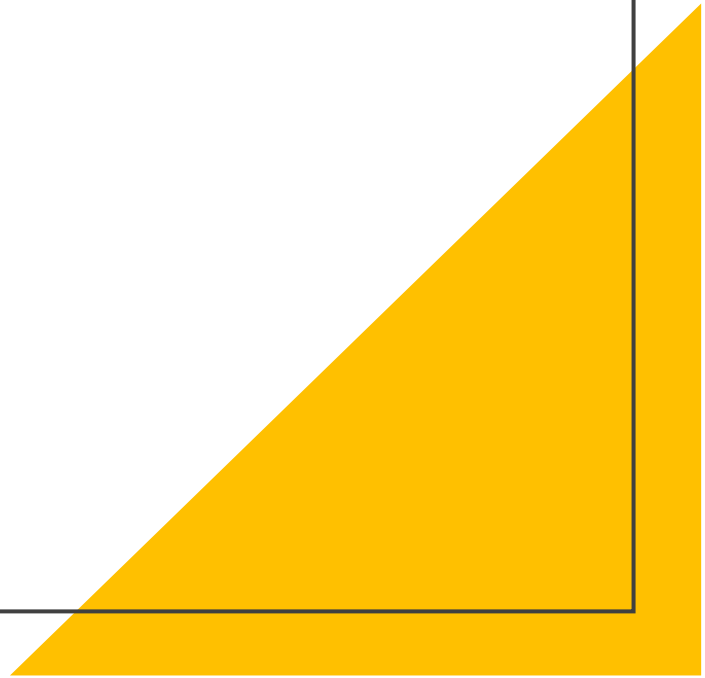


Peach State PETS
Rotary
6900, 6910, 6920



PUBLIC IMAGE

Debby Ciccone, Facilitator





INTRODUCTION:

WHO IS DEBBY CICCONE?

DEBBY.CICCONE@ABBOTT.COM

WHO ARE YOU & WHY ARE YOU HERE?

WHAT ARE OUR GOALS FOR TODAY?

- * IDENTIFY WAYS YOUR CLUB CAN USE SOCIAL MEDIA TO PROMOTE ITS ACTIVITIES AND ATTRACT NEW MEMBERS
- * DETERMINE EFFECTIVE WAYS TO USE SOCIAL MEDIA
- * DETERMINE WHAT KIND OF INFORMATION AND PHOTOS NEED TO BE INCLUDED IN PROMOTIONS
- * IDENTIFY WAYS TO INTEGRATE YOUR CLUB INTO YOUR COMMUNITY
- * BECOME FAMILIAR WITH THE BRAND CENTER AND BRANDING GUIDELINES
- * **HAVE GREAT CONVERSATIONS AND BRAINSTORM!**

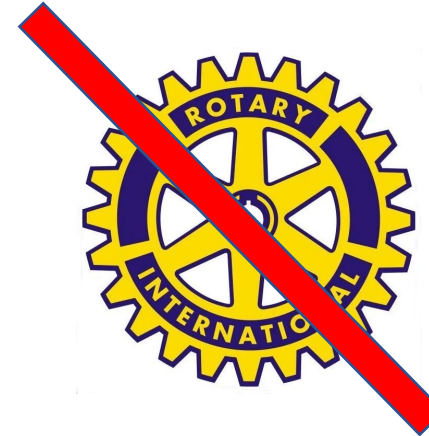


HAS YOUR CLUB SWITCHED TO THE NEW BRANDING?
DO YOU KNOW WHAT THE “NEW” BRANDING MEANS?



Royal Blue
PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #0c3c7c
R23 G69 B143

Gold
PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
R247 G168 B27



RETIRED

BRANDCENTER.ROTARY.ORG



RI Compliant – Why or Why Not?



Presented by the
Rotary Club of Maryville

Rotary Night Fever Auction and Gala

February 11, 2022
6pm - 11pm
Hilton Knoxville Airport

The poster features a central image of a disco ball with light rays emanating from it, set against a dark background with silhouettes of people at the bottom.



Rotary YOU'RE INVITED!

JOIN US FOR AN
Oktoberfest

Food By:
Sapphire
Catering

Beer By:
Docent
BREWING

ROTARY
FUNDRAISER!

HOSTED BY MARK AND SHAUN MONTGOMERY

Saturday October 22
5:00 - 9:00 PM

The Montgomery Residence
20 Sentry Hill
Laguna Niguel

\$75 per person - All welcome
Purchase tickets at: lnrotaryevent.com

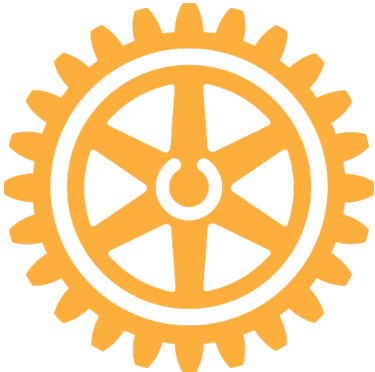
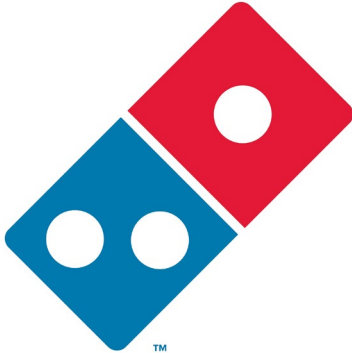
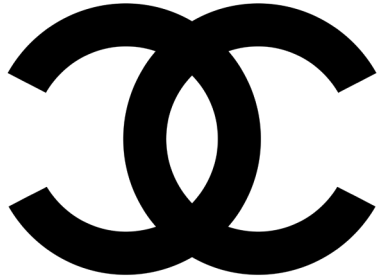
The poster is dark-themed with orange and white text. It includes illustrations of beer mugs and autumn leaves.

