



Rotary Club De Beyrouth

Enhancing Public Image



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DDG 2014 - 2015
R C of Tripoli- Maarad / Lebanon
District 2452

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.

RI Strategic Plan: Priorities

Enhance Public Image and Awareness



RI Strategic Plan: Priorities

RI's Strategic Plan includes enhancing Rotary's public image and awareness. We strive to:

- Publicize action-oriented service
- Promote their networking opportunities and signature activities
- Promote core values of Rotary
- Unify image and brand awareness

RI Strategic Plan: Priorities

Core Values

Fellowship and global understanding

We build lifelong relationships.

Ethics and integrity

We honor our commitments.

Diversity

We connect diverse perspectives.

Vocational expertise, service, and leadership

We apply our leadership and expertise to solve social issues

Session Objectives

Develop a public image plan for your club

- Select your club's signature service projects and/or activities
- Identify Rotary resources for your public image chair
- Connect your public image work to increasing membership

How would you answer?

- What is Rotary?
- What impact do Rotarians make in my community and around the world?

What is Rotary

People of Action

- Who we are (*responsible leaders*)
- What we do (*connect*)
- Why it matters (*community impact*)

Discussion

- What's most important for the community to understand about these activities?
- What's most important for our members to understand?
- What are some ways we could get that word out?

Creating Community Awareness

- Local Newspaper, Radio, and TV announcements
- Outbound emails (meeting notices; “alerts”)
- Rotary club web page (updated frequently)
- Social Media
 - Facebook
 - YouTube
 - LinkedIn
 - Instagram
 - Twitter
 - Snap Chat
- Smart Phone App

Creating Community Awareness

- Genuine (your club)
- Relevant (your community)
- Specific/actionable (your impact or desired next step)

Club Examples

ROTARY CLUB
ST. LOUIS AREA

SEARCH

ABOUT US | MEMBER RESOURCES | OFFICIALS DIRECTORY | NEWS & MEDIA | CONTACT | JOIN

I'm a 30 Under 30. I'm a Home Brewer.
I'M A ROTARIAN
President David Priddy of Lucha 206. I began working from the age of 13, drinking up and changing lives. Over the years...
[LEARN MORE >](#)

A community of business professionals united to make St. Louis and the world a better place.
[GET IN THE CLUB](#)

ROTARY CLUB ELECTION
2018-2019

WEEKLY SPEAKER
Lt. Colonel Dan Jennings
The Salvation Army

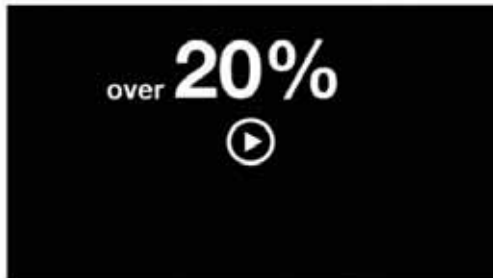
DONATION OPPORTUNITY
GIVING TREE
Please consider a gift!

Club Examples

Don't Meth with Us!

Member of Rotary Club of Springfield Southeast

Home Sponsors Full Presentation Presentation Schedule FAQs What's to Meth? News Rotary Project



The program is modeled after the successful Don't Meth With Us project started by the Rotary Club of San Juan in Farmington, New Mexico. Starting in the fall of 2010, Springfield 5th grade students will be given a presentation on the consequences of experimenting with the highly addictive drug known as Meth. Each student will receive a 1 sheet, worksheet and paired with the anti-meth sign & message, plus a bookmark pledge card of what they will say if asked to try meth. The project will start at 7 pilot schools the last week of October 2010 and the remaining schools in February 2011.

The presentations to the students will include the following information:

- Information about Rotary
- Rotary's 4-way test
- We care about their future
- What ingredients are used to make Meth
- Effects of usage on the human body



What is Rotary?

