

# PUBLIC IMAGE VIBRANT CLUB SEMINAR







## Rotary Three Legged Stool

Public Image, Membership and The Rotary Foundation are the legs of the stool, the remainder of the clubs activities rest on top. If one leg is not sturdy the Club will not be successful.







Today we will outline ways to  
make you successful  
through a well thought out  
Public Image Plan for your club.





# What Exactly Is Public Image?

Rotary's public image is shaped by the actions of each of its members,  
as well as by its involvement in the community,  
its presence on the web and social media,  
and the publications it produces.





**IS PUBLIC IMAGE**  
**REALLY**  
**IMPORTANT?**







**IT'S VERY IMPORTANT!**





## Public Image Leg Supports:

- Member Communication
- Recruitment and Retention Efforts of the Club
- Event Support - Design Flyers and Social Media
- Donor Development







# Without A Good Public Image Plan the Stool Starts to To Tip

- Your Club Membership Numbers Begin to Decrease, this is due to current no New Members and Current Members Leaving
- Your Local Community Forgets the Good Work You Do
- Donors Stop Giving or Supporting Your Events/Projects



# The Million Dollar Question: Who Is Responsible for Public Image and Public Relations for the Club?



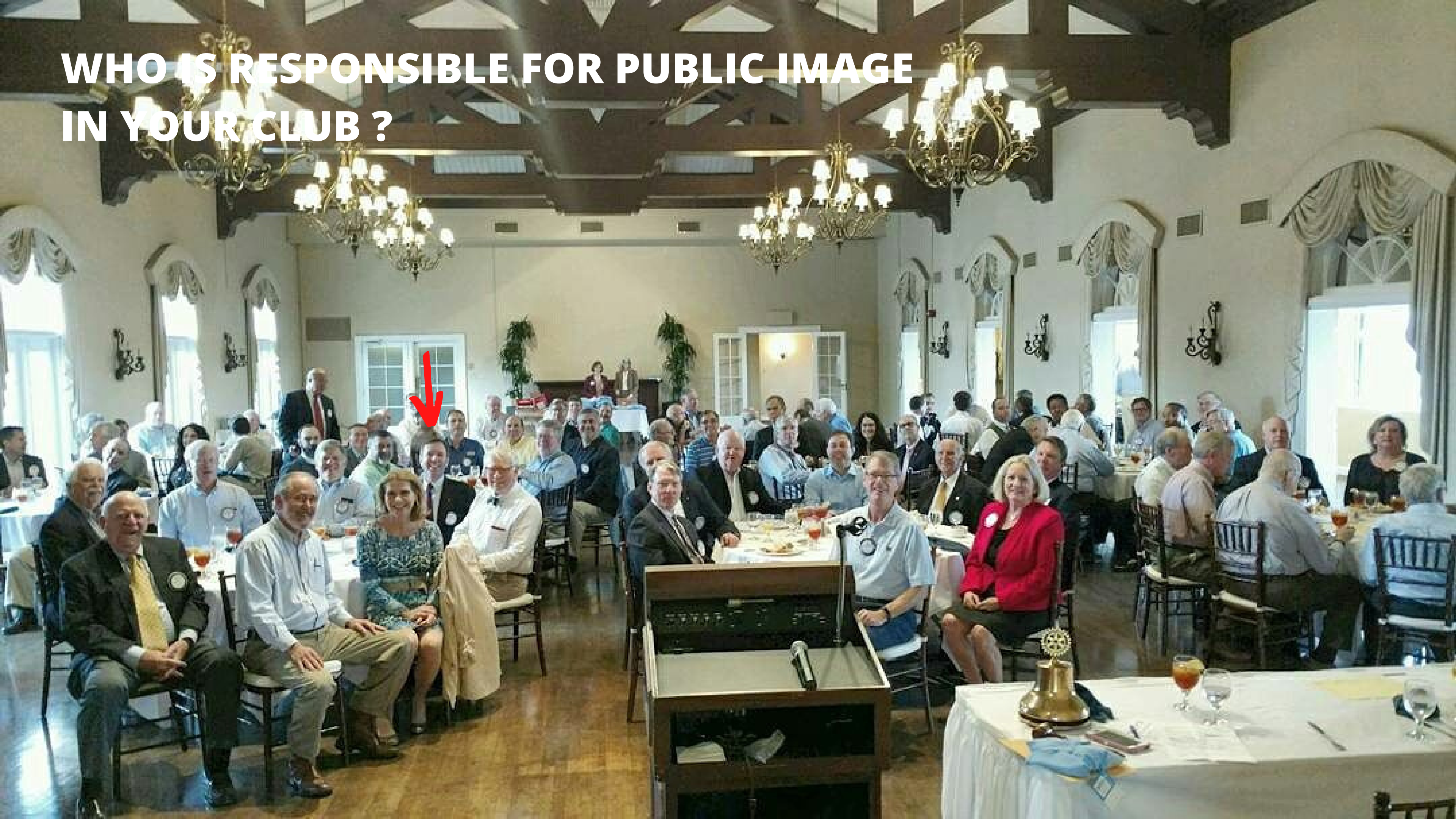


**REMEMBER.....EVERYONE HAS A JOB**





# WHO IS RESPONSIBLE FOR PUBLIC IMAGE IN YOUR CLUB ?





# WHO IS RESPONSIBLE FOR PUBLIC IMAGE IN YOUR CLUB?





# WHO IS RESPONSIBLE FOR PUBLIC IMAGE IN YOUR CLUB?





# Everyone Is Responsible!









# Let's Examine The Path to Success





# BUILD PUBLIC IMAGE TEAM



Public  
Relations



Photography  
and Video



Website and  
technology



Newsletter



Social Media

# EVERYONE HAS A JOB



Public Relations

- Create and send press releases
- Invite press to attend events, projects and meetings
- Showcase club activities, projects and events are visible to the public



