

# REFRESHING

**YOUR CLUB'S PUBLIC IMAGE**



---

**Charles Bruce Watterson,  
Rome Seven Hills Rotary  
Discussion Leader**

# TELL ROTARY'S STORY

## VOICE AND VISUAL IDENTITY GUIDELINES

### #1 Image Essential

**Encourage** your Club's President and Public Image Chairperson to develop a PR plan and work to revitalize your online, print, and overall look.



# THINK ABOUT IT...

Who we are and how we present ourselves matters.



ROTARY BRINGS TOGETHER LEADERS  
WHO STEP FORWARD TO TAKE ON  
SOME OF THE TOUGHEST CHALLENGES  
IN THEIR COMMUNITIES.

AS A ROTARY MEMBER,  
**YOU CAN:**

JOIN LEADERS from all continents, cultures, and occupations  
EXCHANGE IDEAS and form lifelong friendships  
TAKE ACTION to create positive change in our communities

**GET INVOLVED AT ROTARY.ORG**

Rotary



**Brings** our values to life to ensure our actions support our words

**Establishes** our voice to reflect our distinct character

**Clarifies** how we present our offerings so people understand what we do and how they can engage with us

**Refreshes** our visual identity to energize our look and feel while celebrating our heritage

**A PR Plan** ensures each club fulfills the goal

# A PR PLAN...

Is vital to the success of your leadership plan 2015-16

Following the **DaCdb Calendar** is one predictor of success



## The DaCdb District and Club Calendar

Updated October 2014

Effective 2015-16 Rotary Year

<u>Month</u>	<u>Focus</u>
July	Undesignated
August	Membership and Extension
September	AOF: Basic Education and Literacy
October	AOF: Economic and Community Development
November	The Rotary Foundation
December	AOF: Disease Prevention and Treatment
January	Vocational Service
February	AOF: Peace and Conflict Prevention/Resolution
March	AOF: Water and Sanitation
April	AOF: Maternal and Child Health
May	Youth Services
June	Rotary Fellowships

# LIST YOUR PR GOALS...

Wake-Up Call: Do a goal check every month to see how your PR efforts are paying off.

Pair the internet-savvy members with those who are less experienced and help them navigate the club website. Help members register for a MY ROTARY account.

## HOW TO CREATE A MY ROTARY ACCOUNT

**1** First go to [www.rotary.org](http://www.rotary.org). Then click on My Rotary.

**2** Click on Sign In/Register.

October 2014

Page 1 of 3

### 3 SIGN IN

If you are not a first time user, enter your email address and password. Then click on Sign In.

If you are a first time user, click on Create account.

### ACCOUNT REGISTRATION

Fill in the Account registration information and click on Continue.

**4**

**5** You will be informed that an e-mail has been sent to you.

October 2014

### 6 Complete your Rotary.org registration

Check your email for the address you provided in the step above. You will receive this message. Click on the blue link to finalize the process.

### 7 ACCOUNT SET-UP

Fill in all the mandatory information and click on Create account.

**8** Click on Continue.

**9** Congratulations! You have created your My Rotary account.

## MY ROTARY

October 2014

# INVENTORY ALL CLUB MATERIALS



Dust Catchers (out-of-date materials) should be stored away...and members should be focusing on the most current icons using **Public Image** toolkit materials.

# SIMPLIFY THE PR PLAN

Rotarians are smart, compassionate, persevering and inspiring...

Your club's PR Plan should reinforce the following words in all forms of communication (especially in reference to member's leadership and service):

Knowledgeable

**Perceptive**

Confident

**Thoughtful**

Sincere

Engaging


**Purposeful**

Upbeat

Hopeful

Visionary

**Courageous**

A man with grey hair and a beard, wearing a black tuxedo jacket, a white dress shirt, and a black bow tie, is speaking at a wooden podium. He has his right hand over his heart. A microphone is positioned in front of him. In the background, a white flag is partially visible.

