wearing Rotary clothing or using a Rotary tent doing a service project
- Have one club meeting dedicated to Public image and what the club can do to promote Rotary in the community.
- Add "this close" video to your club's website and the link this close.net
- Sponsor a project that uses your club's name (ex. DARE t-shirts with the Rotary sponsorship on them)

B. Do Two Activities from the list Below

- Share one success story where your Public Image efforts have inspired a new member to join Rotary
- Promote awareness of the End Polio NOW program like Purple Pinky Day on October 24.
- Do something on February 23 to celebrate Rotary's birthday. It could be a service project, a display, a celebration, a dinner, or any event that showcases Rotary to the public.
- Go to the local school and do a talk on Rotary. (May be in conjunction with giving out dictionaries, etc.)
- Join another community group (Boy scouts, Food Pantry, Lions, Garden Club, etc.) in a service project that includes the name Rotary.

Have a day proclaimed "Rotary Day" A proclamation is an official recognition of a particular day or event, often issued by a government authority. The day is recorded in the public record and may be announced in forums such as a city council, provincial government, or a public event. This formal recognition also provides a good news hook for the media. A sample is on the rotary.org web site.



Reach Within to Embrace Humanity

Rotary International 2011-2012

Zone 32 Public Image Award

President, Rotary International
Kalyan Banerjee

Director Zone 32
Ken Grabeau

Rotary Coordinator Zone 32
Alan Hurst

Public Image Coordinator Zone 32
Carol Toomey

Foundation Coordinator Zone 32
Allen Smith

Rotary International encourages the efforts of Rotary clubs with the support of their District to enhance Rotary's public image. It is the responsibility of every single Rotarian, club, and district to develop plans and initiating activities that will enhance the organization's local visibility and help implement Rotary's global public image campaign.

Appointed by the RI president, the Public Image Resource Group provides information and support to Rotary clubs and districts to help them promote projects, share success stories, and explain what Rotary is and does through the media. It also works to improve the organization's overall public image, a priority outlined in the RI Strategic Plan 2007-10.

Rotary International provides free public service announcements (PSAs) for public use. They focus on volunteer efforts to address critical community issues including literacy, water, hunger, and at-risk youth. Download the PSAs for free today from www.rotary.org and help promote Rotary.

Public relations efforts are vital to Rotary's continued growth and service.

Criteria for Zone 32 Public Image Award

A club must complete five (5) Public Image activities before April 15, 2012.

Select one or many ideas for celebrating, or come up with your own creative activities. Remember, the idea is to share the Rotary story with people who may not be familiar with it, so your efforts should be directed to the community, media, and general public.

I, _____, *President of the Rotary Club of _____, District _____, Country _____, certify that our club has completed the Public Image activities listed below to qualify for a Public Image, Zone 32 Award;*

1. _____
2. _____
3. _____
4. _____
5. _____

President's Signature:

E:mail: _____

Date: _____

*Please send this completed form to
Zone 32 Public Image Coordinator
by March 15, 2012.*

**Carol Toomey
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