Social Media

- Collaborate with all PI team members to get content
- Post a minimum of 2-3 times per week on social media channels
- Share content from members, District and Rotary International



Newsletter

- Collect information and images from all committee members
- Create a newsletter
  - Electronic and print (if applicable)
- Send newsletter to all members



Website & Technology

- Collaborate and collect information from all PI committee members
- Ensure website is up to date and active (avoid being stagnant)
- Encourage utilization of technology in all areas



Photography & Video

- Take pictures and videos at all club events, projects and meetings
- Encourage others to take and share photos and videos
- Send photos to all other PI team members for their areas



# BEST PRACTICES



**Monthly Updates**



**Demonstrations and training**



**Highlight club members**



**Always show the impact**



**Encourage members to tag and share**



**Create content that instills pride in club**



**Encourage members to contribute**



# CONDUCT A CLUB PI AUDIT

- website
- passwords
- club info
- logo usage
- ???????





# ZOMBIE SOCIAL ACCOUNTS



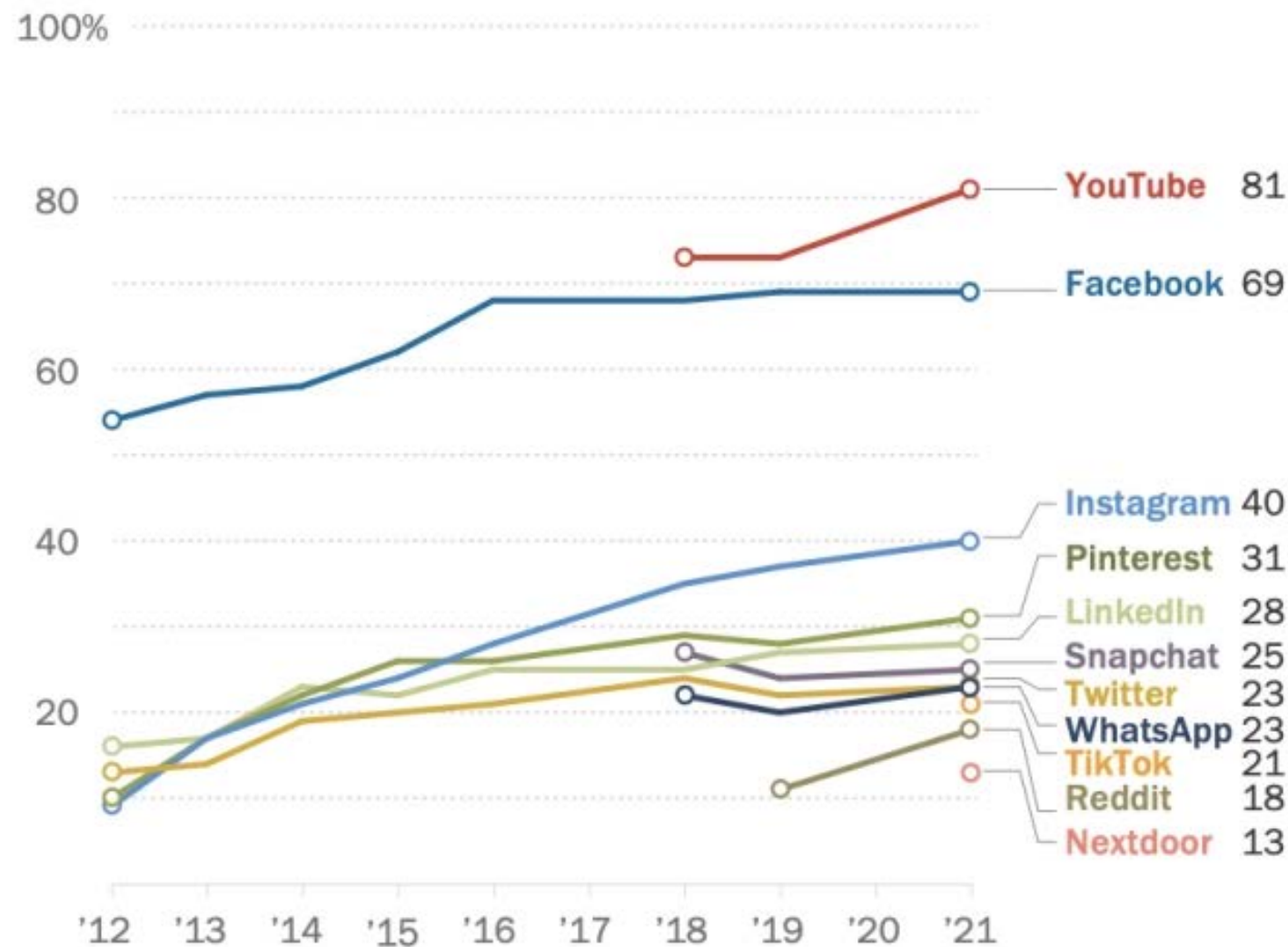
**What social media accounts have been set-up for your club that no one knows about?**





## Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

## Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER





# The Rotary Brand Center

## **The Rotary Brand Center:**

**offers a simple and intuitive way to customize your club logo**

**create a marketing brochure for your Club**

**or give your newsletter AND WEBSITE a fresh look.**

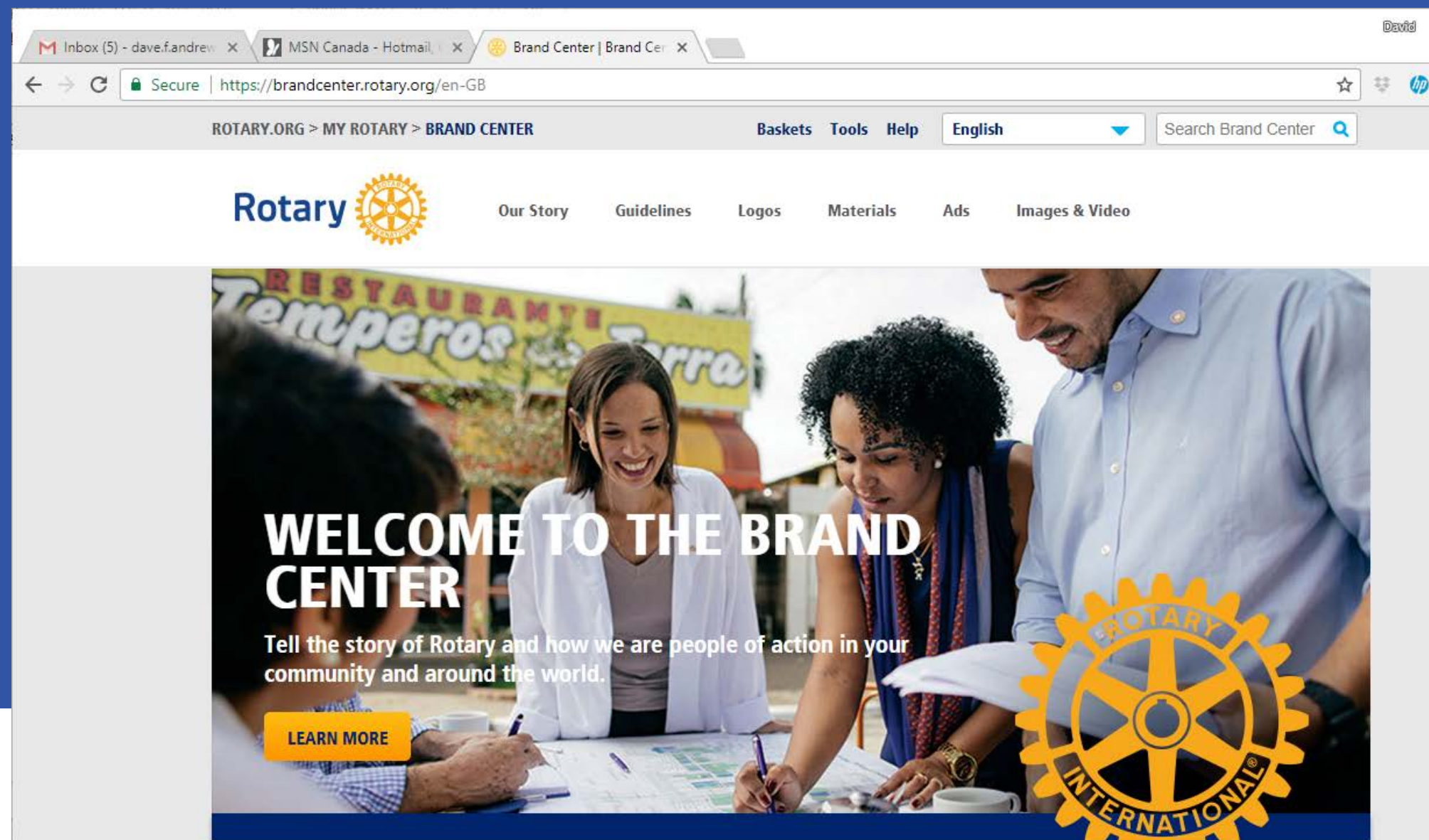
**You'll also find guidelines and answers to frequently asked questions as well as information about why telling our story is important.**





# The Rotary Brand Center

It's now easier than ever to strengthen Rotary's image in your community with the materials and resources available in the Rotary Brand Center.







**The final trick  
up our sleeves  
is..**





# Drum Roll Please.....

um rol







Canva



# VISUAL IDENTITY



# CONSISTENCY IS KEY

Brand Center > Guidelines > Visual Identity at a Glance

## Rotary International Visual Identity at a Glance

DECEMBER 2019

### Overview

A consistent voice and visual identity are essential components of a strong brand. By using the People of Action messaging and design elements in this guide you help build awareness and understanding of Rotary and its impact in the community. Use the guide when producing print or digital content or merchandise. You can find more information in the Voice and Visual Identity Guidelines available on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

### Logos

The Masterbrand Signature is our official logo and combines the wheel with the word "Rotary" (Rotary's wordmark) to the left for visibility and recognition.

Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wordmark.

When using the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition. The words "Rotary International" must always appear in the wheel.



There is no maximum height for the Mark of Excellence; the minimum size should be approximately 1/3 height of the wheel in the nearby Masterbrand Signature (see layout and using examples above).

### Logos — Signature System

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word "Rotary" is already in the logo, you don't need to repeat it.

The club name, district, and zone always appear on the same side as the wordmark, it should right-align with the "y" in Rotary. The positioning and the size relationship between the wordmark and the wheel can't be altered.

### Masterbrand Signature



### Masterbrand Signature Simplified



### Mark of Excellence



### Logo Lockups

Partners are external organizations that collaborate with Rotary to develop, support, and execute programs and service projects.

To create partnership lockups, follow the guidelines illustrated here. Only one partner may be displayed within the lockup.

The same layout applies for Rotary Fellowships and Rotarian Action Groups.

### Lockups for Rotary Fellowships, Rotarian Action Groups, Partners, and Programs



### Colors

Rotary's official colors are intended to express who we are: smart, compassionate, persevering, and inspiring leaders. Three shades of blue and one of gold are our main colors. To create a unified look and feel, use these colors more often than the other colors in our palette. Use secondary colors sparingly for emphasis or differentiation within a series.

Our colors should not be screened or adjusted. Apply the appropriate formulations listed for each color.

Pantone™ colors for print

CMYK for 4-color process print

Hexadecimal for web

RGB for digital

### Primary Color Palette — Rotary Leadership Colors



### Secondary Color Palettes



### Typography

To use typography correctly in Rotary-branded materials, whether in print or online, refer to both our licensed and free options.

Primary — Use ALL CAPS condensed style for headlines and main navigation. Use other styles (varied using both upper- and lowercase) for secondary headlines and secondary navigation.

Secondary — Use regular style for body text or other identifiers.

Use the free option when licensed options are not available or are cost-prohibitive.

### Licensed options

Primary

**FRUTIGER LT STD**  
47 Light Condensed  
57 Condensed  
**67 Bold Condensed**  
**77 Black Condensed**

Secondary

**Sentinel**  
Light  
Light Italic  
Book  
Book Italic  
Medium  
Medium Italic  
Semibold  
Semibold Italic  
Bold  
Bold Italic  
Black  
Black Italic

Free options

Primary

**OPEN SANS CONDENSED**  
Light  
Regular  
Italic  
Condensed Light  
Condensed Light Italic  
Condensed Bold

**OPEN SANS**  
Light  
Regular  
Italic  
Bold  
Bold Italic

**ARIAL NARROW**  
Regular  
Italic  
Bold  
Bold Italic

**ARIAL**  
Regular  
Italic  
Bold  
Bold Italic

Secondary

**Georgia**  
Regular  
Italic  
Bold  
Bold Italic



# CANVA BRAND SETUP



Home

Templates ▾

Features ▾

Learn ▾



Create a design



Recommended for you

All your designs

Recent designs

Brand Kit

Content Planner

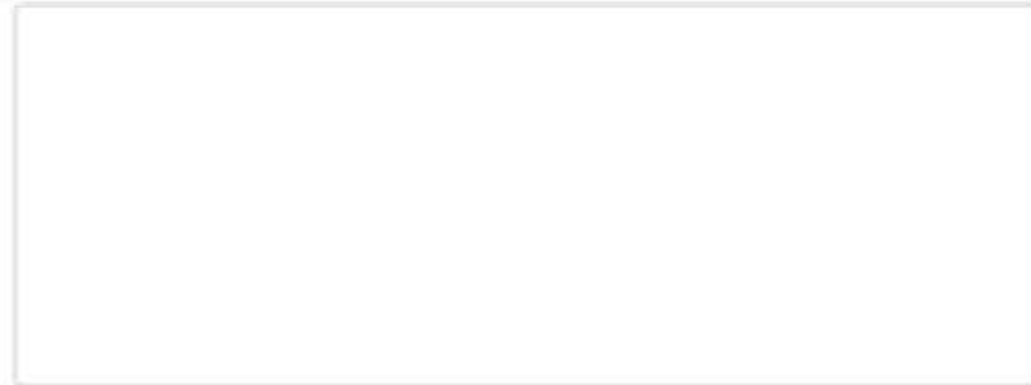
All your folders

Trash

Rotary Z34 Public Image T...

