

PUBLIC IMAGE

WEBINAR



Adriana Contreras
PI District Chair



Ferdi Esquivel
PI District
Committee



Bettsy Pizana
Webmaster &
Social Media

Build Your Club's Public Image Strategy

CALL TO ACTION

- **Use AI responsibly, apply Rotary logos and branding correctly**
- **Refresh your club's visual identity, and discover the District Public Image Toolkit.**
- **Storytelling for your club attract new members and donors**

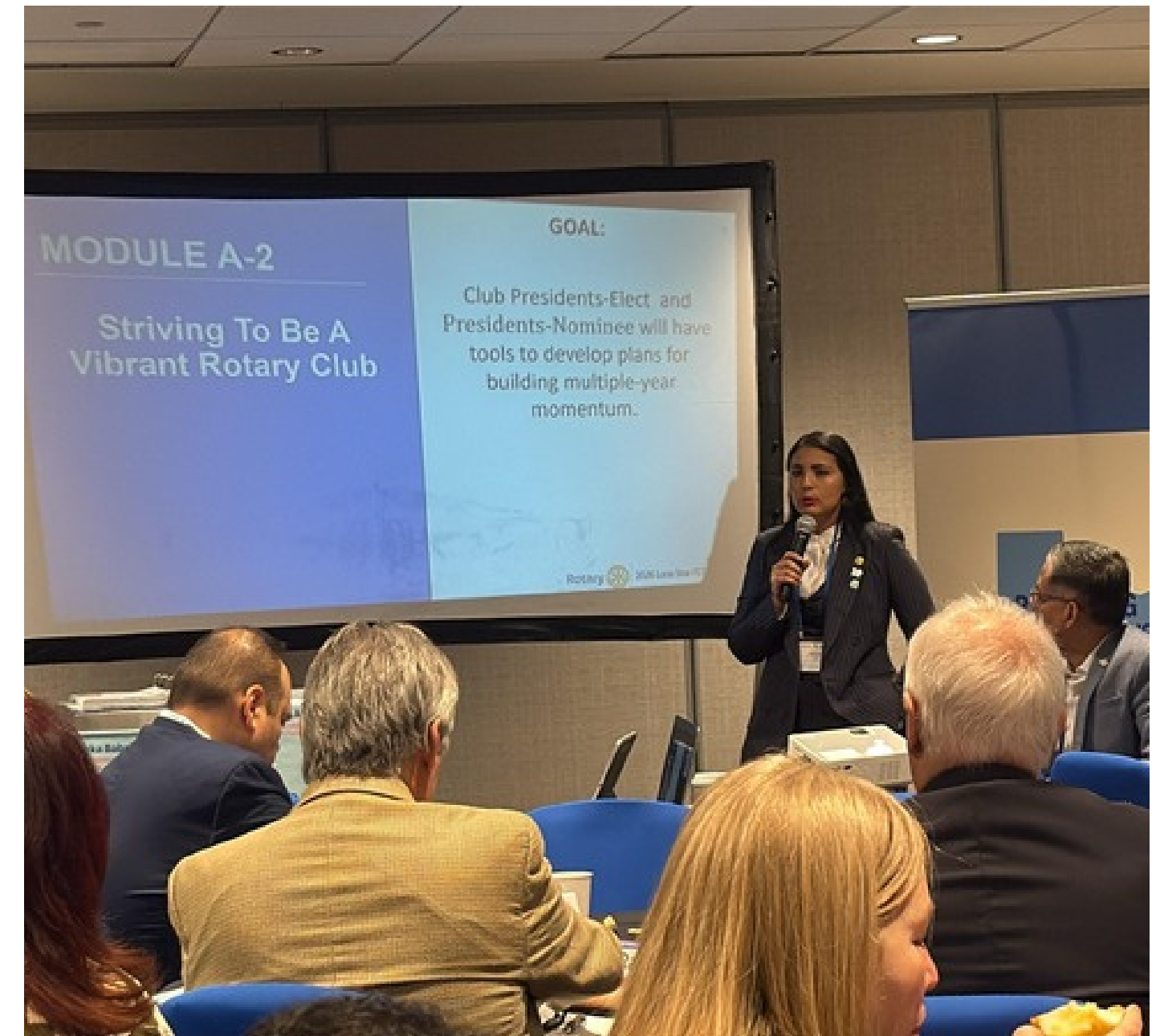


ROLE OF THE DISTRICT PUBLIC IMAGE CHAIR

- To support clubs as they tell their Rotary stories.
- To provide trainings, tools and resources that support the Club PI Chairs in telling these stories.
- Ensure District logo and all District branding follows RI guidelines and are used properly and consistently Provide training for Clubs on Public Image

Trainings Available at Learninf Center /www.myrotary.org

- Our Logo & Representing Rotary
- Building Rotary's Public Image
- Promoting Your Club As People Of Action
- Public Relations & Your Club



ROLE OF CLUB PUBLIC IMAGE CHAIR

- 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.
- Helping your community to understand what Rotary does and WHY our work matters and hopefully inspire others to get involved!



STORYTELLING for Social Media

Share Your “Why” – Creating Impact Through Personal Stories

- 1. Share Stories, Not Agendas**
- 2. Be Educational and Facilitator**
- 3. Publish with a Local Purpose**
- 4. Do Not Include Your Club's Name; Use Only the Main Brand or Brand of Excellence**

