



Lorena
Beckius

District Public
Image Chair
Ogallala Rotary
(402) 980-9436
loreb@wolfauto.com



Caitlin
Garner

District Public
Image Assistant
Lake Mac Rotaract
(308) 214-0945
caitlinegarner@gmail.com



Sarah
Cathcart

District Public
Image Assistant
Kearney Noon Rotary
(308) 440-6226
sarah.cathcart@scouting.org



Cheryl
Bryan

District Public
Image Assistant
Kearney Dawn Rotary
(629) 218-1242
cheryl@cherylsdesk.com



Angie
Swanson

District Chair
Human Trafficking
McCook Rotary
(308) 352-6016
angieswanson@hotmail.com



Deb
McCaslin

DGE, District Public
Image Assistant
Broken Bow Area Rotary
(308) 870-2909
5630.dg.2022@gmail.com



SCOTT
McLaughlin

Assistant Rotary Public
Image Coordinator
Kearney Dawn Rotary
5630, 5610, 5680, 5710
(308) 440-9240
dg.2019@5630mail.org

CLUB ASSIGNMENTS

Lorena Beckius	Ogallala, Imperial, Grant, Chappell, No. Platte
Caitlin Garner	Chadron, Alliance, Cambridge, Alma, Kimball
Sarah Cathcart	Kearney, Lexington, St. Paul, Holdrege, O'Neil
Cheryl Bryan	Krny Dawn, Valentine, Hast SR, Curtis, NP SR
Scott McLaughlin	McCook, Gothenburg, Hastings, GI, Gi Sunrise
Deb McCaslin	Broken Bow, Arnold, Cozad, Minden

District 5630 Public Image AWARDS

Created to provide clubs
with a "roadmap" for success,
while providing opportunities
to recognize a job well done.



**IMAGINE
ROTARY**

Rotary 

CATEGORY 1: PUBLIC IMAGE TEAM MAKE-UP

More hands make lighter work, and allows for more to be accomplished. Creating a strong team will lead to success!

- Have a team of at least **2 members** that meets quarterly or more
- Public Image purpose and **team promoted** on Club Website / Facebook
- Have a **strategic plan** in place for the Public Image team
- Include **Public Image resources** on Club Website
- Identify **roles/responsibilities** & succession plan for team members

CATEGORY 2: BRAND CONSISTENCY

Making Rotary memorable starts with consistency of brand. Efforts to educate and encourage clubs about proper use will set you on the right path.

- Have **brand compliant** Club Website and social media sites
- Conduct **programs for club** highlighting importance of proper branding
- Conduct **audit of Club Website & social media** sites
- 50% or more of clubs have websites & social media sites that adhere to brand standards
- 90% or more of clubs have websites & social media sites that adhere to brand standards

CATEGORY 3: CLUB SOCIAL MEDIA USAGE

A great and inexpensive way to communicate with your members and the public. Are you taking advantage?

- Have at least **one club social media** accounts
- Promote at least **one club program / project** each month
- Utilize **People of Action** materials at least 1 time/month on social media posting
- Develop, promote and utilize at least **2 club hashtags** on social media
- Create and post at least **two videos** promoting a club project / initiative

CATEGORY 4: CLUB COMMUNICATION WITH DISTRICT

Having a clear path of consistent communication will pay dividends, but it doesn't happen accidentally.

- Each club designate a **Public Image team leader**
- Participate in **Public Image training** events for District / Club members
- Identify and **promote 10 club events** on district website & social media
- Create a **"New Year" checklist** with Activities or Objectives clubs PI teams can accomplish
- PI Team members complete a Public Image related course at **RI Learning Center**

CATEGORY 5: CLUB COMMUNICATION WITH MEMBERS

While communicating with club leaders is important, there are some messages that need to be broadcast to all members as well.

- Promote **World Polio Day** activities and submit event to ENDPOLIO.org.
- Feature the **Rotary months of the year** in district social media / videos / newsletters
- Create and maintain a **Club calendar** with upcoming club events
- Use or contribute to **district library / toolbox** with proven and helpful tips / guides
- Enter 2 club projects on **Rotary Showcase**

CATEGORY 6: CLUB COMMUNICATION WITH MEDIA

We need to tell our stories to the public, so creating and maximizing ways to interact with the media is a must!

- Promote at least **2 club events** in local traditional media
- Use the **District Press Release** template to publicise a club activity / project
- At least 50% of clubs submit a press release to local media (and send district PI team a copy)
- **Measure success** of media communication
- Submit at least **2 Press Releases** for club activity / project

CATEGORY 7: PARTNERSHIPS

Acting individually reduces impact and creates redundancy ... partnering increases our effectiveness and efficiency!

- Partner with another Club with any **Public Image initiative**
- Partner with **another organization** to leverage promotion of your Rotary Club or District
- Partner with **District TRF team** to promote grant impact & encourage increased TRF giving
- Partner with **District Membership team** to promote benefits of Rotary membership
- Participate in **"One Rotary" or "PI Webinar"** training event with District TRF & Membership teams to show the importance of all areas working together to maximize benefit.

Recognition levels

Clubs can receive the Public Image Citation with Distinction when they achieve the Public Image Citation plus one additional activity.

- ✓ District Public Image Citation: Complete **THREE** of five activities in each category
- ✓ District Public Image Citation with Distinction: Complete **FOUR** of five activities in each category
- ✓ District Public Image **CLUB OF THE YEAR**: Club with the **MOST ACTIVITIES** achieved



SERVE TO CHANGE LIVES