PI Goals Should Always Stress  
**Our Voice:**  
**Who We Are!**

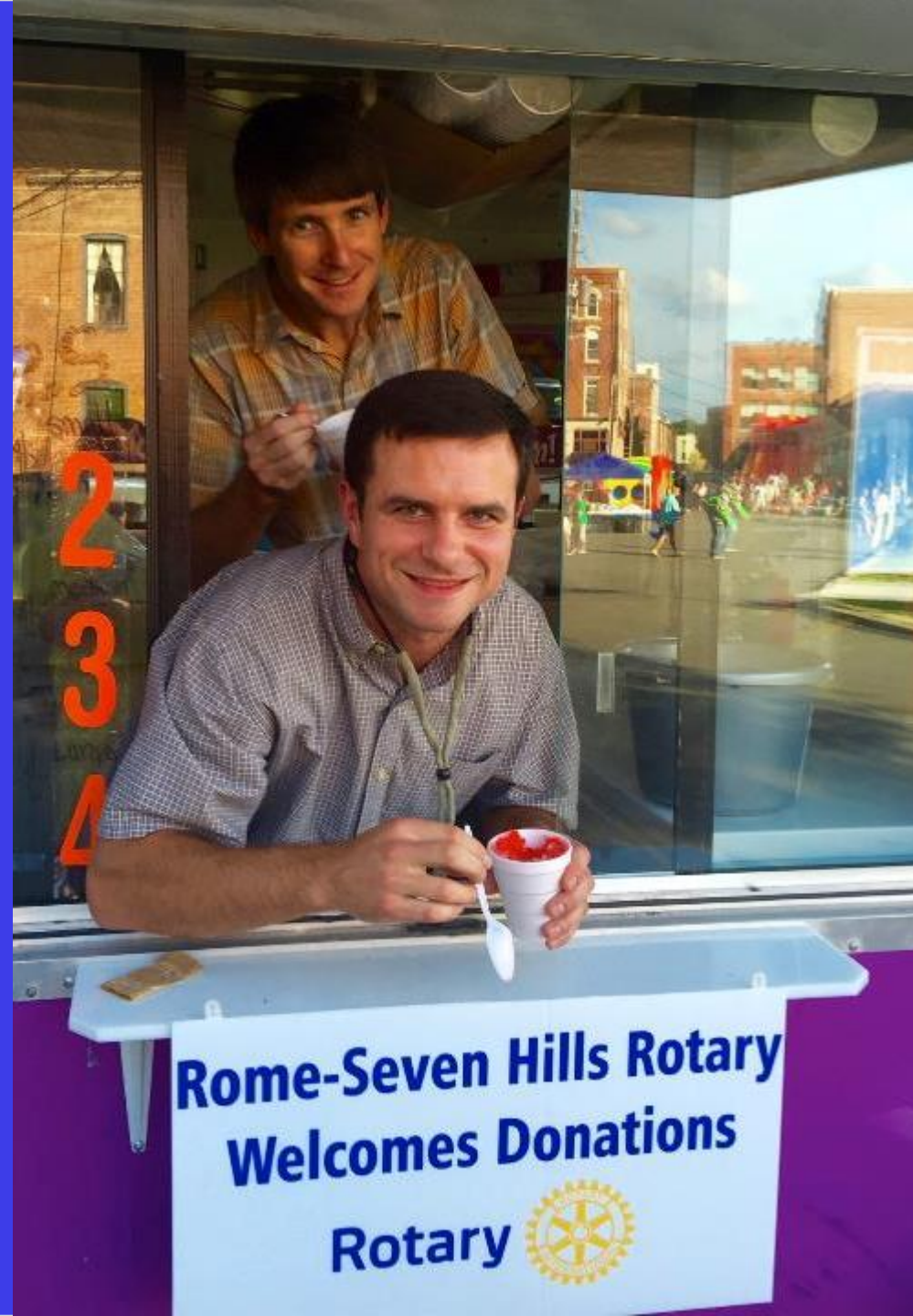
# REFRESHING

## Your Club's Public Image



## #2 Image Essential

Use social networking and [RI's Public Image Resources](#) to publicize action-oriented service, membership and fund-raising efforts.







# THE TOOLKIT

Why not train your brain to use the following image standards?

