



Public Image – Presentation Outline

Introduction: Section 1 (5mins)

Give some background on yourself.

Share why you are passionate about Rotary's Public Image or a brief story about how you have seen Rotary's Public Image move people to action.

Share with the club why you are there and describe the presentation.

Explain that you are there to provide an update on Rotary's Public Image and why sharing our story makes it easier to do good in the world.

"I'd also like this to be interactive, so I will be asking for your participation along the way."

Share Rotary's Vision Statement

"I'd like to begin by sharing Rotary's Vision Statement."

Together, we see a world, where people unite and take action, to create lasting change, across the globe, in our communities, and in ourselves.

Q: What does this mean to you?" How do we unite and take action as Rotary members?"

NOTE: THERE ARE NO WRONG ANSWERS. Collect a few answers and then draw attention to a few specific points.

DISTRICT PUBLIC IMAGE GOAL: Increase awareness and understanding of Rotary and our members' impact in communities locally and globally.

Q: What are the benefits when clubs use Rotary's brand in a consistent way?

Q: How is your club currently sharing messages and success stories with your community?

Q: How is your club using People of Action messaging materials? Have you received any feedback about their effectiveness?

Key points

- When we use our brand consistently, we show people who we are, the types of experiences we offer, and how we are different from other organizations. If people have an inconsistent experience of our brand, they won't fully understand what Rotary stands for or the impact we make.
 - Helps to build stronger relationships with local media.
 - People's perception of Rotary comes from their experiences with our clubs and programs, as well as the stories we tell and the images we share.
Compelling and consistent communications, along with great experiences, strengthen our brand, which can help us engage and attract members, donors, and partners.
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Q: What is Rotary's Brand Centre and how can it help your club? Has anyone ever used it?

Q: Why is it important for our logo and visual identity to be consistent?

Key Points

- The Brand Center offers many resources to help Rotary and Rotaract clubs create brand-consistent logos and images and tell stories about their impact to inspire audiences to engage with us and take action.
 - The Brand Center also includes resources to help clubs with their websites, social media pages, event planning, and public relations.
 - You can find templates, logos's, key messages, video's, promotional materials, etc.
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Q: What stories do you tell to help your community understand the impact your club creates in your community? How do you share these stories?

Q: What are some misconceptions that the public may have about Rotary? What strategies can we use to change those misconceptions?

Key points

- Storytelling is an effective way to highlight what we do and build a positive image of our clubs. Work with your public image committee to tell stories that emphasize the impact clubs are making in their communities and the impact Rotary is making around the world.
- People of Action messaging and materials give clubs a framework for talking about our members in a way that helps the public see Rotary as we do: a network of volunteers who use our connections and expertise to take action. The Brand Center offers resources to help clubs tell their People of Action stories.

- Create a team to craft a plan to promote Rotary in your club.
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Q: “What is our number one corporate priority?”

A: Polio Eradication

Q: Why is it important to tell the story of Polio Eradication?

- In 2023, we saw 12 cases of Polio in Afghanistan and Pakistan.
- In 2024 there are _____ cases.
- We need to stay vigilant and eradicate this disease and as Covid showed us, it is only a plane ride away.
- We witnessed Polio resurgence in unvaccinated people from New York, London England, as well as Israel due to international travel.
- Each year we raise \$50M dollars and the Gates Foundation matches 2:1 so that collectively equals \$150M for the eradication of Polio.
- These funds support several initiatives but most importantly, we immunize 450M children each year.

DISTRICT GOAL: Eradicate polio, highlight Rotary’s role, and plan for a polio-free world. Each club to hold a Polio event in October (World Polio Day is Oct 24th) and raise a target of \$1500 or more.

Q: Has your club determined what it wants to do for World Polio Day?

WRAP UP

- In the spirit of service, let's take a moment to reflect on the profound impact we can create by focusing on our public image to showcase who we are, what we do and why it is important.
- When we share our stories, like-minded people want to join with us. It is our best membership growth tool.

Public Image resources are available at:

<https://my.rotary.org/en/learning-reference/learn-topic/enhancing-our-public-image>



Resources & References

Grants & Services

Fundraising

Resources by Role

Youth Protection

Membership Materials

Policies & Procedures

Club and District
Administration

View All

District Committees

Rotary Tools

Rotary Club Central [↗](#)

Grant Center [↗](#)

Rotary Showcase [↗](#)

Official Rotary Apps

Brand Center [↗](#)

Licensed Vendors

Raise for Rotary [↗](#)

Learning Center [↗](#)

Webinars