Shared with you

Presentations

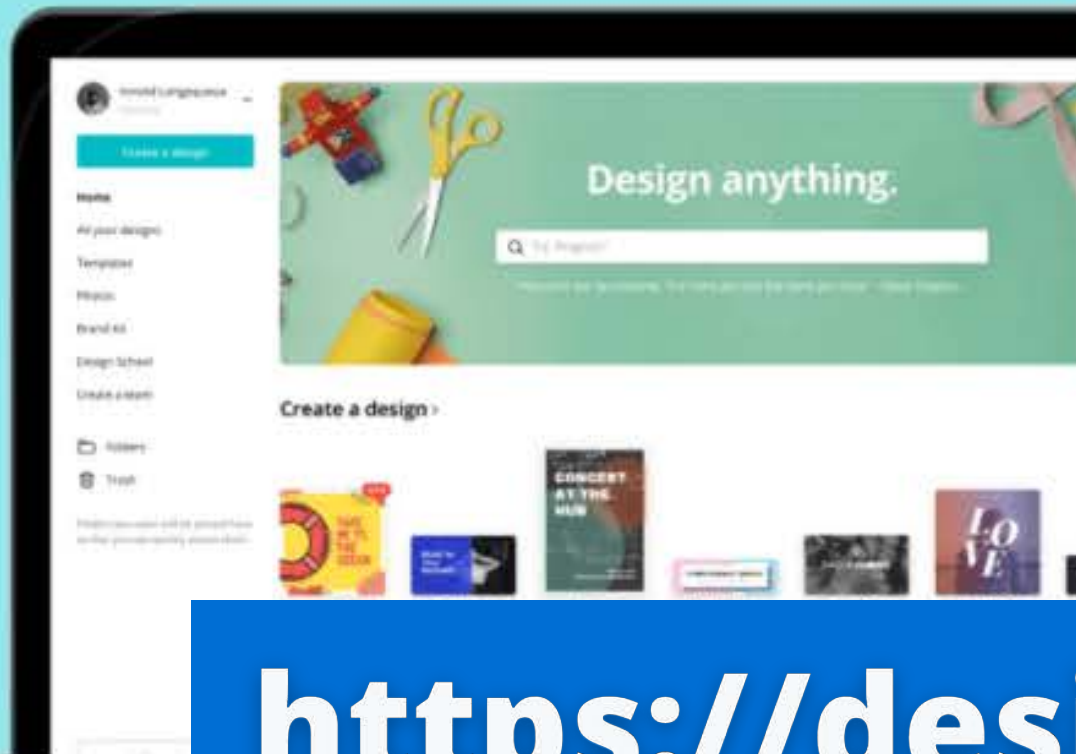




## Getting started with Canva

A quick overview of where to start in Canva.

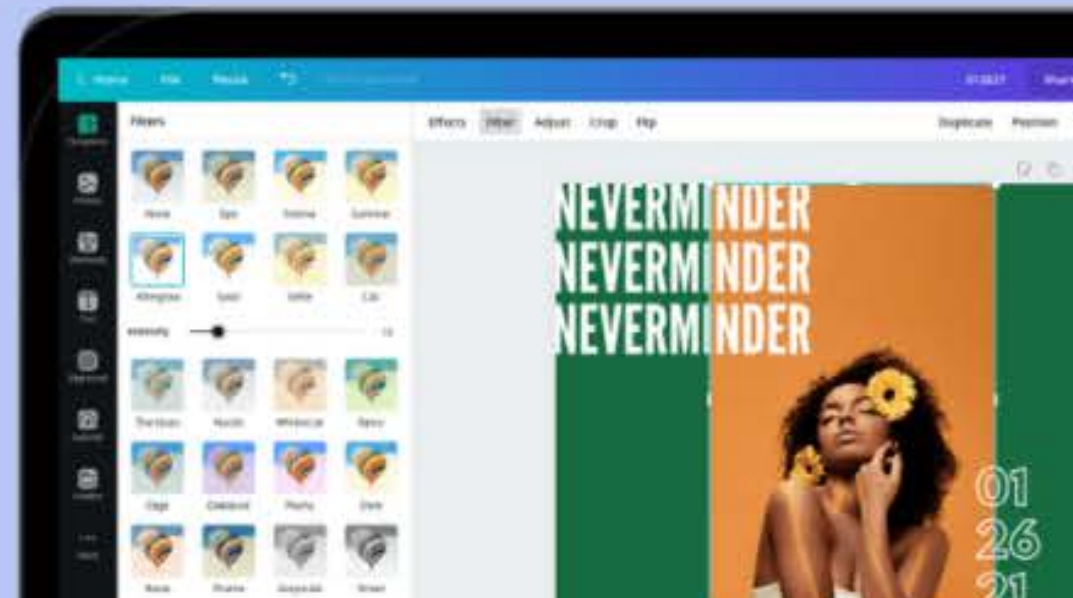
0 / 16



## Designing with Canva

Creative tips to supercharge your design skills.