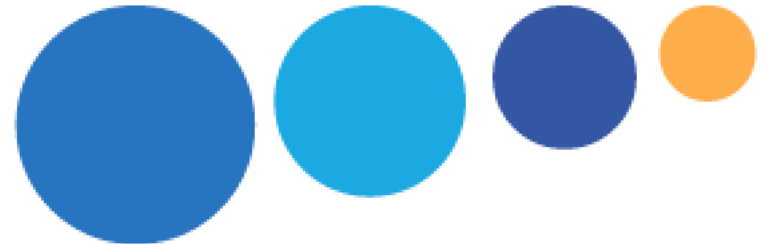
Masterbrand Signature (Our Official Logo)



Mark of Excellence (Our Wheel)



Rotary Leadership Colors



Primary

**FRUTIGER BLACK  
CONDENSED**  
ALL CAPS FOR  
HEADLINES  
AND MAIN NAV

Frutiger  
for subheads,  
secondary nav,  
info graphics,  
and lockups  
Light *Italic*  
Roman *Italic*  
Bold *Italic*  
Black *Italic*  
Ultra **Black**

Secondary

Sentinel  
for body text,  
secondary heads,  
captions,  
and callouts  
Light *Italic*  
Book *Italic*  
Medium *Italic*  
Semibold *Italic*  
Bold *Italic*

Free Option

**OPEN SANS CONDENSED**  
OR **ARIAL NARROW**

Arial

Georgia

Secondary



Pastels



Neutrals



Iconography Style p. 29



Information Graphics p. 29



**Arial Narrow** type was used for the official slogans

A **variety of type sizes** add synergy to the overall look

The **official blue and gold** colors added dimension to the otherwise flat surface

# STANDARDS WORK

The **Masterbrand signature** and Mark of Excellence appear prominently

The video features members **“voices”** thanking non-Rotarians and community leaders for their support



CONNECTING  
FOR COMMUNITY.

**OUR**  
COLLECTIVE IMPACT.

Eric Waters, Rome Seven Hills Rotary President, David Early, President-Elect

Boys & Girls Clubs of Northwest Georgia  
**Anna K. Davie** Early Learning Center  
GED Testing, GNW Technical College  
**Laws of Life** Essay Contest  
Scholarship Georgia's Occupational  
Award of Leadership  
Regional **STAR Student** Award  
Rome/Floyd Respect for Law Awards  
Georgia Rotary Student Exchange Program  
**End POLIO Now**  
Alliance for Smiles  
Georgia Highlands College Athletics Program  
**12 Regional High School Athletic Programs**



GET MORE  
OUT OF MEMBERSHIP.  
**CONNECT**  
FOR GOOD.



Rotary District  
6910



**Gracia Patricia**

Godinez Rodriguez

**GRSP**

2015 Rotary 6910 District Conference

**PRE-PLAN YOUR PR APPROACH...**

HINT: Look at the foreground and background, the use of vivid colors, the action/emotion, and most importantly, the sharp focus.

