

Rotary
Midwest PETS



Midwest PETS 2025

YOUR IMAGE YOUR WHY

PUBLIC IMAGE IS...EVERYTHING!



PUBLIC IMAGE IS...**EVERYTHING!**



Patrick Harrison

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Public Image Coordinator**

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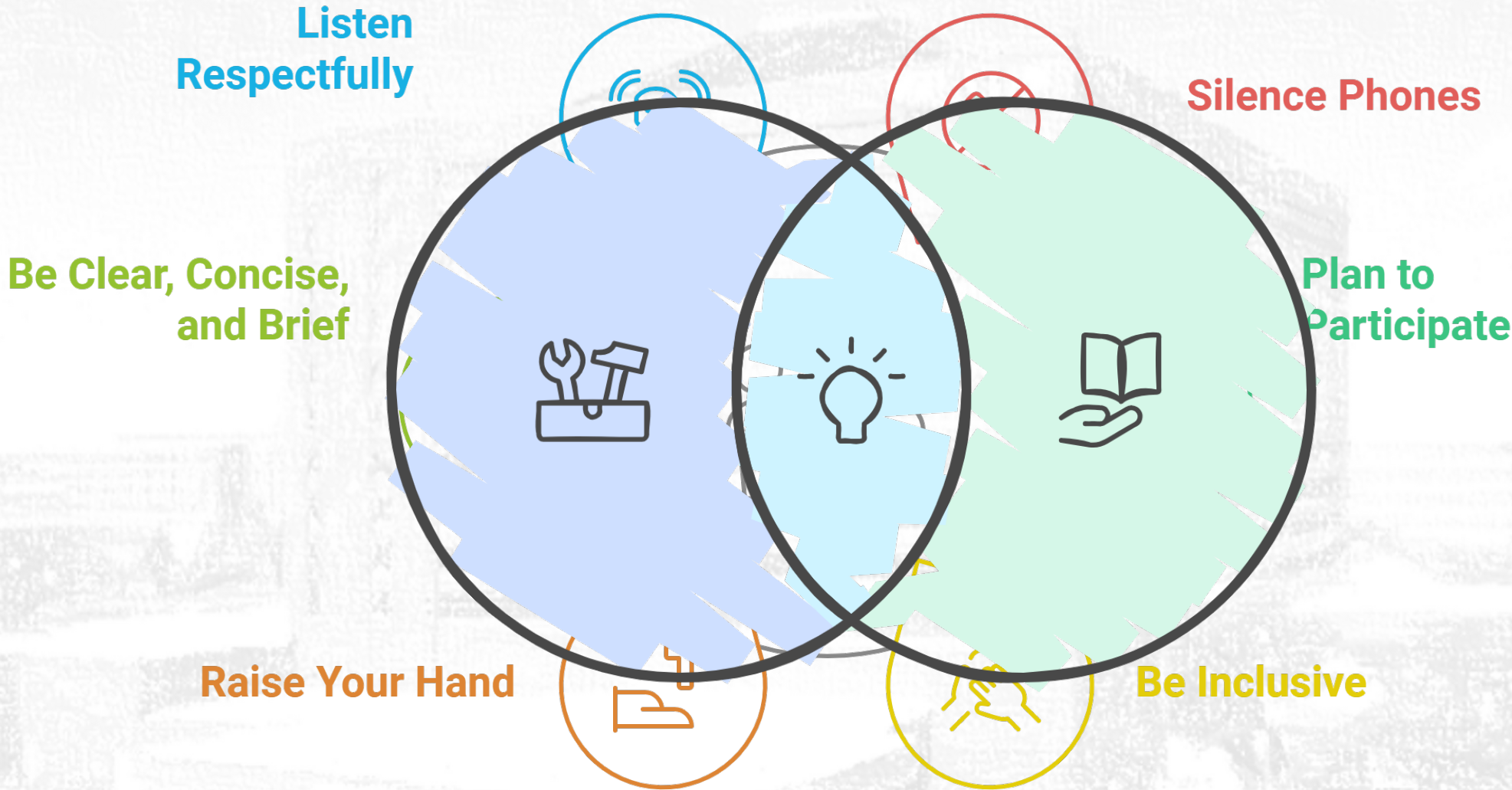
Ben Bauer