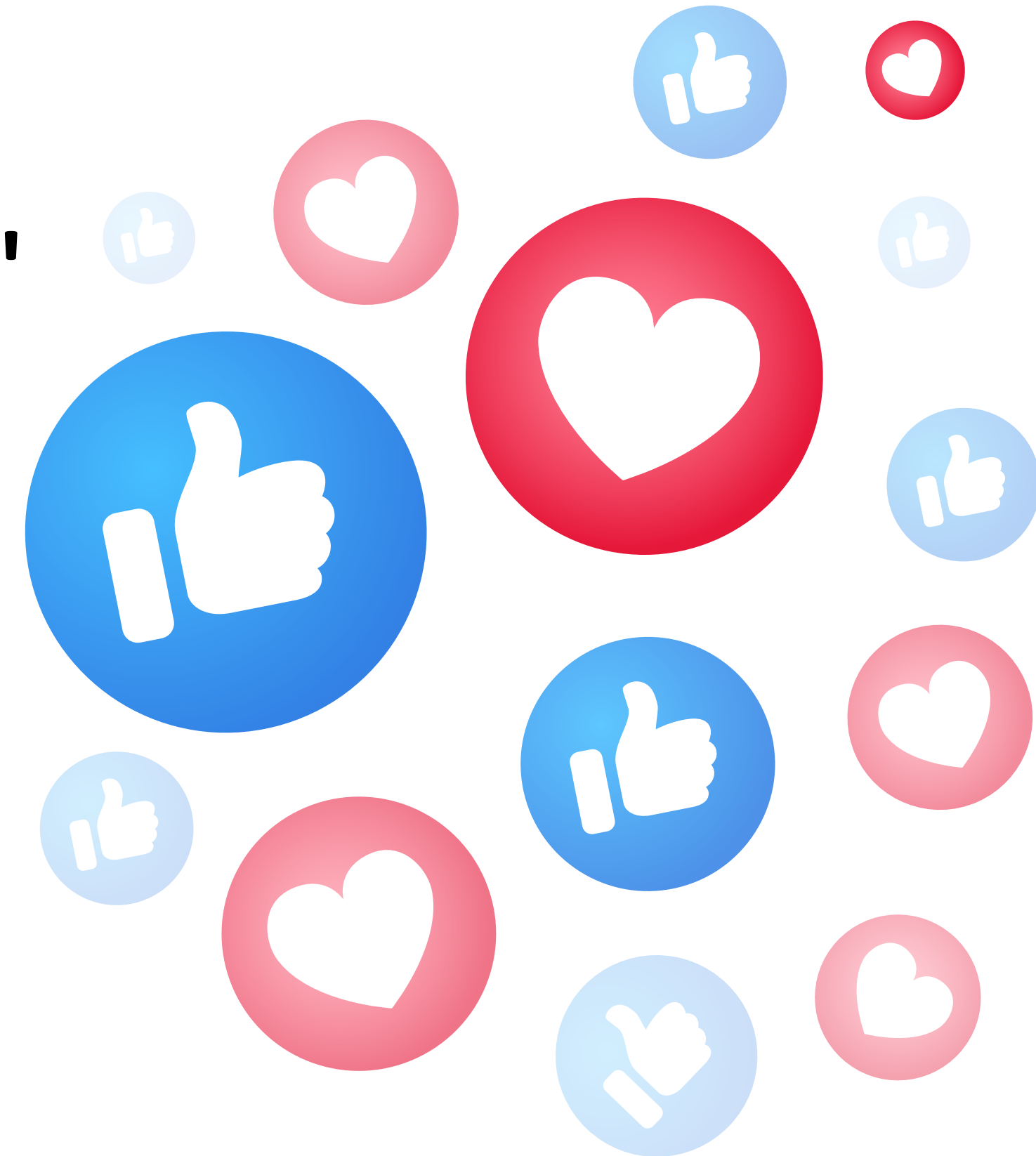


Facebook Tips

👍 **Focus on "Photo + Short Text"**

👍 **Use Fixed Canva Templates**

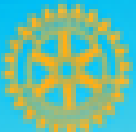
👍 **Assign a "Reporter" Role**



AI GUIDELINES

- ✓ **Good use of AI**
- ✓ **Commitment to Ethical and Fair AI Practices**
- ✓ **Confidentiality of AI information**
- ✓ **Data Privacy and Security**
- ✓ **Protection of Logos and Intellectual Property**
- ✓ **Photos, Videos and Likenesses**
- ✓ **Data Accuracy and Bias**
- ✓ **Disclosure of AI use.**



Rotary  ROTARY CLUB OF SAN BERNARDINO

FEED THE HUNGRY! COMMUNITY GROCERY COLLECTION

FOR THE LOCAL FOOD BANK



SATURDAY,
AUGUST 1ST, 2026
9:00 AM – 1:00 PM

ITEMS NEEDED:

- Canned goods (veggies, fruit, protein)