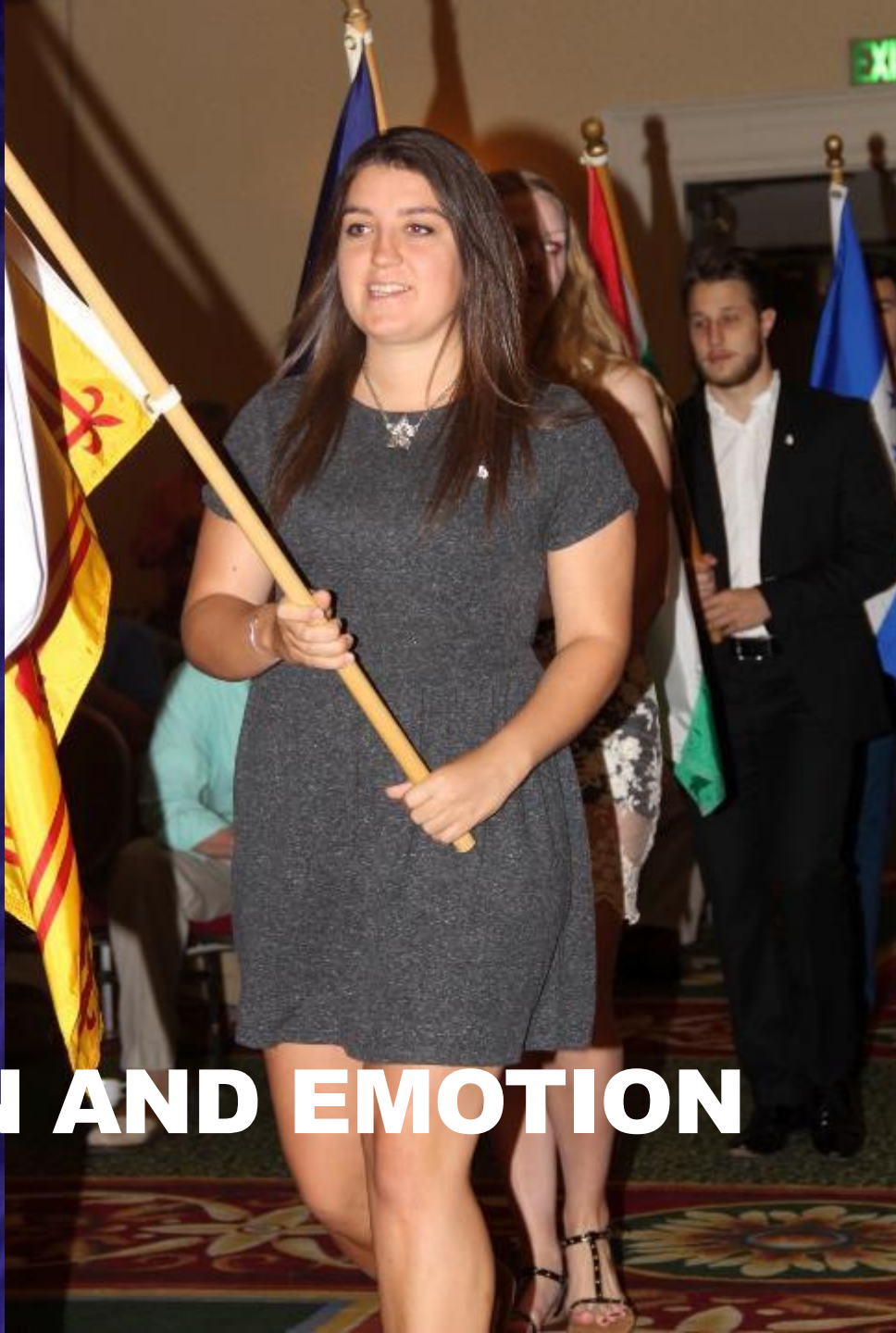


Think like a reader and a reporter! If you could only choose one that best represents your club, which one would it be?

**WHICH PHOTO WORKS BEST?**

**Pride in Programming:** Kudos to our talented GRSP students who bring an international flair as well as a heightened cultural awareness to our Georgia Rotary family and local communities.





**PREFER ACTION AND EMOTION**

**Don't be afraid to layer words or the official "wheel" mark on photos of your club in action...but please double check for readability. Content over Decoration!**



**"THE GREATEST OF ALL  
ACHIEVEMENTS...ARE THE  
RESULT OF THE COMBINED  
EFFORT OF HEART AND HEAD  
AND HAND WORKING IN  
PERFECT COORDINATION."**

**PAUL P. HARRIS, FOUNDER**

# VISUALS **NEED** VERBALS



## Rotary Voices

Stories of service from around the world



Rotary



[Home](#)

[About](#)

[Get Involved](#)

[Contact us](#)

[Convention](#)



HOW TO...

# FIND A GRANT PARTNER



Rotarians in Maputo, Mozambique, needed an international partner to help finance a US\$65,100 project to upgrade a sanitation system and install a water tank at a school. They turned to their district contacts and soon learned of a Danish club seeking a host partner.

"Our club was looking for a Foundation project, as we had funds to use," says Stein Schierenbeck, a member of the Rotary Club of Skanderborg, Denmark. "Being a club in the pilot district for the new **global grants**, we looked for areas of need within another pilot district." Once the clubs connected, they obtained a Rotary Foundation **global grant** to complete the project. School officials and the contractor agreed to maintain the new facilities, meeting the grant's sustainability requirement.

**IF YOUR CLUB OR DISTRICT IS STRUGGLING TO FIND A PARTNER FOR AN INTERNATIONAL SERVICE PROJECT, CONSIDER THE FOLLOWING TIPS:**

**Be social.**

Join RI's **LinkedIn group**, which helps Rotarians share ideas and publicize project needs. You can also publicize your quest for a grant partner on your personal or club Facebook pages.

**Talk to your district governor-elect.**

The **International Assembly** is a great opportunity to share project proposals.

**Attend an RI Convention.**

Ask convention goers from your district to bring a list of projects to share with potential partners. The RI Convention is the ideal place to start collaborating.

