

Increase  
our impact.

Expand  
our reach.

Enhance  
participant  
engagement.

Increase our  
ability to adapt.

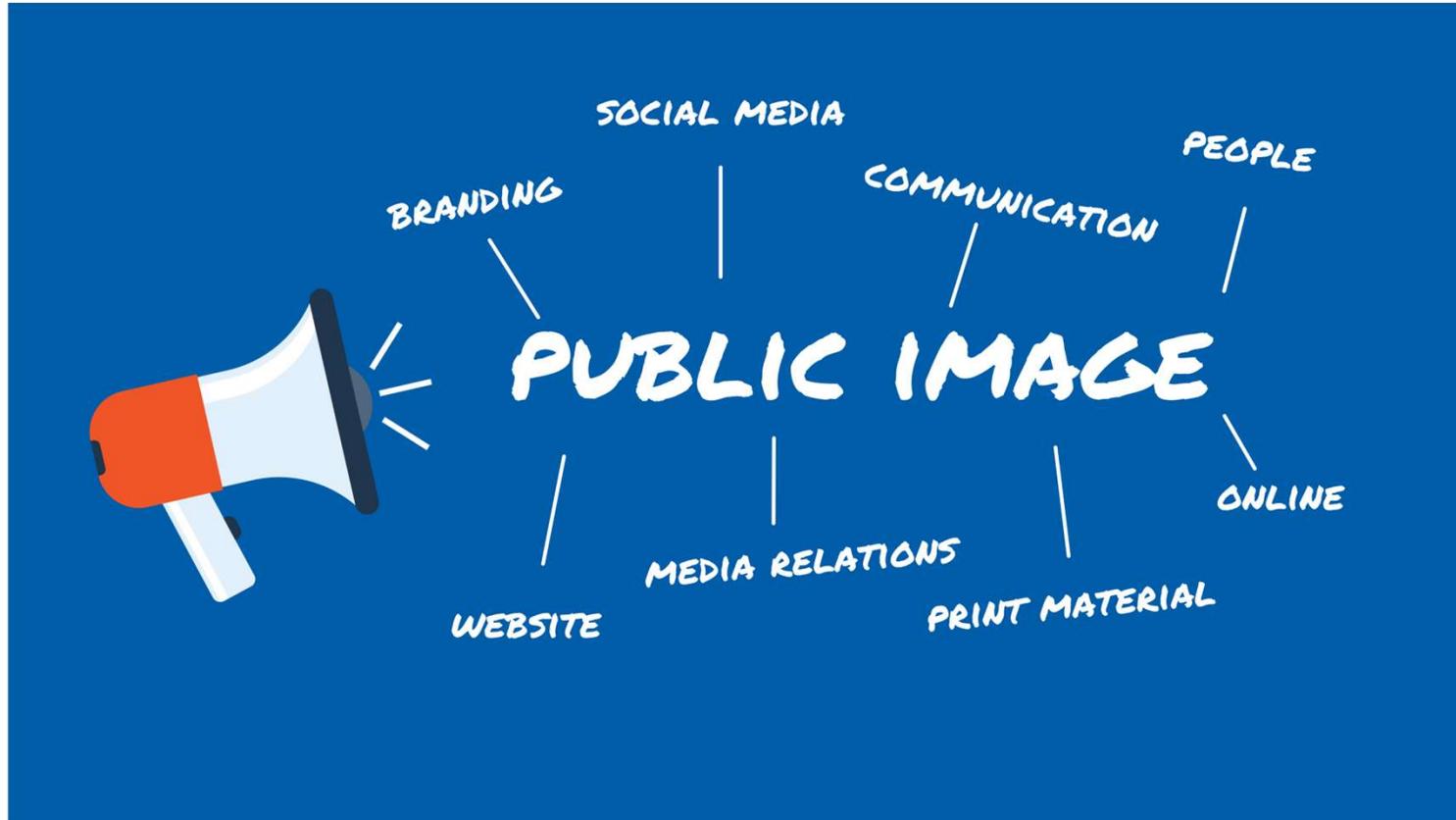


# Public Image

Rotary  
District 7450



# What is Public Image?



# Why Is Public Image Important?

- Expands people's understanding of what we do
- Increases membership, volunteers, partnerships & donors
- Helps Rotary Recognition
- Inspires current members
- Expands our reach
- Makes members proud