**Assistant Regional Public Image
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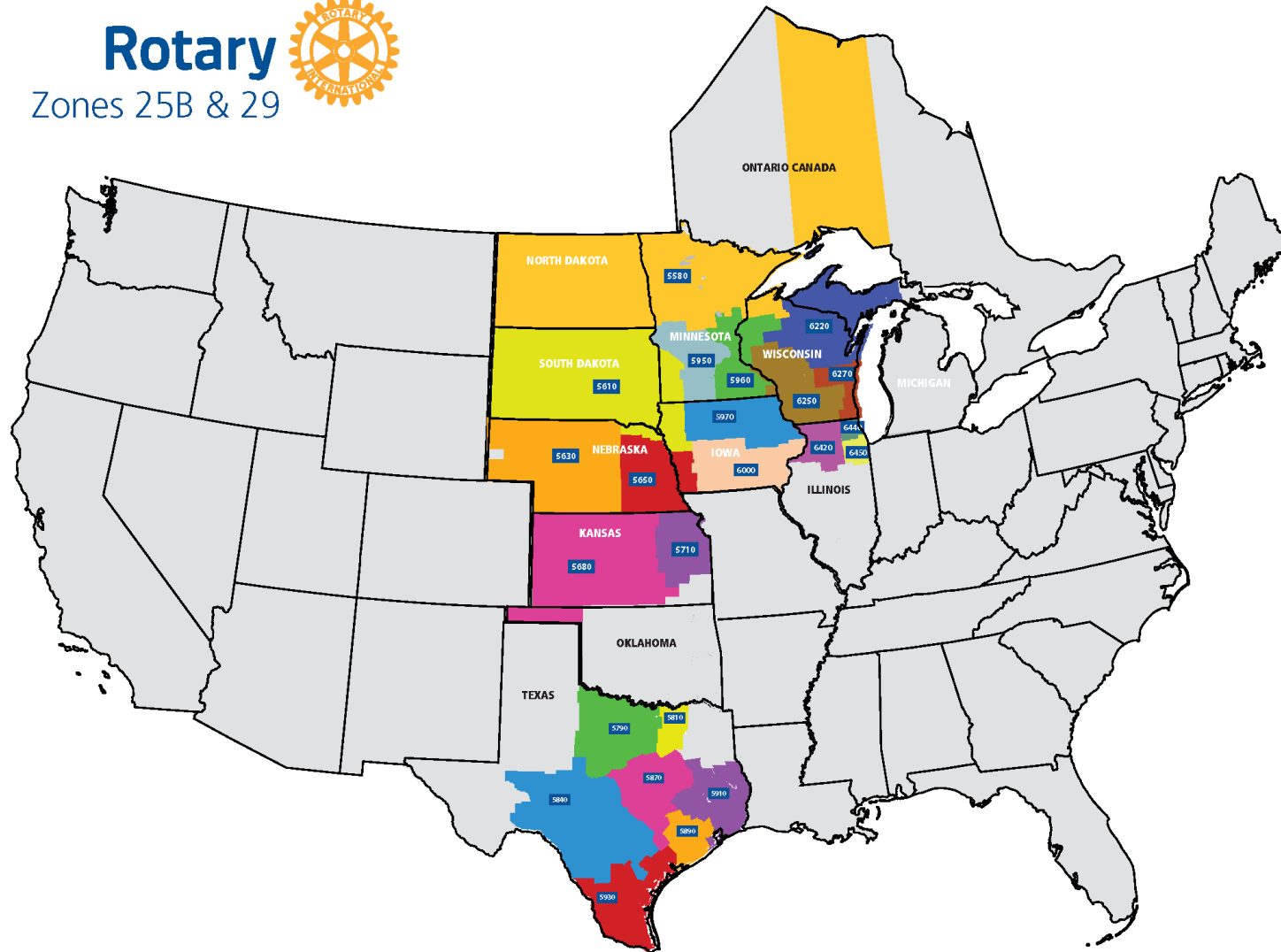
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Ground Rules



Zones 25B & 29

Rotary
Zones 25B & 29





Patrick Harrison
Region 36
Rotary Public Image
Coordinator

REGION 36 PUBLIC IMAGE TEAM



Rod Zuniga
ARPIC Region 36



Amber Scarborough
Region 36
Rotary Public Image
Team Advisor



Amy Killgore
ARPIC Region 36



Stephanie Meyer
ARPIC Region 36



Rebekah Maxwell
ARPIC Region 36



Pam Blankenzee
ARPIC Region 36



Linda Marrin
ARPIC Region 36



Ben Bauer
ARPIC Region 36

Public Image is Everything



Public Image is Everything

**Community Involvement
Members**

The “VIBE” of your Club

Projects

Fundraisers

Location/Food/Speakers

Online Presence

Voice & Visual Identity

The Secret Sauce



Inspiration



Connection



Value Everyones Time



Set Your Intention

The Why.

