



CurbAppeal

District 5550 Public Image Newsletter

Edition 1 – July 2020

MEET YOUR PUBLIC IMAGE TEAM



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Our team's goal is:

“Develop a plan to encourage and inspire District 5550 clubs to promote to their members and to the community (a) what Rotary IS and (b) what our clubs are DOING.”

We have three primary objectives:

- 1. Encourage every club to have an engaged chairperson in charge of Public Image/Public Relations.*
- 2. Increase district wide sharing of best practices as well as club success stories and achievements.*
- 3. Empower and inspire each club to promote themselves using effective communication tools including social, print and various audio/visual media.*

Our first strategy to achieve these objectives is to identify, distribute and encourage the use of internal and external resources that your club can use to create effective audio and visual marketing materials.

*We're pleased to introduce one of the communications tools that the PI team will be sharing with you regularly in the coming months. It's our new Public Image Newsletter, **Curb Appeal**.*

*How is your club's **Curb Appeal**?*

When it comes to your public image, visual attractiveness is essential for Rotary to grow and maintain members.

We hope to use our online PI Newsletter to share resources for clubs, success stories, achievements, and best practices. We'll focus on making Rotary attractive and irresistible.

Later in this issue, we're showcasing how the Rotary Club of Kenora has successfully raised their Public Image profile in their community.

You can begin to work on your club's curb appeal immediately. Let's start by identifying:

Public Image (PI) vs Public Relations (PR)

Public image is the public's perception of your organization. It is your image and reputation in the community.

Public relations is the process of creating and maintaining a positive public image. It informs the community about your activities, events, and services. It builds awareness and credibility by drawing attention to newsworthy and attention-worthy activities of the organization.

Public Image is Important

When a Rotary club has a positive public image, brand or reputation, current members are motivated to participate in service above self. Prospective members are eager to join and sponsors are willing to support service. Often too little is known about Rotary in our communities and opportunities are missed.

The District 5550 Public Image team is here to support our clubs. We are here to help tell our story that is: ***Together, we see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves.***

First Step: Create a Public Image Team

Successful public relations doesn't just happen. It requires a well thought out plan personalized for your community. To achieve this for your club, a team is needed with a leader who is willing to learn the skills needed to take on the challenge. Also, you need to set a Public Image budget. Your district Public Image team is here to help you learn those skills.

Second Step: Create Your Image

For the most effective message when selling Rotary, we strongly encourage you to:

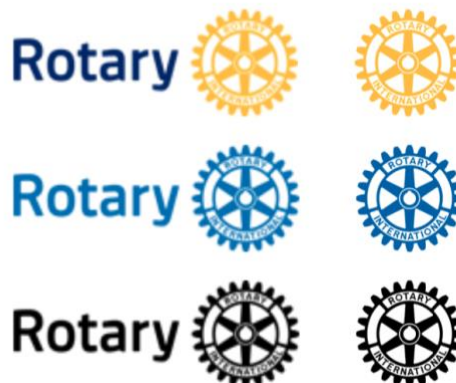
1. Start focusing on developing stories that appeal to human interest and personal experience.
2. Tell people why they should care about what Rotary is doing and has to say.
3. Do things of value to your members and to your community.
4. Tell your stories, first about value achieved and then about your club.
5. Keep telling your stories with lots of images to build your Brand.

Third Step: Build Your Brand

1. Use the current Rotary logo on your agendas, minutes, letterheads, posters, ads, and all printed club materials as well as all visual media. Find Rotary images and usage guidelines on [Rotary's Brand Centre](#). Note that you must be logged in to use the Brand Centre.
2. Use signage in your community to showcase Rotary's contributions and achievements.



Use these



Fourth Step: Build a Public Relations Plan

How will you communicate to your members and the public?

<input type="checkbox"/> Paid Advertising (newspapers, radio, TV)	<input type="checkbox"/> Newsletters
<input type="checkbox"/> Posters	<input type="checkbox"/> Website
<input type="checkbox"/> Community Event Calendars	<input type="checkbox"/> Facebook
<input type="checkbox"/> Presentations to Community Groups	<input type="checkbox"/> Twitter
<input type="checkbox"/> News Release	<input type="checkbox"/> Instagram
<input type="checkbox"/> Media Coverage	<input type="checkbox"/> YouTube