Rotary is a global network of community volunteers. Rotary members are business, professional and community



Club Examples



Club Examples

The image shows a screenshot of the Facebook page for the Rotary Club of Poplar Bluff. The page header includes the Facebook logo, the club name, and a search bar. Below the header, there are navigation options: Like, Follow, and Recommend. The main content area features a post from the club, dated October 11, 2014, at Cotton's Steak House & Grill in Poplar Bluff, MO. The post includes a photo of a group of people, a blue banner with the text "DISCOVER ROTARY", and a yellow Rotary wheel logo. The post has 108 views and includes interaction options like Like, Comment, and Share. A comment box is visible at the bottom of the post.

YOU ARE THE MISSING PIECE...
Rotary

Rotary Club of Poplar Bluff
@rotarypoplarbluff

- Home
- About
- Photos
- Videos
- Events
- My Agent Profile
- Posts
- Notes
- Community

Create a Page

Rotary Club of Poplar Bluff is at Cotton's Steak House & Grill (Poplar Bluff, MO)
October 11 · Poplar Bluff · 📍

Who are we? Why join PB Rotary?

DISCOVER ROTARY

Rotary

108 Views

Like Comment Share

Top Comments

Write a comment...

View 1 comment

Club Examples

Posts

 **Don't Meth With MO** via **Rotary District 6080** ...
August 23, 2015 · 🌐

Rotary District 6080 Fights Hunger



Rotarians fight hunger through month-long efforts

Thirty-six Rotary clubs in District 6080 of Missouri recently battled each other in a month-long effort to fight hunger. Clubs in the northern part of the district competed against those in the south to see which region could do...

ROTARY6080.ORG

 Like  Comment  Share 

 1

 Write a comment...    

Club Examples



Club Examples

From: "Rotary Club of Saint Joseph East" <rotary@stjoseph.org>
Date: Nov 15, 2017 16:56
Subject: Weekly St. Joseph East Rotary Newsletter
To: "Ryan" <rsilver1975@gmail.com>
Cc:

Rotary 
Club of St. Joseph East

November 15, 2017

70
since
1965

Eastside Rotary Newsletter

Mosaic Life Care Auxiliary

The first new Rotary baby in quite some time was born this week! Congratulations Brendon and the Clark family on welcoming in 7 lb 11 oz Parker Duane Clark to the world!!



UPCOMING EVENTS

November 18

Club Board meeting...
5:30 p.m. at KQTV...
all members welcome

November 22

Rotary Club Meeting-
Bring a guest (child
and give thanks...an
informal program
scheduled

November 30

4 Club Happy Hour at
John Murawski's

December 9

Salvation Army Bell
Ringing Weekend 1 at
East Hills Shopping
Center

December 16

Salvation Army Bell
Ringing Weekend #2
at East Hills Shopping

Club Examples

From: Facebook <rot@actionwithvrtf@facebookmail.com>
Subject: Event Invitation: Rotary Program about the Rotary Foundation w/ Cassy Venters
Date: September 28, 2017 at 9:25:50 AM CDT
To: Cassy Darling Venters <c@rotarysdbm.com>
Reply-To: hareply <rotarysdbm@facebookmail.com>

Chad Higdon invited you to Andrew County Rotary Club's event



Rotary Program about the Rotary Foundation w/ Cassy Venters

🕒 Thursday, October 5 at 7:15 AM

📍 [J. Howard's Cafe and Catering in Savannah, Missouri](#)

Going

Interested

Not Interested

Join us to learn about the good work being done through the Rotary Foundation, including efforts to eradicate Polio in the world! Free to attend, \$8 cost for breakfast.

Ryan Dowell is also on the guest list.



My Events

Block invites from Chad?

Club Examples



Club Examples

Local Rotary clubs present annual Klingensmith awards

SEISMIC

Discover how Seismic can align your sales and marketing efforts.