# Build Your Public Image Team



**Public Relations**

- Create press/news releases
- Invite press to events



**Photo & Video**

- Encourage members to take photos and video of events



**Communications**

- Collect images from members
- Send newsletter to members and friends of Rotary



**Social Media**

- Post **CONSISTENTLY** on social media
- Share content from other clubs, District, and Rotary International



**Website**

- Ensure website is up to date
- Ensure the essentials: correct logo, events, and contact information

# Public Image Tips – Social Media



- Use captivating images or video
- Be CONSISTANT in posting
- Use *scheduling* to post in advance
- A caption that tells a story
- Include a call to action
- Utilize tagging (location, people, organizations, & photos)
- Encourage engagement
- Connect, build relationships, & be social!



**Rotary Club Of Chestnut Hill**  
245 followers  
1w • 🌐

More than 50 **Rotary Club Of Chestnut Hill** members, friends and neighbors collected warm winter clothing and (PPP) in honor of Martin Luther King Jr.

The 10 carloads of supplies, delivered pairs of thermal socks, supplies for soup, snacks, a crate of fresh oranges. Read about it HERE: <https://lnkd.in/g/MLKDayofService> #rotary #rc #chestnuthillrotaryclub

Rotary friends and neighbors...  
Successful MLK Day of Service Brings Help for People in Kensington

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Successful MLK Day of Service Brings Help for People in Kensington

240  
Successful MLK Day of Service Brings Help for People in Kensington

Video views: 140 total

**Prevention Point Philadelphia**  
1,309 followers

Thank you for these generous donations in our mission. We appreciate your support.

**Rotary Club Of Chestnut Hill**  
245 followers

**Prevention Point Philadelphia**  
the community and keep...

Like · ❤️ 1 | Reply

January 26, 2025

Successful MLK Day of Service Brings Help for People in Kensington

SHARE THIS ARTICLE

f in 📺

MLK Day of Service: Collection & Donations to Prevention Point Philadelphia

In this 2024 video, Prevention Point's Board Chair, Ann Ricksecker and Chestnut Hill Rotary's Community Service Chair, Maggie Stoeffel, discuss the importance of supporting this community.

Kensington is known locally and even nationally for its drug market which leads to the perception that the residents are the primary users. But, according to Ann Ricksecker, Prevention Point's board chair, "Because it's become an open-air drug market, it is visited by people all over the region. More than 50% of the people we are serving are not originally from Kensington."

There are a lot of misconceptions about people who are affected by drug use. "The human condition for people who have found themselves addicted to drugs is that decision-making and quality of life is completely challenged," says Ricksecker. "Many people believe that they should just stop taking drugs." But Ricksecker points out that the reasons people are addicted to drugs are "very

Chestnut Hill Rotary  
WINTER CLOTHING & FOOD Drive  
Celebrating Martin Luther King Jr. Day of Service  
Benefits Prevention Point Philadelphia's Clients  
SOCKS | SCARVES | GLOVES | BOOTS | COATS  
SHOES | HATS | THERMAL SOCKS  
SUPPLIES FOR CHILDREN FOR 2025  
DONATIONS HELD AT CHESTNUT HILL ROTARY CLUB

# Public Image Tips – Photo Tips

## PHOTO TIPS

- You don't need a fancy camera
- Encourage members to wear Rotary branded apparel
- Look for natural light on faces
- Capture volunteers having fun
- Tell People of Action stories
- Avoid shooting into windows and people eating