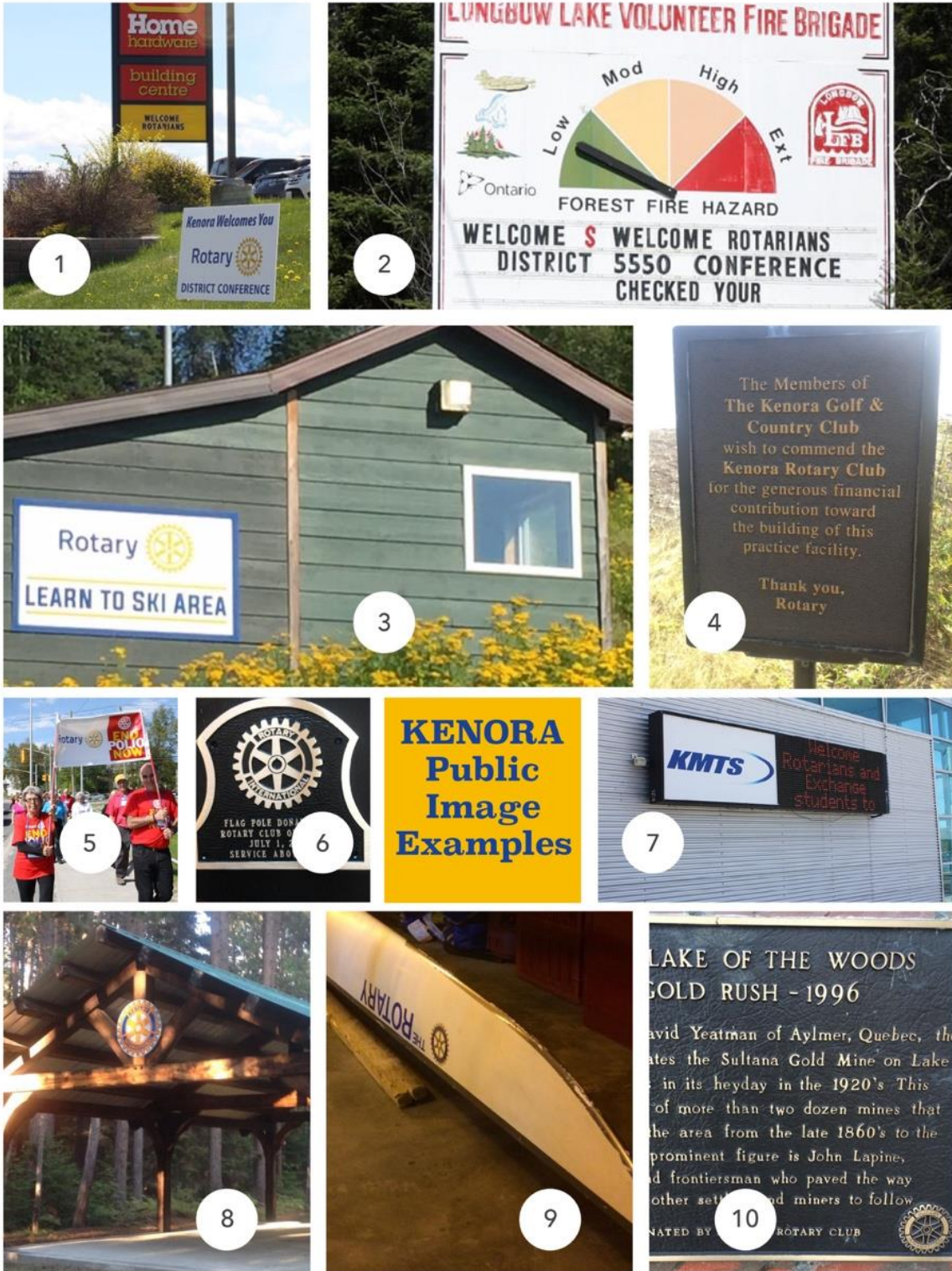


Watch for details in future editions of Curb Appeal about an exciting workshop being planned for all Public Image chairs in our District.

Our 2nd strategy is to work with the District Training Team (DTT) to implement an in-person and/or online **Public Image/Public Relations Workshop** providing all day training in the use of Audio/Video, Desktop Publishing Production tools as well as training for using social media including Facebook, Instagram, YouTube etc. We plan to implement this by fall.

***The Rotary Club of Kenora** shared a few examples (on the next page) of how they have successfully raised their Public Image profile in their community.*

Nice work Kenora Rotarians!



1. Rotary signs around the city during the district conference 2. Welcome Rotarians at local businesses 3. Ski Area 4. Golf course plaque 5. End polio march 6. Flagpole signage 7. Local business welcomes Rotary during the district conference 8. Shelter at the park 9. Rowing skull 10. Museum signage

We hope you enjoyed our first edition of **Curb Appeal**. If you have any Public Image ideas or success stories or just want to comment, please [share them with us](#) anytime.