**Visit a project fair.**

These annual regional events are hosted by Rotary districts worldwide to encourage international friendship and collaboration on service projects. For information about upcoming project fairs, contact [rotary.service@rotary.org](mailto:rotary.service@rotary.org).

**Search the Web.**

Most districts have their own websites that help bring clubs and districts together on joint projects.

**Visit Rotary's new website.**

Scheduled to launch soon, Rotary's new site will have tools to help you find and connect with partner clubs and obtain resources for your projects. Contact [rotary.service@rotary.org](mailto:rotary.service@rotary.org) for more information.

## ABOUT ROTARY LEADER

July 2013 — Volume 4, Issue 1

*Rotary Leader*, an electronic publication for Rotary club and district officers, is offered in eight languages: **English, French, German, Italian, Japanese, Korean, Portuguese, and Spanish**. *Rotary Leader* is published by Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201-3698 USA.

**Web** [www.rotary.org](http://www.rotary.org) **Fax** 847-866-9732 **Phone** 847-866-3000

**Subscribe** to *Rotary Leader* at [www.rotary.org/rotaryleader](http://www.rotary.org/rotaryleader). There is no charge to subscribe.

**Submit** to *Rotary Leader* at [rotaryleader@rotary.org](mailto:rotaryleader@rotary.org). Article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives, are welcome. Please include descriptions, photos, and contact information in your email. Due to the high volume of submissions, we cannot promise to feature your story.

**Editor** Janis Young

**Managing Editor** Janice S. Chambers

**Graphic Designer** William Moran

**Writers** Daniela Garda, Vanessa Glowinskas, Arnold Grahl, Dan Nixon, Antoinette Toscano

**Photographers** Alyce Henson, Monika Lozinska

**Copy Editors** Heather Anttil, Beth Duncan

**Proofreaders** Kelly Doherty, Susan Hyland

Copyright © 2013 by Rotary International.



Photostream

Albums

Favorites

Groups

More ▾



Caring for Our Country beach regeneration project  
by Rotary International





ICONOSQUARE

VIEWER

STATISTICS

MANAGE

PROMOTE

CONTEST

SEARCH

Users and #



SIGN IN WITH INSTAGRAM



A #father bathes his son outside their home in La Grua, #DominicanRepublic. #Rotarians introduced the bio sand #water filter to this community. This water project is a #RotaryFoundation matching #grant with participation from over 150 clubs in the United States, Canada and the Dominican Republic. Rotary International/Alyce Henson



rotaryinternational  
Rotary International



rotarians

dominicanrepublic

grant

father

rotaryfoundation

water



60 Likes

coco\_\_0816

erelhale

djrae1981

kurt\_artcreation

> VIEW ALL



3 Comments



molozinska

2 years ago

Gorgeous photo Alyce and Miriam. Of course!



malinkahrs

2 years ago

This is a great picture!



alycehenson

2 years ago

Thank you @molozinska #alycehensonphoto

Do you have an Instagram account?

[Login to Instagram](#) to like or comment on this media

# Are you a Rotary superhero?

7

Posted on **August 6, 2015**

*By Evan Burrell, a member of the Rotary Club of Turramurra, New South Wales, Australia, and a regular contributor*

I'm sure that, as a child, you had a favorite superhero. Maybe it was Batman or Superman or Wonder Woman or even Spiderman, weaving webs or leaping tall buildings in a single bound to help those in need.

Now that we're older, we know all too well that that sort of superhero is hard to find. But do you know the easiest place to find modern-day superheroes? Your local Rotary club! And they don't even hide behind a secret identity. [Continue reading →](#)



Evan Burrell reveals his “superhero” Rotary identity.

# YOUR PR SIGNATURE

Are your club members engaging with non-Rotarians and partnering with other affiliates?

Let the public know!