- Rice & Pasta
- Cereal
- Peanut Butter
- Shelf-stable Milk

DROP OFF LOCATIONS:

**SAN BERNARDINO
COMMUNITY FOOD BANK**
678 E. STREET,
SAN BERNARDINO, CA 92410



Join us in making a difference!
(San Bernardino)



Rotary  ROTARY CLUB OF SAN BERNARDINO
Presents:

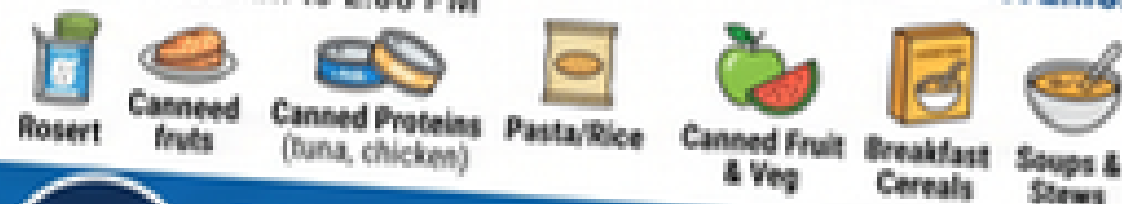
LEND A HAND: COMMUNITY FOOD DRIVE



SUPPORT THE SAN BERNARDINO FOOD BANK

WHEN: Saturday, August 1st, 2026
TIME: 10:00 AM to 2:00 PM

MOST NEEDED ITEMS:



Soup

Canned
fruits

Canned Proteins
(tuna, chicken)

Pasta/Rice

Canned Fruit
& Veg

Breakfast
Cereals

Soups &
Stews

DONATE DIRECTLY AT:

**SAN BERNARDINO
COMMUNITY FOOD BANK**
678 E. STREET,
CA 92410



Making our community stronger,
one meal at a time.







