

Rotary

Club of Canton

COMMITTEES (2015-16)

PUBLIC IMAGE

Appoint PI Chair/Team & send contact information to rbwatterson@bellsouth.net by 9/1/2015	20
Have at least one PI Team member attend LEADS 3/14/2015	30
Develop a PI plan, listing key events, to publicize service projects and fundraisers	20
Introduce new club officers to your community via local news media or social event and update DACdb with those positions by 7/31/2015	20
Have at least one PI Team member attend Pillars of Success Seminar – Membership, Foundation and Public Image working together to strengthen Rotary	30
Maintain website with current theme and Rotary logos, club news and photos	25
Post social media updates at a minimum twice monthly and encourage members to make Rotary posts to their personal pages	25
Submit a minimum of two articles to Rotations and your local newspaper or social media showing district grant recipients working on a project or describing the work performed (Actual “work” . . . no check presentations)	20
Support an event to attract members by publicizing photos and story in local paper and website or social media	20
Develop Rotary information packet/brochure or “goody bags” for potential members	20
Publicize an Interact or Rotaract club’s service project	10
Show RI videos quarterly during club meetings (see: youtube.com and rotary.org)	10
Qualify for and receive Zone 34 Public Image Citation	20
Promote District Conference on club website and in bulletin	<u>10</u>
TOTAL	280

Jennifer Stanley has been appointed Public Image Chair. Public Image goals this year, include: creating and maintaining a new Club Website on DACdb; writing and distributing a quarterly e-newsletter; creating and maintaining a Club Instagram web page; creating a Human Trafficking-Sexual Exploitation of Children web page; working with Membership and Club President to design and develop new member information packets; Create the weekly Club Bulletin; and, assist Club President with design and distribution of new Club Handbook. ADG, Peter Gleichman will maintain the Club Facebook Page; Jennifer Stanley, PI Chair, will coordinate communications to the media; PDG, Anton Zellman, will maintain the Club website; and, Club President Jerry W. Cooper and his Assistant, Christy Cochran, will assist in coordinating all communications.

- 1. Jennifer Stanley, Chair**
- 2. Rebecca Johnston, Vice Chair**
- 3. Barbara Jacoby**