Learn More

MOST POPULAR

- 1 Ticket to Ride: Mega Concert adds bonus with wildlife worth seeing
Dec 29 at 9:38 AM
- 2 Looking Up: Winter rains, high and bright
Dec 29 at 11:26 AM
- 3 Janice Calisher: New Year's Day holiday brunch will restore body, soul
Dec 27 at 10:17 PM
- 4 Travel: Death Valley's harsh environment, home to beauty, wonder
Dec 29 at 8:08 AM

OUR PICKS

WIN A SCHOLARSHIP

\$8,000

Learn More

Digital access or digital

LEARN MORE



— WIDE CAPTION

At a dinner meeting held at Thousand Hills Dining Lodge on Sept. 27, awards were presented to members of Kirkville's three Rotary clubs. Recipients, from left, are Megan Bonham, Rotary Club of Kirkville; Scott Star, Sand Hobbs, Rotary Club of Kirkville; and Larry Burton, Rotary Club of Kirkville, Thousand Hills. — Photo by Claire Lind

By Maria Johnson / Kirkville Daily Express

Posted Feb 6, 2013 at 6:52 PM



The Rotary Clubs of Kirkville gathered last week to honor three of their own.

The Rotary Clubs of Kirkville gathered last week to honor three of their own.

Megan Bonham, Larry Burton and David Nidball were each

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Rotary Public Image Resources

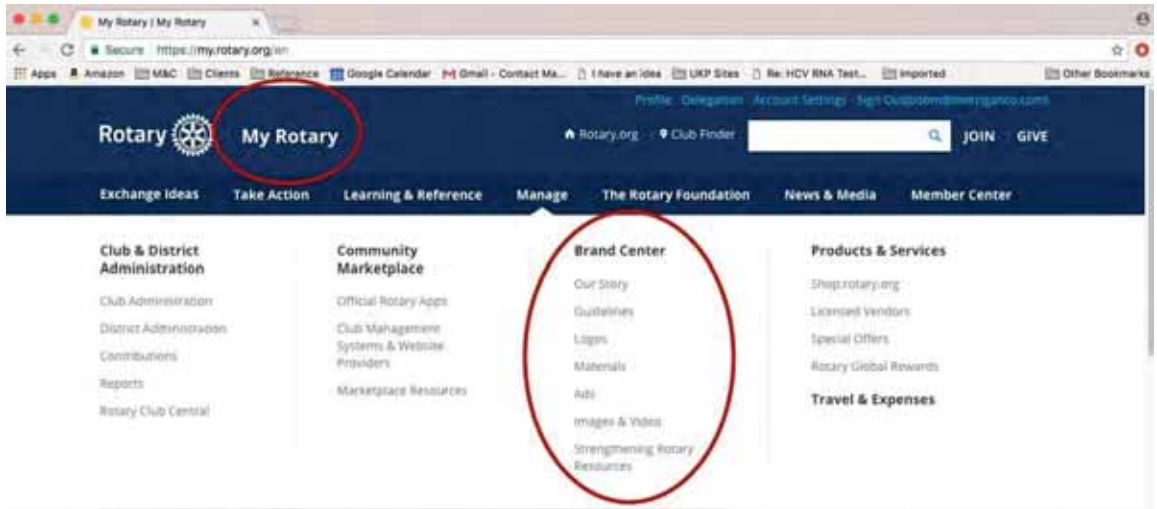
Links to these resources and today's session materials are on the Show Me Website under Take Action, Resources and President Elect Curriculum:

www.showmerotary.info

- Lead Your Club: Club President's Manual
- Lead Your Club: Public Relations Committee
- Voice and Visual Identity Guidelines
- People of Action Campaign Guidelines

Rotary Public Image Resources

You can also find promotional ads in the Rotary Brand Center at Rotary.org:



The screenshot shows the Rotary.org website interface. The top navigation bar includes the Rotary logo, the text "My Rotary", and a search bar. Below the navigation bar, there are several menu categories: "Exchange Ideas", "Take Action", "Learning & Reference", "Manage", "The Rotary Foundation", "News & Media", and "Member Center". The "Manage" menu is expanded, showing sub-menus: "Club & District Administration", "Community Marketplace", "Brand Center", and "Products & Services". The "Brand Center" sub-menu is circled in red and contains the following items: "Our Story", "Guidelines", "Logos", "Materials", "Ads", "Images & Videos", and "Strengthening Rotary Resources".

Session Objectives

After completing this session, the club should be able to:

- Develop a public image plan
- Select your club's signature service projects and/or activities
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Thank You!