



WHY YOUR CLUB'S PUBLIC IMAGE MATTERS

OUR BRAND



**A BRAND IS MORE
THAN A LOGO.**

ROTARY'S BRAND

IS MUCH BIGGER THAN ITS WHEEL.

IT'S A PERCEPTION.

**IT'S HOW OTHERS THINK ABOUT US,
NOT JUST HOW WE SEE OURSELVES.**

BENEFITS OF A STRONG PUBLIC IMAGE

- ✓ Engagement
- ✓ Members and participants
- ✓ Partners and donors
- ✓ Relevance
- ✓ Advocacy and impact

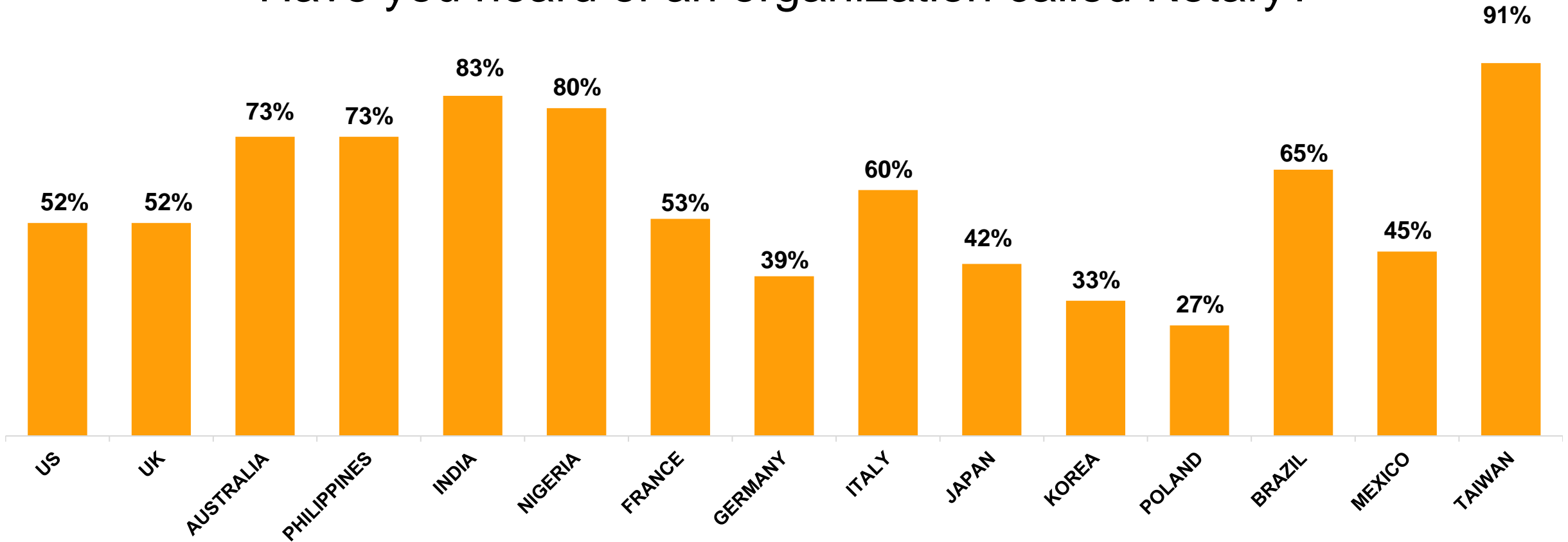
WHAT'S OUR PUBLIC IMAGE?

While many people have heard of Rotary, most don't understand who we are or what we do.



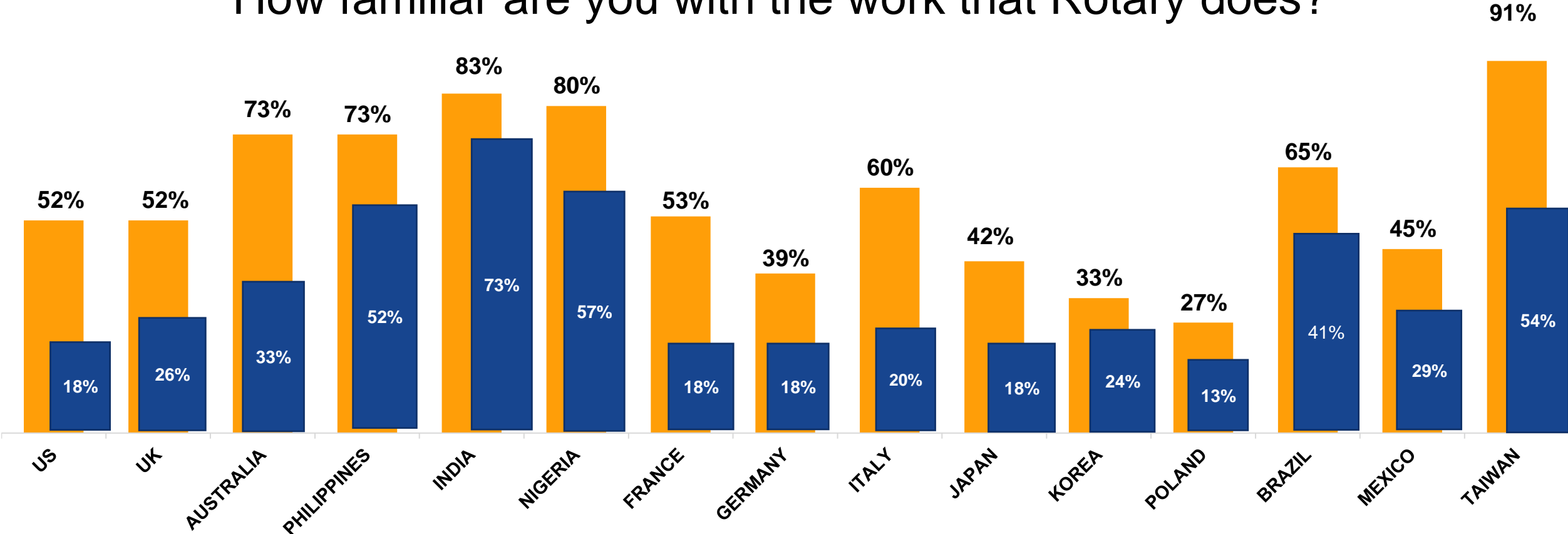
AWARENESS OF ROTARY

Have you heard of an organization called Rotary?



UNDERSTANDING OF ROTARY

How familiar are you with the work that Rotary does?



Source: 15 Country Omnibus Research, Leger (Dec 2022)

Objective:
Increase public awareness of Rotary – our impact, our benefits, and our relevance

Enhancing Rotary’s public image relies on our 1.4 million members **sharing their stories** with the public.



PEOPLE OF ACTION

More than just messaging

- Portrays Rotary members as people who address community needs
- Narrows the gap between awareness and understanding
- Allows others to imagine themselves as part of Rotary

HOW TO PROMOTE ROTARY



websites



social media



events



public relations



speaking engagements



partnerships



advertising



merchandise

WHAT YOU CAN DO TODAY

- ✓ Use the Brand Center resources
- ✓ Always use the correct branding
- ✓ Show your club in action
- ✓ Invite public participation
- ✓ Use content from Rotary International
- ✓ Appoint a public image chair

Show people outside Rotary that we are people of action.

