



**SERVE TO
CHANGE LIVES**

Public Image	
Publicize every regular Rotary meeting and special event you hold on social media	20
Publicize a rotary recruitment event in traditional local media (newspaper, radio, TV) and/or social media by February 2021.	5
Publish a newsletter at least monthly (include AG and DG in standard distribution list).	5
Create or maintain a club website.	5
Create or maintain a Club Facebook page. Post at least weekly to the page.	5
Between July 1, 2021 and April 1, 2022, submit pictures and articles for possible publication in the Piedmont Rotarian at least once.	5
Appoint the Club Public Image chair to present plans to promote Rotary to members and the community at the official DG club visit. Invite Chair to attend regular club Board meetings.	2
Update club website and social media/brochures using Rotary's visual identity guidelines (visit Brand Center at www.rotary.org/brandcenter).	2
Arrange for a District Public Image program to be held at your club by March 31, 2021.	2
Publicize a club service project in traditional or social media.	2
Publicize membership recruitment in traditional or social media.	2
Go to www.rotary.org (Rotary Showcase) to publicize your club's activities.	2
Participate in a local parade or community event publicizing Rotary service projects.	2
Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month	2
Arrange for the club's members to talk with the media to tell your club's and Rotary's story	2