Real or Fake?



¡FAVOR DIFUNDIR!



HAY APOYOS DISPONIBLES Y GRATUITOS

INSULINA LANTUS



Contamos con un donativo muy grande por parte de Laboratorios Pisa.

CADUCAN EN JULIO

Ha venido muy poca gente, SE ESTÁN OBSEQUIANDO.

Si saben de alguien que necesite Insulina Lantus, por favor háganoslo saber.

SILLAS DE RUEDAS PCI



Para niños con parálisis cerebral infantil o espina bífida.

SE OTORGAN DE FORMA GRATUITA

AÚN HAY SILLAS DISPONIBLES.

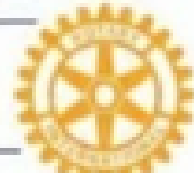
Por favor reenvíen este mensaje a donde crean que puedan ocuparse las sillas.

El apoyo es del **CLUB ROTARIO**; aún hay muchas sillas, pero poca gente.



DIRIGIRSE A
con Fátima
33 1193 8746

Apoyo brindado por el
CLUB ROTARIO

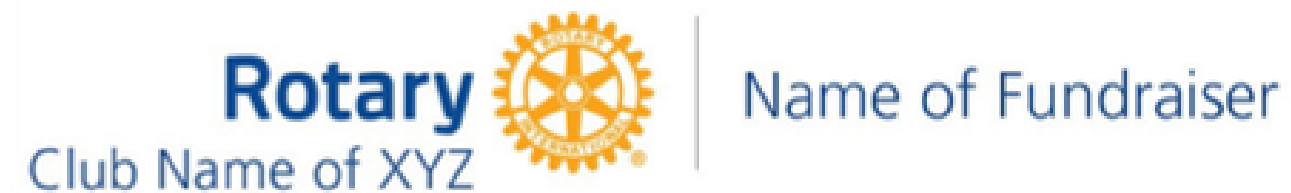


¡Gracias por ayudar a hacer el bien!