Rotary Reconnect



Charles

Home

20+



Rotary Reconnect

Non-Profit Organization

Sign Up

Liked

Message



Timeline

About

Events

Photos

More



Search



Charles

57



Rotary

### Tell Rotary's story

Unfollow board



#Rotaract clubs in Latin America are using graphics like this to spread the message of #peace. #wearerotary  
5 4

Pinned from Uploaded by user



The World needs more #Rotarians #rotariystory  
93 17 1

Pinned from rotary.org



The Rotary Club of Panamá Norte is doing a great job of incorporating Rotary's new look into their materials. Visit their Facebook page: www.facebook.com/...  
1

Pinned from Uploaded by user



August is Membership Month at #Rotary. Share this graphic to let your friends know that you're a proud Rotarian. #WeAreRotary  
111 20

Pinned from Uploaded by user



The Rotary Club of Kalamaria In Greece updated their website to reflect Rotary's new visual identity. rotariyakalamaria.gr/ Be sure to share your own use of Rotary's visual identity and voice by tagging your pins with #rotariystory.  
1 2

Pinned from



#Rotary #Interact  
8 3

Pinned from Uploaded by user



August is Membership Month at #Rotary. Share this graphic to let your friends know that you're a proud Interactor. #WeAreRotary #Interact  
11 8

Pinned from Uploaded by user



The 2014-15 district governors have already started to adopt the new identity by creating business cards with the updated logos and colors. Be sure to share how you're using Rotary's visual identity by tagging your pins with #rotariystory.  
9 4 1

Pinned from



The world needs more Rotaractors #rotaractors #rotaract #Rotary  
27 8

Pinned from Uploaded by user



August is Membership Month at #Rotary. Share this graphic to let your friends know that you're a proud Rotaractor. #WeAreRotary #Rotaract  
17 7

Pinned from Uploaded by user



Show your member pride and share this pin! Also available at Rotary's online shop as a window cling: shop.rotary.org/...



August is Membership Month at #Rotary. Learn about what you can do to get involved. Read more at: www.rotary.org/... #WeAreRotary  
9 2

Pinned from Uploaded by user



Help #Rotary choose a name for The Rotary Foundation's centennial book (to be released in 2016-17). Log onto http://www.rotary.org/trf100 to vote and win prizes!  
3 1

Pinned from Uploaded by user



Rotary District 5320 had updated their website to reflect Rotary's visual



August is Membership Month at #Rotary. Learn about what you can do to get involved. Read more at: www.rotary.org/... #WeAreRotary  
16 3

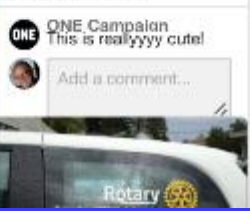
Pinned from Uploaded by user



Have fun telling Rotary's story and sharing our new visual identity. This kangaroo is promoting Rotary, just in time for our 2014 Convention in Sydney, Australia. #rotariystory  
53 16 1

by MB Photography

Pinned from Uploaded by user



August is Membership Month at #Rotary. Learn about what you can do to get involved. Read more at: www.rotary.org/... #WeAreRotary  
9 5

Pinned from Uploaded by user



Have fun with spreading Rotary's new visual identity. like Rotary Man. #rotariystory  
8 5

Pinned from Uploaded by user





Search



Charles



# Rotary

© 1.2 million members worldw... www.rotary.org

Rotary brings together people from around the world who use their professional expertise and leadership skills to make a difference. Join us: www.rotary.org

Unfollow



11 Boards

414 Pins

7 Likes

2.8k Followers

34 Following

### END POLIO NOW



+ 81



Unfollow

### Take action



+ 36



Unfollow

### Save mothers & children



+ 26



Unfollow

### Support education



+ 35



Unfollow

### Promote peace



+ 28



Unfollow

### Grow local economies



+ 28



Unfollow

### Provide clean water



+ 42



Unfollow

### Fight disease



+ 31



Unfollow

### Exchange ideas



+ 13



Unfollow

### Be inspired



+ 70



Unfollow

### Tell Rotary's story



+ 25



Unfollow



# REFRESHING

## Your Club's Public Image



### #3 IMAGE ESSENTIAL

Are you promoting and defining our Core Values – Fellowship, Integrity, Diversity, Service and Leadership



## RI's PUBLIC IMAGE RESOURCES

How we share our story with the world is vital to our future. Through a unified Rotary look and clear and compelling voice, we are enhancing our legacy as one of the most widely recognized and respected organizations in the world. Visit the new Brand Center at [rotary.org](http://rotary.org) and find all the information you need to send your story to the world.

<https://brandcenter.rotary.org>

### What will the Rotary Public Image Citation do?

Rotary Clubs throughout Zone 34 are already doing a great job in creating a positive Public Image in their communities. The Public Image Citation serves the purpose of recognizing these Clubs for their efforts. At the same time, it will encourage those Clubs which have not yet developed a Public Image Plan to do so.