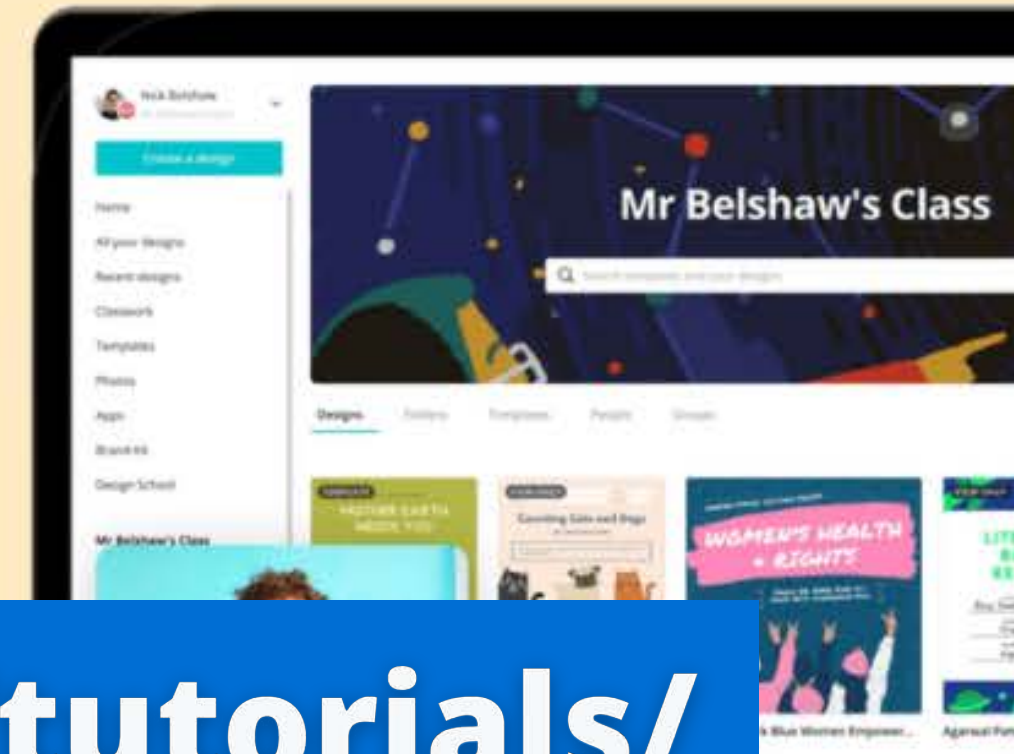
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## Canva for Education

Set up your virtual classroom with Canva for Education.

0 / 7

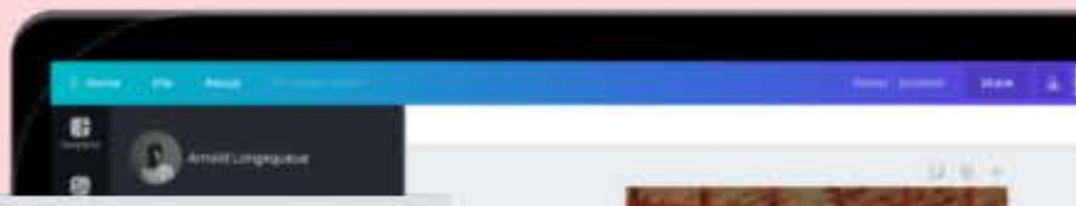


<https://designschool.canva.com/tutorials/>

## Canva Pro

Pro features and Pro tips to get to the next level.

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## Branding with Canva

Centralize your assets and promote consistency.

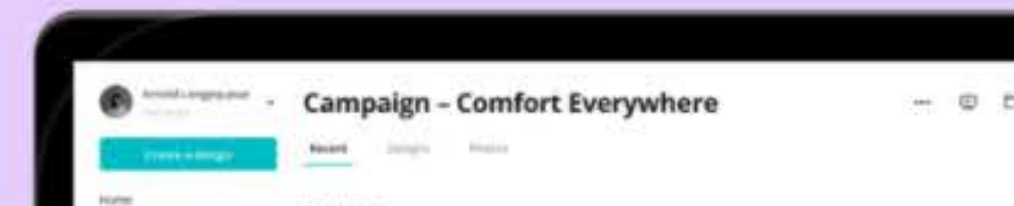
0 / 2



## Presenting with Canva

Stay organised and boost your productivity.

0 / 4







2 Column Design

Clean Look

Pictures Sized

Consistent Font

# Ocala Rotary

## Rotary Club Of Ocala Members Spruce Up The Interfaith Emergency Services For Their Homeless Shelter

Tuesday, August 15, 2023



With precision, Ted Salb of the Rotary Club of Ocala, took patience and skill to paint a new small bedroom for their dormitory at the Interfaith Emergency Services.

The Rotary Club of Ocala members weeded, mowed, painted, and aided other projects for our continuing support of the Interfaith Emergency Services (IES) on August 12th. Our mission, "Service Above Self," was to continue the relationship with IES with meaningful jobs, education and child support for their kids, and other essential components.

The Rotary Club of Ocala members were busily working on numerous projects, including:

- Purchase the school supplies, then gather them into backpacks
- Provided women and children with orange juice, water, and donuts for fellowship and camaraderie
- Painted a bedroom
- Weeded, cut, and furnished new plants in the garden area and more

Look at our Photo Gallery by [clicking here.](#)

[Read More](#)