Tu generosidad puede transformar vidas

ROTARY BRANDING

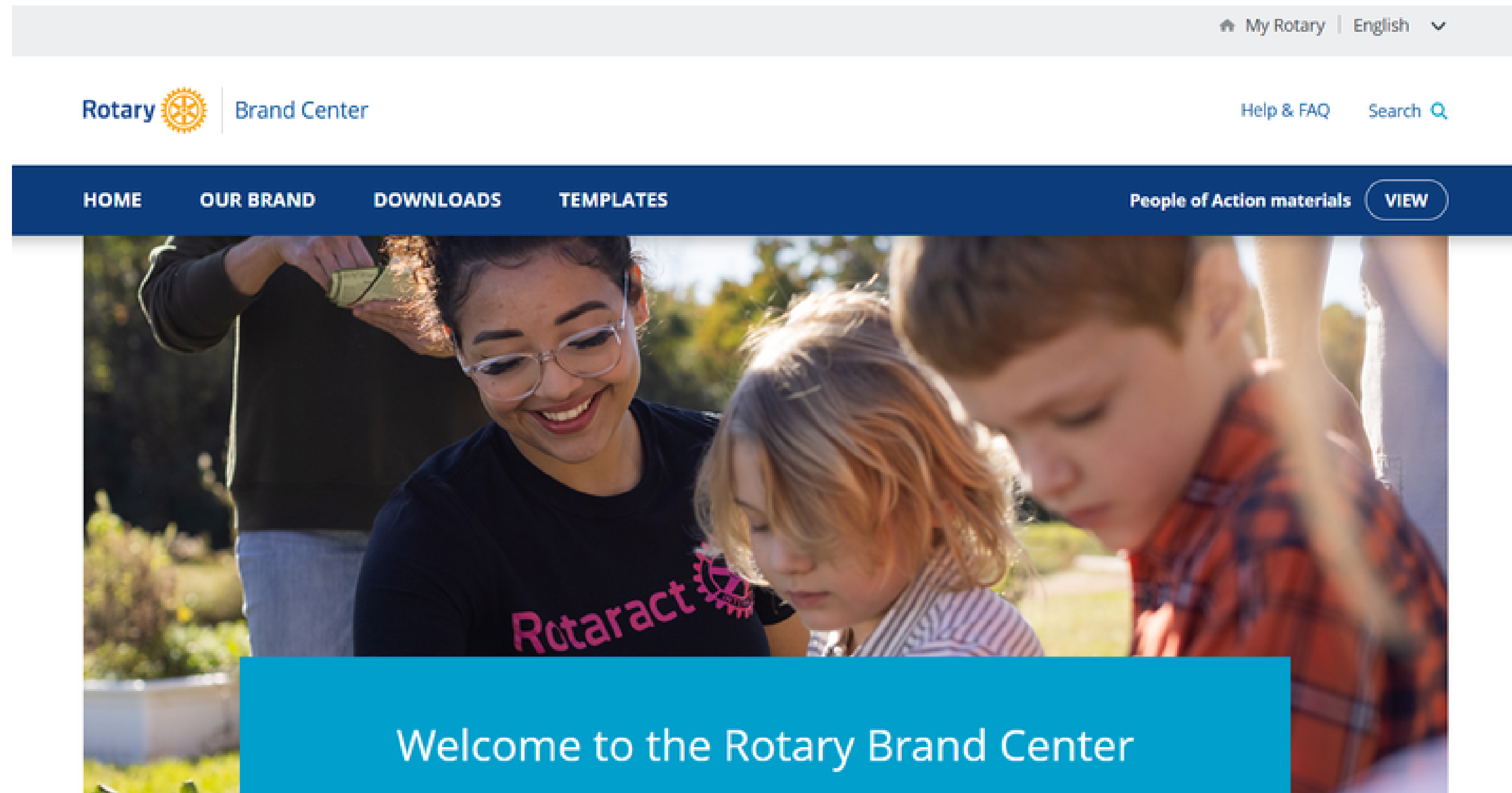
Official Rotary Logos



Unofficial Use of Rotary Logos



Create logos, posters, get videos and photos





The People of Action message
provides a simple, consistent
answer to the question,
"What is Rotary?"