Has your club updated all your PI Materials? Website? Pins? Banners?

Peach State PETS
Rotary
6900, 6910, 6920

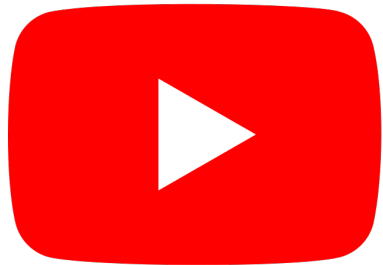
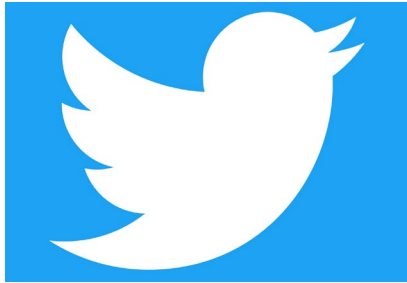


IS A BRAND IMPORTANT?



WHAT FORMS OF PI DOES YOUR CLUB USE?

Which ones? How often? Who handles it?



WHAT'S THE BEST PUBLIC IMAGE CAMPAIGN YOU HAVE SEEN FOR A ROTARY CLUB? WHY?

Rotary Club of East Maitland  **PEOPLE of ACTION**
Mid Year Report

Great People



- 40 diverse members
- 57% female
- 18% under 50 year old
- Families & friends membership



Having fun together



- Pasta making
- Fashion Show
- 10 Pin Bowls
- Christmas party
- Movie Night
- Melbourne Cup
- Christmas bake
- Paint and sip
- Awards night

Taking Action - 800 volunteer hours



- Community BBQ's
- Graffiti removal
- Mural creation
- Recycling cans
- Community event vol.
- End Polio Now walk

\$19,000 raised for:



- Maitland Hospital crisis accommodation
- Australian Mental Health research and care
- Christmas cheer for aged care
- Safe water and education in Cambodia
- Local community groups

Connecting & learning



- Afghani refugees
- Indigenous learning
- Ukraine
- Domestic Violence support
- Vanuatu & Cambodia
- Local flood risks
- Member talks
- DG Neville Parsons
- DGE Alyn Miranda

WE ARE PEOPLE OF ACTION
To find out more visit: www.eastmaitlandrotary.org.au
or email us at: eastmaitlandrotary@gmail.com



WHY DO WE USE SOCIAL MEDIA? WHAT MESSAGE DO WE CONVEY? DIRECTLY? INDIRECTLY?

Rotary seeks sponsors for golf tournament

Posted by Bruce Wood on Feb 21, 2023 Michael Nasra Mike Kevin



Rotary Club of Aggieldand seeking volunteers to help package and deliver Thanksgiving baskets



From Farm to Food Bank



Harvest Against Hunger is making a difference in peoples lives. Connecting farmers with perfectly good produce to food banks and into the lives of people struggling to make ends meet is what Harvest Against Hunger does. And they do it well. Take a look at the route potatoes take to get into a food bank. [Watch the Video.](#)





-
- WHAT'S THE BEST WAY TO SUMMARIZE YOUR CLUB'S INFO FOR TRADITIONAL PRESS?
 - WHAT'S YOUR BEST PRACTICE?



WHAT KIND OF PHOTOGRAPHER ARE YOU?



Scottish hospice charity benefits to the tune of half a million from clothing donations okt.to/HN6Bww @supportCHAS @ClothesAid





Why Is Public Image Important in Rotary?



A positive image will help your club:

- *Raise awareness of Rotary*
- *Attract and engage members*
- *Increase contributions*
- *Garner partnerships, volunteers and supporters for projects*



DOING SOMETHING IS BETTER THAN DOING NOTHING!!!



GET YOUR MESSAGE OUT!



ADD TO YOUR BOOKMARKS!

Rotary Brand Center

SCAN ME!



OUR BRAND IS MORE THAN A LOGO

brandcenter.rotary.org

Public Image Resources for Zone 34

SCAN ME!



HAVING FUN WHILE TELLING THE ROTARY STORY

www.elevaterotary.org



DO YOU HAVE A PLAN?

ELEVATEROTARY.ORG

WHERE CAN YOU GO FOR HELP?

ROTARY PUBLIC IMAGE COORDINATOR (RPIC)

FREE TRAINING – BY ROLE (AND ANYONE CAN TAKE ANY ROLE!)

MY.ROTARY.ORG/EN/LEARNING-REFERENCE

CREATING GREAT CONTENT

CANVA.COM

WRITE DOWN ONE IDEA (AT LEAST) YOU WILL USE FROM TODAY'S SESSION!

SURVEY!

THANK YOU