Share

Using READ MORE and Photo Gallery



**MEETING LOCATION**

Thursday - 7:30 AM

**Marsh Landing Country Club**  
25655 Marsh Landing Pkwy  
Ponte Vedra Beach, FL 32082-1919

Map It

**Mail:**  
Rotary Club of Ponte Vedra Beach  
PO Box 70  
Ponte Vedra Beach, FL 32004



**SPEAKERS**

Aug 16, 2023  
Happy Hour at 1912 Ocean Bar and Rooftop

Aug 17, 2023  
Julie Mclean, Mental Health Awareness


Aug 24, 2023  
Johnny Crosby, Air Traffic Controller - Aug. 24th

Aug 31, 2023  
No Meeting

Sep 07, 2023  
Adam Renfroe Community Champions and Furyk & Friends

List All Speakers

**MINERAL CITY CELEBRATION 2023**



Mineral City Celebration  
May 13, 2023 at the Marriott  
• MCC-2023 Fun Photos

**This Week at PVB Rotary**

- Welcome to **The Best Rotary Club in the World!**
- Pres. **Jennifer Logue** opened the meeting.
- Here we grow again! **Bryan Logue** was inducted as the newest member of PVB Rotary by PP MJ Fratainni and president Logue (aka mom). Welcome Bryan!
- Guest speaker **Wendy Mecham** from the JAX Forensic Investigators office spoke about her work, taking many questions from the audience.
- Reminder:** DACdb Mobile app is the quick and easy way to add make-ups. Other club business may be conducted at the **Member Services** table, started by rotarians **Vinnie Grassia** and **Ken Smith**.

Share

August 2023

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Julie McLean, Mental Health Awareness - Aug. 17th



**HOW TO DO THINGS IN ROTARY**

**How to...**

- set up your My Rotary access
- track your TRF giving.
- set up your mobile for DACdb.
- set up your AutoPay for dues.

PVB ROTARY FOUNDATION GRANT APPLICATION FORM (ONLINE)

3 Column Design  
 Sized Photos  
 Rotating Box of Photos  
 Photos changed each week  
 Updated Meeting Recap Each Week


Sidebar Info  
 Left and Right  
 Speakers, Calendar, General  
 How to do Articles

## Facebook Feed

**Rotary Club of Ponte Vedra Beach**  
857 followers

Follow Page

**Rotary Club of Ponte Vedra Beach**  
on Tuesday



1,963 Views

**Rotary International**  
909,245 followers · 1d

On September 10th, iconic artist Annie Lennox, and others will unite at the historic Colosseum site in Rome, Italy



Use the "Search" field at the top right to search for a help topic.

### Easy and Beautiful - Getting Started with version 6

Watch the *DACdb University* class on Easy and Beautiful Websites:



(You can watch other *DACdb University* classes by clicking the "DACdb University" link at the top of the left navigation)

### Step-by-Step

Here are the steps you should follow to get your Easy and Beautiful website up and running quickly and easily.

### Start a Trial Website

Go to the "My Club" tab in DACdb and click on the "Websites" icon:



Scroll through the available starting templates and click the "Create Site" button next to the one you like best.



# How to do All This Stuff?

Easy as 1, 2, 3

# Start with the Video to Learn or Refresh Your Knowledge

- Delete a Committee
- Edit A Committee
- Add a Member to a Committee
- Adding a non member to a committer
- Set a Committee Position for a Memb
- PMail a Committee
- Clone A Committee
- e-Meeting**
- Engagement**
- Files**
- Finance**
- Gold Awards Program**
- Grants Module**
- Member Type ID**
- Member**
- Mobile**
- My Event Mobile Instructions**
- New ezBulletin**
- Newsletters - Bulletins**
- Officer Fundamentals**
- Password Requirements**
- Payment Gateways**
- PMail**
- Ptext**
- Reports**
- RI Integration**
- RLI**
- Rotaract**
- RSVP**
- Security Levels**
- Spark**
- Stories**
- Survey-BETA**
- New User Interface**
- Waivers**
- Websites**
  - Easy & Beautiful**
    - General
    - Getting Started**
    - View Your Website
    - Admin Page
    - Website Admin Access
    - Admin Maintenance URL
    - Headers - RI Strict
    - Headers
    - Menu Items (Add Default Links)
    - Menu Items (Add-Edit-Delete)
    - Ordering Menu Items
    - Add a New Page from Surreal
    - Add Club Bulletin
    - Custom Widaets



# Rotary



## Club of Port Orange-South Daytona

Home | About Port Orange Rotary | Calendars | Club Specific | Gallery | About Rotary | Contact us! | Links | Minutarian



CREATE HOPE  
in the WORLD

### Rotary Club of Port Orange-South Daytona Documents

File Name	Size	Modified
There are no documents to display at this time.		

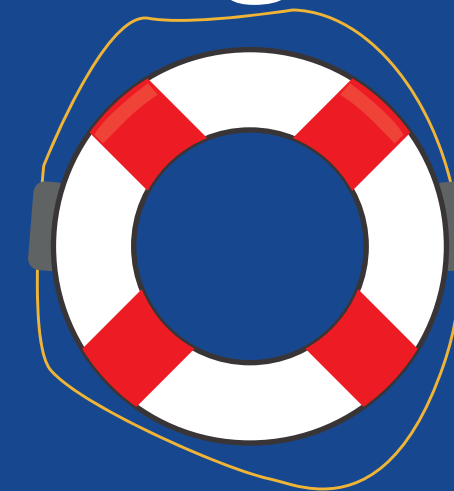
 

CHANGOVER DINNER 2023 CLICK MORE FOR FULL GALLERY



What if it's not working or I just can't get it to work?