Create your own
POA Image

www.poaphotos.app



Posed or looking directly at the camera



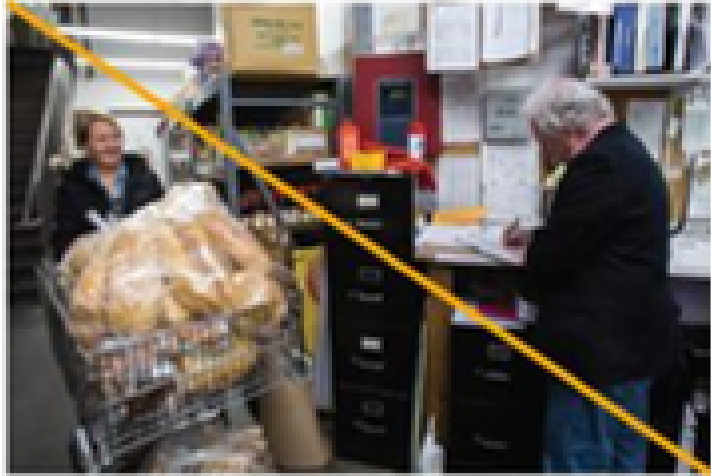
Poor lighting



Large group pictures



Large group pictures



Lack of a focal point



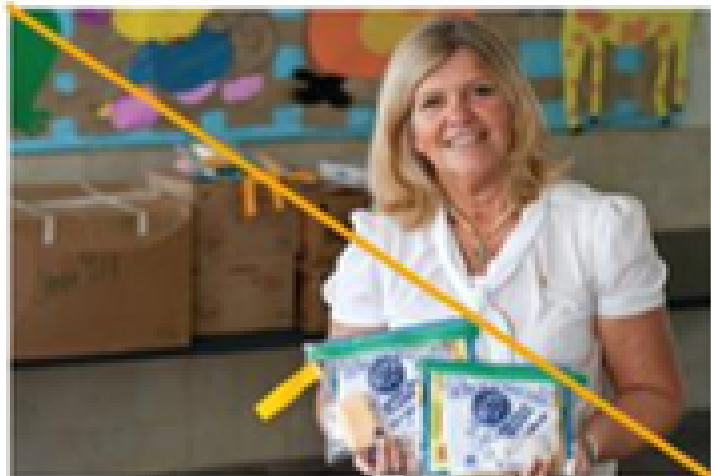
Back of heads in photos



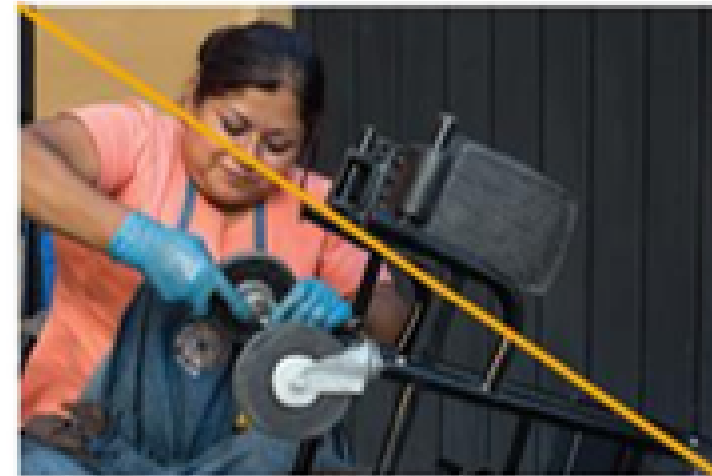
Handshaking photos



Handshaking photos



Single person



Single person



Flat perspective



Awkward angle

PHOTO AND VIDEO CONSENT

Our purpose is to ensure that Rotary District 5930 and its clubs respect the dignity, privacy, and safety of community members when taking and sharing photographs at service projects.

- **Celebrate Service, Protect Dignity**
- **Photos should highlight Rotary's service and community partnership, never portray recipients in a negative or vulnerable light.**
- **Consent is Key**
- **Minors (under 18): Written parental/guardian consent is required before any photo is published.**
- **Adults (18+): Consent must be obtained verbally or in writing before photos are published. Written consent is strongly recommended.**
- **No Consent = No Publication**
- **If a person declines, they will not appear in photos.**



SERVICE PROJECT CENTER



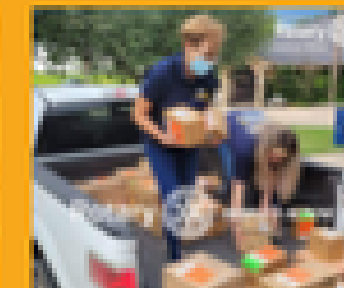
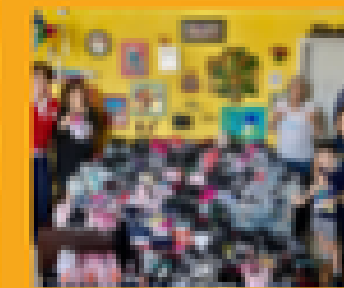
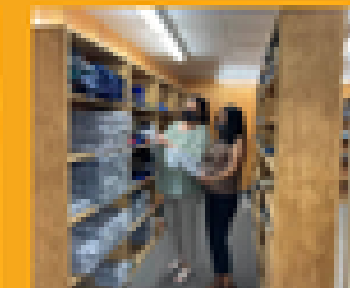
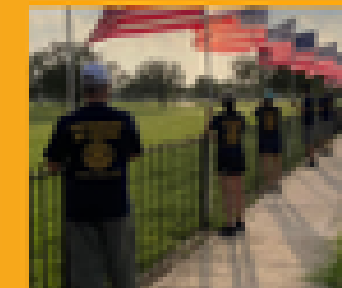
- **Share Your Projects**
- **Find Inspiration**
- **Collaborate – Connect with clubs around the world**
- **Support Causes Filter by Rotary's Areas of Focus to align your efforts with global priorities.**