IT IS NOT JUST **WHAT** WE DO...
IT IS THE **WHY** WE DO IT!
THE TIME TO **SHARE** IS **NOW!**

Rotary Talking Points




**#1 Service Organization
on THE PLANET**

Rotary Talking Points

A photograph of the United Nations Secretariat Building in New York City. The building is a large, light-colored stone structure with a central entrance. Above the entrance, the words "UNITED NATIONS" and "NATIONS UNIES" are inscribed, flanking the United Nations emblem. In front of the building, a long, straight path of green grass is lined with numerous tall, silver flagpoles. Each flagpole holds a flag of a different country, creating a colorful display. The sky is a clear, pale blue.

**Instrumental in the
CHARTER OF THE UNITED NATIONS**

Rotary Talking Points

A photograph showing a Rotary volunteer in a white cap with the Rotary logo administering a vaccine to a young child held by a man. The volunteer is wearing a grey long-sleeved shirt and a white cap with the Rotary logo. The man is wearing a brown shirt. The child is wearing a colorful patterned shirt. The background is blurred, suggesting an outdoor setting.

**We are "this close" to eradicating
POLIO FROM THE WORLD
(and many have never even heard of Polio)**

Rotary Talking Points

A vibrant display of international flags hanging from strings against a clear blue sky. The flags are arranged in multiple rows, creating a colorful and diverse visual. Some prominent flags include the United States, the United Kingdom, the United Arab Emirates, and the flag of the United Nations. The text is overlaid on the center of the image.

**1.4 million members in
over 200 countries!**

Rotary Talking Points

A photograph of two men in a field of young trees. The man on the left is wearing a blue jacket and glasses, looking down at a tree. The man on the right is wearing a red vest over a blue shirt and glasses, pouring water from a blue watering can onto a tree. The background shows a line of trees under a clear sky.

**Relationships that
GET THINGS DONE
...from the ground up!**

Rotary Talking Points

In a divided world...

It is more important than ever to belong to something that is

Non-political

Non-religious

and is welcoming to all!

Rotary Talking Points

A photograph of a group of people at a Rotary meeting. In the foreground, a man with short brown hair and a beard is looking to his right, wearing a blue plaid shirt and a name tag that reads "Pilu - Mikolaj Pilecki, Jaraguá do Sul, Brazil". He is surrounded by other people, some of whom are clapping. The background is slightly blurred, showing a diverse group of attendees. A blue banner with white text is overlaid on the image.

Meetings allow innovators to connect, get work done, be accountable, and be guided by the 4 Way Test.

Rotary Talking Points

**Charity Navigator has ranked
The Rotary Foundation with a 4 Star rank
for MANY YEARS in a row.**



Rotary Talking Points

A photograph of three people laughing together. On the left is a woman with long braids wearing a black blazer over a floral top. In the center is a man in a dark suit and striped tie. On the right is a woman with long brown hair wearing a blue and black patterned dress. They are all smiling and laughing. The background is a blue banner with text in multiple languages: "I build peace with", "私... 築く方法は...", "Constr... ando...", and "s la paix qu".

The Rotary Foundation's mission is to advance world understanding, goodwill & peace!

Brand. More than a logo.



Brand. More than a logo.



Brand. More than a logo.



Mission:
To bring inspiration
and innovation
to every athlete*
in the world.

*If you have a body
you are an athlete.

Brand. More than a logo.



TRY NOT TO
HEAR THIS

Coca-Cola

Proper Rotary Branding

Club logo — BELOW

Rotary 
Club [of/at] [Location]

Rotary 
Club [of/at] [Location]

Club logo — ABOVE and BELOW

[Location]
Rotary 
Club

[Location]
Rotary 
Club

Club logo — ABOVE

[Location] Club [of/at]
Rotary 

[Location] Club [of/at]
Rotary 

Club logo — EXAMPLE

Rotary 
Club of Evanston

Rotary 
Midwest PETS

Proper Rotary Branding



**The Brand Center
is your friend!**



Incorrect Rotary Branding



Brand Center



Welcome to the Rotary Brand Center

What would you like to do today?