Help is available





# District 6970 Help

Designated District Help

**James (Jim Z) Kocmoud**

Phone: 386-576-7890

Email: [DACdbSupport@Rotary6970.org](mailto:DACdbSupport@Rotary6970.org)

IM: Website: Ed Dalton - [webmaster@rotary6970.org](mailto:webmaster@rotary6970.org)



**Patti Chapman is a DACdb subject matter expert too**



**Rotary**

District 6970

Serving Northeast Florida





# Easy Way to Increase Public Image & Public Relations Efforts

**Rotary**  
District 6970 

  
CREATE HOPE  
in the WORLD

**Subscribe to The Minutarian!**  
a weekly E-newsletter from  
Governor John Tabor



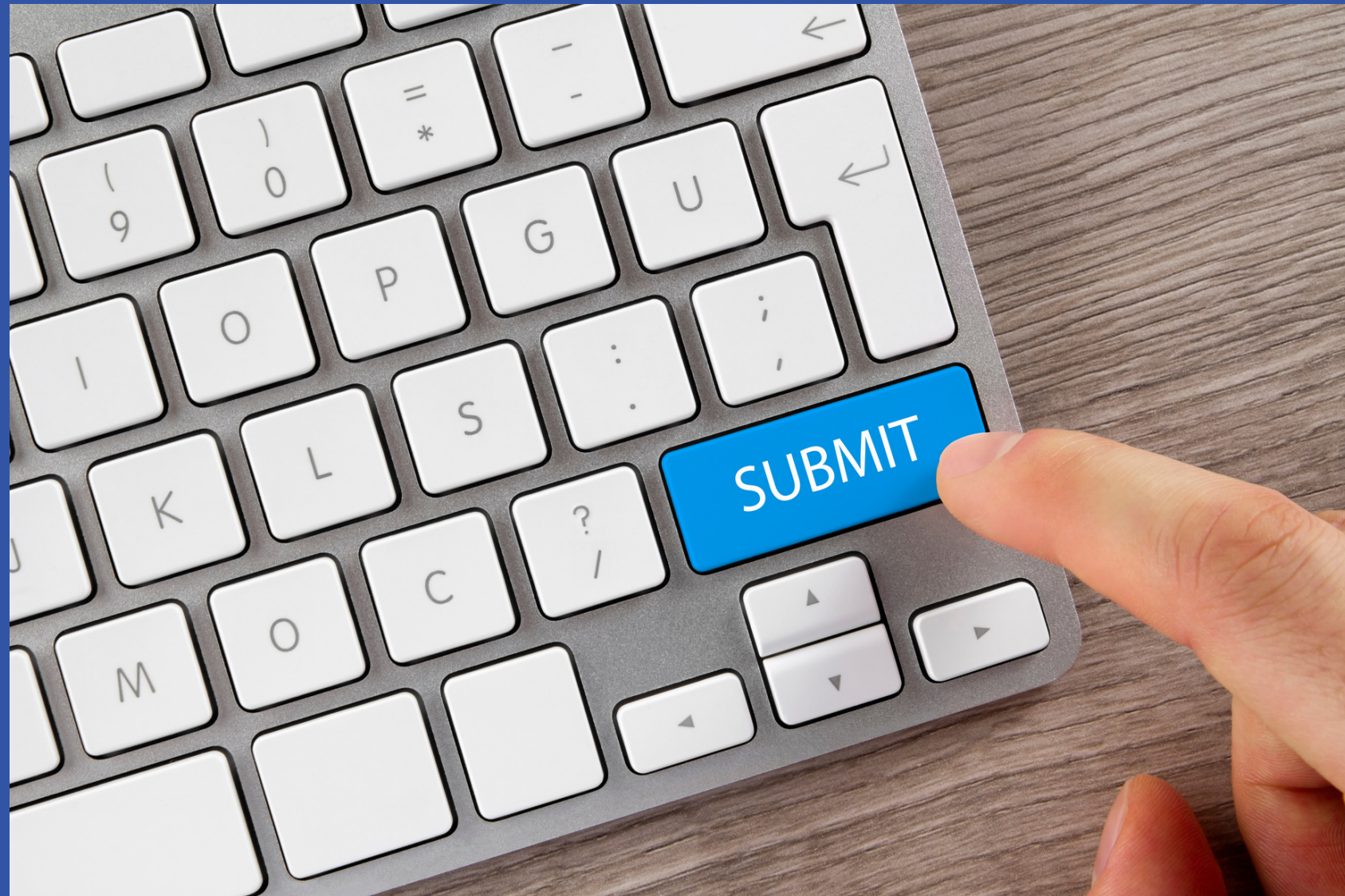
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<https://bit.ly/Minutarian>

**Subscribe to the Minutarian**  
**Scan the QR Code**  
**or Visit the Website**



# Easy Way to Increase Public Image & Public Relations Efforts



**Submit Your  
Club News,  
Event or Happenings  
to the District.**





**Following a well executed  
Public Image Plan your Club will be**





On its way to success in no time!





# Questions or Need Help?

**Amy Workowski**

**Rotary Club of Daytona Beach  
District 6970, Public Image Chair  
thewagencydaytona@gmail.com  
Cell: 386.212.8769**

**Ed Dalton**

**RC of Ponte Vedra Beach  
District 6970, Webmaster  
webmaster@rotary6970.org  
Cell: 904.707.6787**