<https://spc.rotary.org/>

Login at MyRotary www.rotary.org

***If you don't have access, send an email to
RotarySupportCenter@rotary.org**

SHARE YOUR CLUB STORY OR SERVICE PROJECT WITH US



- rotary5930@gmail.com**

Website and Social Media



www.Rotary5930.org

www.rotary.org



The Rotary District 5930



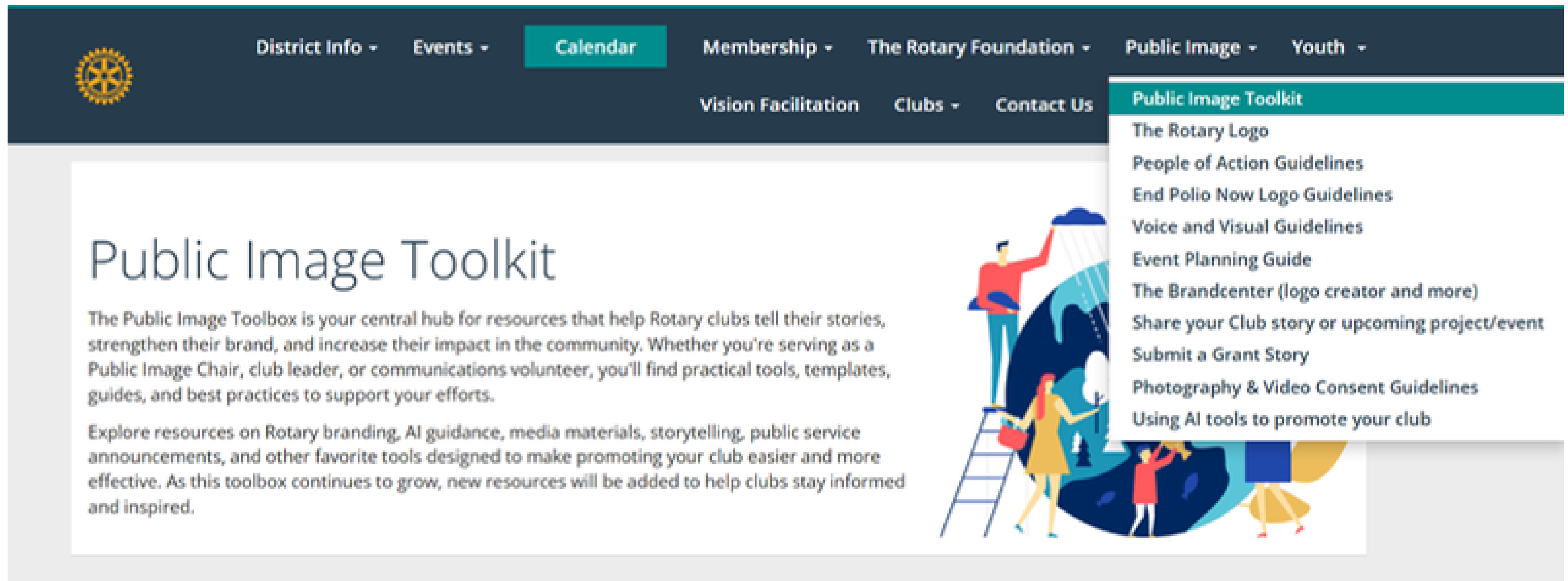
The Rotary District 5930



**Discover Rotary D5930-South
(Group on Facebook)**

DISTRICT WEBSITE FOR TOOLS AND SUPPORT

www.Rotary5930.org



The screenshot shows the website interface for the Public Image Toolkit. At the top is a dark blue navigation bar with the Rotary logo on the left and several menu items: District Info, Events, Calendar (highlighted in teal), Membership, The Rotary Foundation, Public Image, and Youth. Below this is a secondary row of links: Vision Facilitation, Clubs, and Contact Us. The main content area has a light gray background. On the left, the title 'Public Image Toolkit' is displayed in a large, dark font. Below the title is a paragraph of text explaining the toolkit's purpose. To the right of the text is a large, colorful illustration of three people interacting with a large globe. One person is standing on a ladder, another is sitting on the globe, and a third is standing next to it. The globe is stylized with blue and white segments. To the right of the illustration is a list of links under the heading 'Public Image Toolkit'.

Public Image Toolkit

- [The Rotary Logo](#)
- [People of Action Guidelines](#)
- [End Polio Now Logo Guidelines](#)
- [Voice and Visual Guidelines](#)
- [Event Planning Guide](#)
- [The Brandcenter \(logo creator and more\)](#)
- [Share your Club story or upcoming project/event](#)
- [Submit a Grant Story](#)
- [Photography & Video Consent Guidelines](#)
- [Using AI tools to promote your club](#)

Public Image Toolkit

The Public Image Toolbox is your central hub for resources that help Rotary clubs tell their stories, strengthen their brand, and increase their impact in the community. Whether you're serving as a Public Image Chair, club leader, or communications volunteer, you'll find practical tools, templates, guides, and best practices to support your efforts.