## ROTARY PUBLIC IMAGE COORDINATORS

Appointed by the RI President, the Public Image Coordinator Group provides information and support to Rotary Clubs and Districts to help them promote projects, share success stories and explain what Rotary is and does through the media. It also works to improve the organization's overall Public Image, a priority outlined in the Rotary International Strategic Plan:

Through fellowship, we build lifelong relationships that promote greater global understanding.

With integrity, we honor our commitments and uphold ethical standards.

Our diversity enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, service, and leadership to tackle some of the world's greatest challenges.

#### ENHANCE PUBLIC IMAGE & AWARENESS

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities

## ZONE 34 PUBLIC IMAGE CITATION FOR ROTARY CLUBS



### ROTARY'S PUBLIC IMAGE

*Public Relations efforts are vital to Rotary's continued growth and service.*

RI encourages the efforts of Rotary Clubs, with the support of their District, to enhance Rotary's Public Image. It is the responsibility of every Club and District, to develop plans and initiate activities that will enhance the organization's local visibility and help implement Rotary's global Brand Awareness Initiative.



# A MOBILE-FIRST, CLOUD-FIRST WORLD...

Where does your club stand? How are your members touching the hearts and minds of your community? Use social media and the PI toolkit to tell your story. Prove your worth: Apply for a **Zone Public Image Citation**. It matters to your members.



The image shows a screenshot of a Facebook page for 'End Polio Now'. The page features a large red banner with a yellow arrow pointing down and the text 'I WANT TO END POLIO'. Below the banner, there is a red box with 'END POLIO NOW' and the website 'endpolionow.org | #worldpolioday'. The Rotary logo is also visible. The page includes standard Facebook navigation elements like 'Like', 'Follow', and 'Message' buttons.

Facebook navigation bar: f End Polio Now Charles Home 20+

**I WANT TO  
END POLIO**

**END  
POLIO  
NOW**

endpolionow.org | #worldpolioday

**Rotary** 

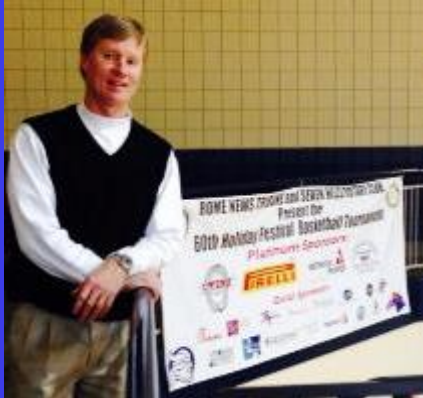
**End Polio Now**  
Community Page about [Rotary International](#)

Like Follow Message

Timeline About World Polio Day Photos More ▾

# REFRESHING

Your Club's Public Image



## #4 IMAGE ESSENTIAL

Emphasize vocational and humanitarian service to Rotarians and non-Rotarians alike



Students at St. Mary's Academy in Rawalpindi, Punjab, Pakistan, display the books they received from the Rotary Books for the World program and the Hashoo Foundation.

## **Pakistan Rotary members distribute free books**

# Building connections with young professionals

3

Posted on [August 5, 2015](#)

*By Jeris Gaston, Rotaract Club of Birmingham, Alabama, USA*

At the recent Rotary International Convention in São Paulo, Brazil, there were several breakout sessions geared toward the next generation of Rotarians. The one that stood out the most for me was “thirtysomething: How Clubs/Districts Can Provide Rotary Experiences for Young Professionals,” moderated by John Smola, a past president of my club, and Christa Papavasiliou, of the Rotaract Club of Boston, Massachusetts, USA. [Continue reading →](#)



Bobby Keith, a member of the Rotary Club of Birmingham, Alabama, chats with Rotaractor David Knight during a recent meeting.



Tina Hollcroft



Joanne Tolleson



George Pirkle

**Tina Hollcroft,  
International  
Service  
Chairperson,  
Eastern  
Hemisphere**

**The Rotary Club of  
Greene-Putnam Counties**

**Joanne Tolleson,  
District Training  
Coordinator**

**The Rotary Club of South  
Forsyth County**

**George Pirkle,  
Literacy  
Chairperson**

**The Rotary Club of Forsyth  
County**

**WELCOME OUR NEXT PRESENTERS**