Rotary Year Checklist

Website Audit

- ✓ Update Club Logo & RI Theme
- ✓ Add/Update your Speakers
- ✓ Add/Update your Club's Event
- ✓ Fresh content to the Home Page weekly

Printed & Other

- ✓ Brochure
- ✓ Leave Behind / Flyer / Rack Cards
- ✓ Business Cards
- ✓ Email Signatures
- ✓ Ensure all members have an updated email in MyRotary and ClubRunner/DACdbclub
- ✓ **Visit your Club as a guest!**

Social Media

- ✓ Update your Profile and Cover Photo with Proper Club Logo & New Theme (if applicable)
- ✓ Check your about us page for accuracy
- ✓ Know your Admins and have multiple members assigned
- ✓ Make sure you are a Public page, not a closed group
- ✓ Add a new post about an upcoming meeting/speaker/event
- ✓ Ask your members to go Like/Follow.
- ✓ Tag (@) Members, Pages, Partners
- ✓ **Use Hashtags** (#PeopleOfAction #ServiceAboveSelf, etc.)
- ✓ Help your members understand the importance of interacting with your Club's Content
- ✓ Commit to posting weekly/regular content about your Club

Take Action!

CLUB PI CHAIR

YOUR ROLE

Your role as club public image committee chair is to create and implement a plan that promotes your Club's members, meetings and projects to the public!

It is important to understand that each member and each meeting and each project projects a Public Image to your community and that **ALL of us** can have an active role in helping our communities understand what Rotary does and **WHY** our work matters and hopefully inspire others to get involved!

RESPONSIBILITIES

The Club's PI Chair is responsible for:

- Setting Club Public Image Goals for website, social media, social activities & Club marketing materials
- Entering and tracking those Goals in "Club Central"
- Ensuring the club logo and all club branding follows RI guidelines and are used properly and consistently
- Help manage Club website - providing club stories, promoting Club socials, fundraisers and service projects
- Promote club on social media
- Designing graphics, flyers, posters and other imagery needed by the club for its activities and events
- Designing and managing club campaigns
 - People of Action or End Polio Now
 - Speaker Spotlights or Membership Promos
- Writing press releases and announcements for dissemination to the public
- **Inspiring your fellow members to share their Rotary Stories... and maybe even "brag a little!"**

That doesn't mean the PI chair has to do ALL of that alone. As with any role in a Rotary club, others need to pitch in and help. The PI chair keeps an eye on the tasks in the above list and coordinates the work to get them done.



Public Image is.... EVERYTHING!

Public Image Resources



Roadmap



<https://www.zones25b-29.org/50186/Page/ShowSitePage?ClassCode=SitePage&Slug=regional-rotary-roadmap>

<https://www.zones25b-29.org/sitepage/public-image-resource-library>



The Secret Sauce



Inspiration



Connection



Value Everyones Time



Set Your Intention

Take Action!



What are your post-session action items?



What goals / changes do you have for your Club?



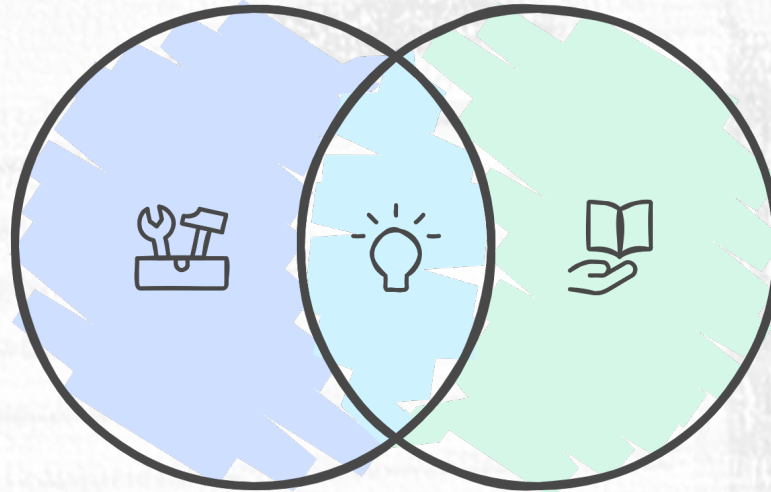
Who are you going to recruit to implement your action items?



How are you going to share your vision?

Capture on your Goal Sheets

Thank You!



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