Explore resources on Rotary branding, AI guidance, media materials, storytelling, public service announcements, and other favorite tools designed to make promoting your club easier and more effective. As this toolbox continues to grow, new resources will be added to help clubs stay informed and inspired.



QUESTIONS

AGENTS OF CHANGE

REGIONAL ASSEMBLY

Enjoy the opportunity to exchange ideas and learn about club growth and service and to then be prepared to return to your home club with ideas for implementation.

FOUNDATION

MEMBERSHIP

PUBLIC IMAGE



Registration Pricing

Early Bird: \$25 until July 24.

Regular Cost: \$35 from July 25 to August 7th.



REGISTER NOW



AUGUST 8, 2026



9:00 AM TO 2:00 PM



STUDENT UNION HALL OF
SOUTH TEXAS COLLEGE, 2ND
FLOOR. 3201 PECAN BLVD.
MCALLEN, TX. 78501.

www.Rotary5930.org

AGENTS OF CHANGE

REGIONAL ASSEMBLY

Enjoy the opportunity to exchange ideas and learn about club growth and service and to then be prepared to return to your home club with ideas for implementation.

FOUNDATION

MEMBERSHIP

PUBLIC IMAGE



Registration Pricing

Early Bird: \$25 until July 24.

Regular Cost: \$35 from July 25 to August 14th.



REGISTER NOW



AUGUST 15, 2026



8:30 AM TO 1:00 PM



VENEZIA THE VENUE
ADDRESS: 5 EVENT CENTER
BLVD, BROWNSVILLE, TX
78526

www.Rotary5930.org



**WORLD'S
LARGEST
POLIO WALK**



Rotary
District 5930



**WORLD'S
LARGEST
POLIO WALK**

SAVE THE DATE: OCTOBER 24, 2026
**Join the World's Largest
Walk to End Polio!**

100% participation from each club.



District 5930 is inspiring Rotary and Rotaract clubs across the region to host local walks in their communities. We invite members, families, schools, businesses, and community leaders to take part

- Be part of a united effort to raise awareness
- Showcase the impact of Rotary in action

Together, we are working towards the goal of raising **\$75,000** for polio eradication while reminding the world that we are "This Close" to ending polio for good.