



BUILDING ROTARY'S PUBLIC IMAGE



Building Rotary's public image

1. What is Rotary's public image?

Rotary's public image isn't just what we think of ourselves. It's also what people outside of Rotary think about us.

Getting people to recognize Rotary's name is a start, but our work needs to go further. Talking about Rotary in ways that explain what we do and the impact we make is essential to enhancing people's understanding and inspiring them to get involved.

Rotary unites leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

That statement expresses how we see Rotary, but how do people who aren't involved with Rotary perceive us and our clubs? Our public image is shaped by what people have heard — or haven't heard — about Rotary. This can lead to misconceptions.

Asking "What is Rotary?"

People's awareness of Rotary varies widely around the world. Research reveals that we can improve our brand recognition.

Many of us have been asked "What is Rotary?" and we answer in different ways. Similarly, when we asked members of the public from around the world, we received a variety of responses.

Making a good impression

Our public image is shaped by how we talk about Rotary, and how often. If we are not telling Rotary's story to the public, their impressions are often made up of half-truths. This can harm our public image and weaken our brand.

2. The benefits of a strong public image

Why is it important to improve Rotary's public image? Because just knowing about Rotary often isn't enough to spark people's interest and spur them to get involved.

When people understand what your club does to make the world a better place, they'll be motivated to support your efforts and get involved. Strengthening Rotary's public image in your community will help you attract members, volunteers, partners, and donors. Click the arrow for more information about reaching these groups.

Prospective members

When you tell stories about how your club is making a difference in your community, it inspires interest in prospective members and makes it easier for you to reach your membership goals.

Current members

Promoting your club's good work in the local news media and on social media can also engage current members. Keeping members involved is much easier when they take pride in your club's accomplishments.

Volunteers, donors, and partners

People in the community are more likely to donate their time and money when they see the impact of your club's projects. It's also easier to find local partners to work with when they know and trust your club.

Enhancing your club's public image also helps your club stand out from all the other opportunities that members of your community have to donate, volunteer, and get involved.

3. Public image in your community

As a Rotary member, you are an ambassador for our brand. Because you have direct experience with Rotary, you are in the best position to raise awareness and understanding among those who don't know us. Your club's interactions with the community greatly influence how people think about Rotary.

When negative stories dominate the media, there's no better time to show Rotary members as people of action, identifying challenges and taking action in their own communities to make things better.

- Kathy Fahy, a member of the Rotary Club of Iowa Great Lakes (Spirit Lake), Iowa, USA, has been a Rotary public image coordinator for region 35 and owns K Brand Marketing Inc.

Help your club build a strong public image in your community:

- Publicize your projects and activities to influence how your club is perceived.
- Share stories about how your club's projects affect the lives of people in your community.
- Present your club as vibrant and your members as people of action.

Social media

Post photos that reflect your club's diversity. Share news and personal stories about club projects and events. Invite your followers to learn more about your activities by providing links to your club website.

Event

Plan activities that are of interest to your community. Encourage the public to participate in your events to build awareness of and support for your club.

Club website

Make sure your website shows up-to-date information about your club and its activities. Use images and videos that feature club members working together, having fun, and making positive changes in the community. Update your website frequently.

Partnerships

Work with local organizations to increase both your visibility and your impact.

4. Resources

It's everyone's job to enhance Rotary's public image. These resources can help.

Brand Center

Find logos, images, ads, brand guidelines, and much more.

When you think about Rotary's public image, remember that we are people of action.

Rotary
District 3410

