



## 2019-20 PUBLIC IMAGE PLAN & GOALS

### ROTARY PUBLIC IMAGE PLAN

1. Develop a Public Image committee of public image experts and beginners to focus on specific public image issues including Public Relations, Public Image issues, Social Media, Club Website and promotion of club events.
  - a. Have team assembled in time for District Assembly and other district training initiatives
  - b. Develop a Public Image and ClubRunners training sessions to assist members in the utilizing tool by District Assembly and at the District's Foundation, Membership, Public Image, and RLI events.
    - i Co-ordinate training needs with the district's membership, foundation, and RLI committees
    - ii Provide public image assistance to the District Foundation, Membership, and RLI committees as needed
  - c. Implement a quarterly ClubRunners Users Group meeting for clubs to exchange ideas and coach each other in improving use of the tool
  - d. Provide Public Image services in support of District 5930 Events including website, social media, press releases etc. Includes development of a promotion plan for each event.
    - i PETs Training
    - ii District Assembly
    - iii Meetings To Go – Trainings
    - iv Rotary Show Case Week
    - v Governor and District Leadership Installation Celebration
    - vi Foundation, Membership, Public Image, Rotary Leadership Institute Extravaganza
    - vii End Polio Now Events
    - viii Foundation Dinner
    - ix District Celebration Conference
2. Media Placement Plan



1. Secure or facilitate 4 unique earned media (i.e., published by a third party at no cost) placements per quarter in at least 40% of the clubs and 1 placement for 50% of the districts events or projects covering one or more of the following topics:
  - Outstanding club project, People or organizations that have benefited from our Rotary Club , Alumni, Profiles of Rotary club members and their volunteer work, Local events/fundraising efforts, Polio eradication or six areas of focus , Social connections/networking opportunities, World Polio Day, Rotary Days & our Rotary club events
  - Communicate plan to clubs at PETs and District Assembly & encourage clubs to participate and promote
  -
2. Goal – Avg 20 or more Media placements per quarter
3. Lead and support (at least 1 annual) training on media outreach, drawing on the expertise of District Rotarians who have successfully secured media placements.
  - a. Goal – develop training curriculum for District Assembly – Complete Spring of 2019 and then follow-up with audit in July with report of needed improvements in August
4. Incorporate use Rotary’s visual identity and voice effectively in club communications and digital and print collateral.
  - a. Goal – Start using “*People of Action*” with fall service projects and fund raisers – Complete Spring of 2020 and then follow-up with audit in July with report of needed improvements in August
5. Identify club PR individuals that have successfully implemented Rotary’s visual identity and voice to help train and educate other club members.
  - a. Goal – Identify successful clubs and individuals to invite to participate as a Public Image committee
  - b. Goal – At least 25% of every club’s membership actively promotes Rotary via Social Media and other methods – promotion to include both club events and posts, District Events and Posts and RI events and posts. 25% of posts to be non-club related.

Other District Services Initiatives:

1. Digital District Directory
  - a. Publish by end of 1<sup>st</sup> Quarter
2. Speakers Bureau\*
  - a. Update quarterly
3. Digital Awards Recognition Program \*
  - a. Update questions with incoming District Governor
  - b. Publish on website and distribute to presidents after induction of DG
  - c. Promote use of awards tool as a strategic planning and dashboard monitoring tool



- d. Remind Clubs to input clubs performance Starting Feb 1 and no later than Mar 31, 2020
- 4. Rotary Club Central Resource support
  - a. Provide training at PETs, District Assembly, Extravaganza, & other events
  - b. On-going support when needed