



2019 District Assembly

Public Image and Communication.

Networker

- Is the District Bulletin, distributed monthly.
- Contains stories extracted from Club Bulletins as well as stories sent in by Rotarians.
- Coming events and stories from clubs.
- Shares and celebrates the great work being done by our clubs across a much wider audience.
- Submissions welcome at networker@rotarydistrict9800.org.au
- Share Networker with your Bulletin distribution list wider than your members: Councils, business partners, community organisations.



rotarydistrict9800.org.au/sitepage/networker

Celebrate your work!

- Your club bulletin should showcase the activities and events members have participated in over the last period.
- Overview of meeting and guest speaker.
- Coming events and guest speakers.
- Quality photos.
- Share your Bulletin wider than just your members: Councils, schools, business partners, community organisations.
- Send a copy to your Assistant Governor, Presidents in your cluster clubs and to District via clubbulletins@rotarydistrict9800.org.au







Our image is not what we think of ourselves, it is what others think of us!

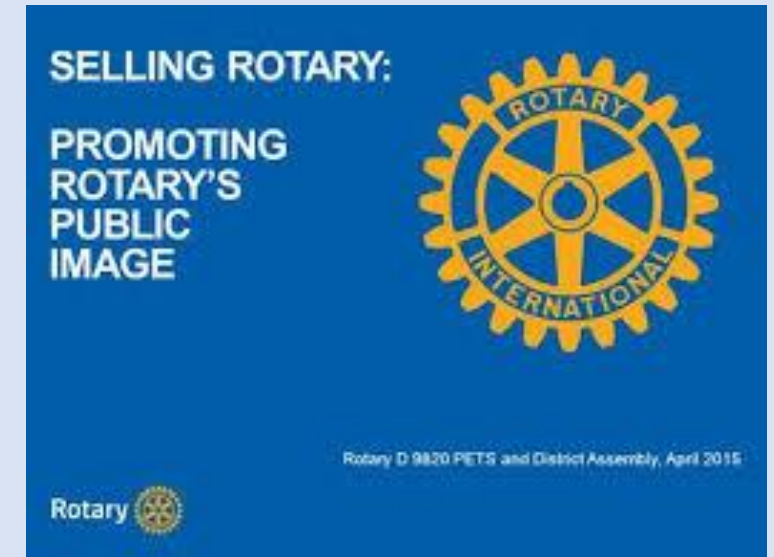
- What image does your club present?
- The best images include Rotary branding, no more than 3 or 4 people, include children and action shots.



My Rotary – The Brand Centre

- My Rotary login required.
- <https://brandcenter.rotary.org/en-GB>

 <p>PEOPLE OF ACTION</p> <p>Get everything you need from Rotary's latest public image campaign.</p> <p>LEARN MORE</p>	<p>TELL ROTARY'S STORY VOICE AND VISUAL IDENTITY GUIDELINES</p>  <p>GUIDELINES</p> <p>Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.</p> <p>LEARN MORE</p>	<p>Rotary </p> <p>LOGOS</p> <p>Download high-resolution logos and Rotary graphics.</p> <p>LEARN MORE</p>
 <p>MATERIALS</p>	 <p>ADS</p>	 <p>IMAGES & VIDEO</p>



1. Create People of Action print and digital materials.
2. Download guidelines and colour palette. PMS 286C and PMS 130C.
3. Download Rotary logos and create your own club logos.
4. Download promotional resources, ads and images or video for your club websites.

People of Action materials.

- Create your own People of Action materials for print or digital.
- There are now another 6 verbs on the list but you can use your own as well.
- My Rotary → Brand Centre → Create your own → People of Action Print Ad → Choose your verb from the drop down menu. To use your own image click custom → double click on the grey image and select. If you have not uploaded an image, click the plus sign on the bottom left hand corner → browse and upload, then choose → name your work → SAVE. Refresh your browser, and download. The image remains on the RI website for 28 days.



