

## Club Public Image Committee

### Preparation

- Meet with the outgoing committee chair
- Review your club's bylaws to become familiar with your club's procedures and regulations
- Review your club's strategic plan and develop annual goals to support it
- Select and prepare your committee members with the president-elect
- Create subcommittees as needed (media relations, advertising/marketing, and special events)

### Responsibilities

The primary responsibility of the public relations committee is to create awareness in your community of your club's service projects and activities, and in doing so, to promote the values and work of the organization.

The responsibilities of the club public relations committee chair are summarized below:

- Think about the kinds of activities your club can undertake to improve its public image and attract new members
- Develop a communication plan for the year
- Determine what additional responsibilities or duties your club has for your comm.
- Manage your committee's budget.
- Work with other committees in your club and your district committee on multi-club activities or initiatives
- Plan and conduct regular committee meetings and activities.
- Monitor progress toward your committee goals, and report committee activities and progress to the club president, board of directors, and the full club.

The responsibilities of the club public relations committee are summarized below:

- Develop committee goals to achieve the club's public relations goals for the coming year.
- Become familiar with RI public relations resources.
- Create awareness of club activities and projects among club members, media, and the community.
- Understand the components of public relations that will help you promote Rotary to the community.
- Know Rotary's key messages and be able to use them when speaking in public.
- Work with the club membership committee to support their recruitment efforts.

### Resources

- **Effective Public Relations: A Guide for Rotary Clubs (257)** - <http://shop.rotary.org/Effective-Public-Relations-Guide-Rotary/dp/B0043N1QZS>
- **Rotary Media Center** ([www.rotary.org/mediacenter](http://www.rotary.org/mediacenter) )
- **Media Crisis Handbook (515)** - <http://shop.rotary.org/Media-Crisis-Handbook/dp/B0043JEYYW>
- **The Rotarian** (or Rotary regional magazine )
- **This Is Rotary (001)** - [https://www.rotary.org/en/RIdocuments/en\\_pdf/001\\_en.pdf](https://www.rotary.org/en/RIdocuments/en_pdf/001_en.pdf)
- **RI Visual Identity Guide (547)** - [http://www.rotary.org/RIdocuments/en\\_pdf/547en.pdf](http://www.rotary.org/RIdocuments/en_pdf/547en.pdf)
- **What's Rotary? (419)** - [http://www.rotary.org/RIdocuments/en\\_pdf/419en.pdf](http://www.rotary.org/RIdocuments/en_pdf/419en.pdf)

### Resource Person

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