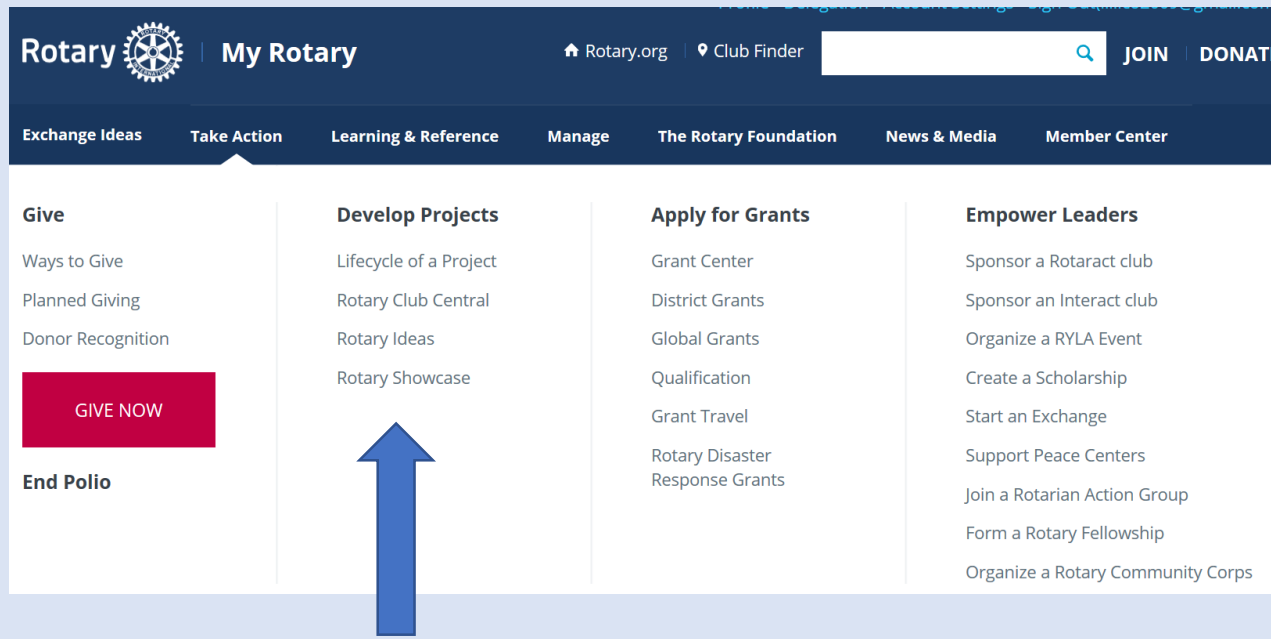
Club Champions and Club Ambassadors

- Ask your champions to give you a phrase or record a short video clip about why they joined Rotary/ why they stay.
- Create posters and use in your bulletins, display at your meetings, create banners to use on activities.



My Rotary Showcase

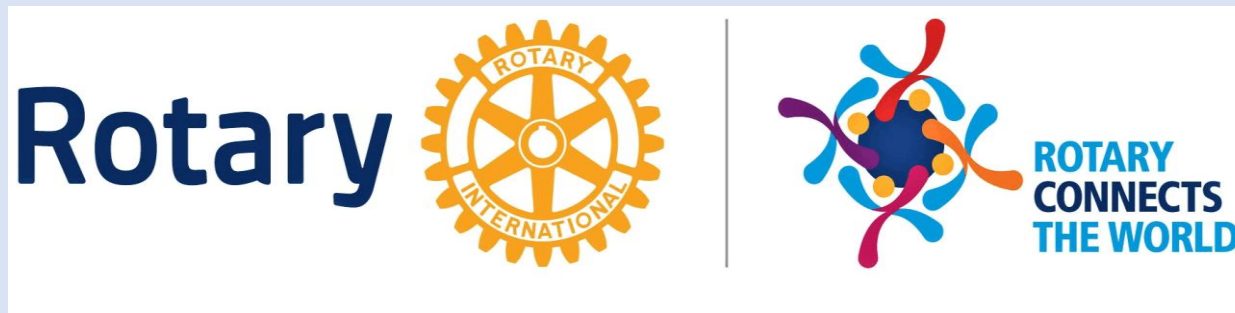
- Share your club's fabulous projects by sharing them with the world on Rotary Showcase.



When you then go to enter your club service projects, you can just upload from Rotary Showcase.

Rotary Theme Materials

- Download the 2019-2020 theme materials and update your website, bulletin headers and signature blocks.
- <https://my.rotary.org/en/news-media/office-president/presidential-theme>



Sign up for Rotary newsletters to help your own promotions:

Rotary On the Move - <https://rotaryclubofmiltonnulladulla.org.au/rotary-on-the-move/>

Rotary Leader - <http://www.rotaryleader-en.org/rotaryleader-en/en201905?pg=4#pg4>

Rotary Voices - <https://blog.rotary.org/2019/05/16/follow-all-the-action-from-hamburg/#more-9719>

I am happy to advise, assist or suggest.

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