## VIDEO TIPS

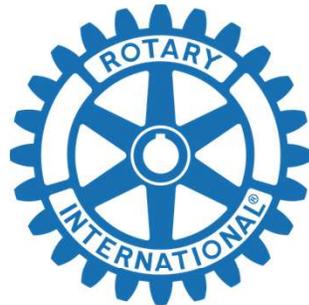
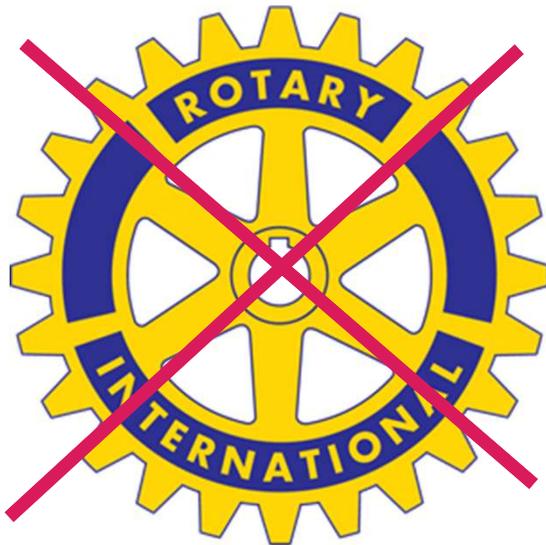
- Tell your story concisely
- Turn phone on airplane mode
- Make sure there is no background noise
- Be authentic and have fun!



# Public Image Tips – People of Action Photos



# Public Image Tips – Brand Champion



**Rotary**

Club of NE Philadelphia-  
Cheltenham-Rockledge



**Rotary**

Club of NE Philadelphia-  
Cheltenham-Rockledge

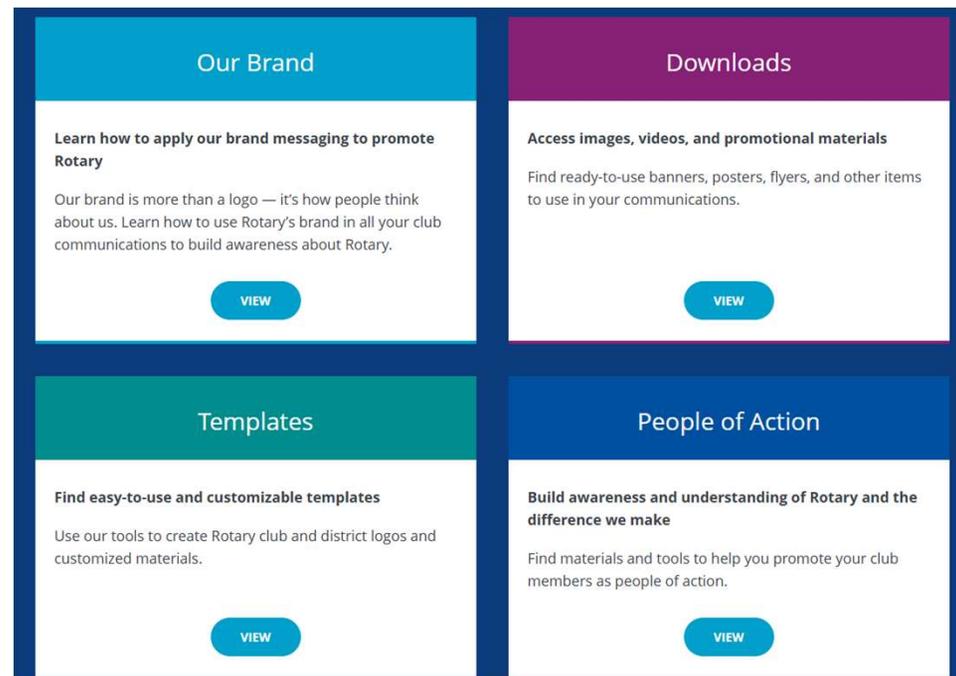
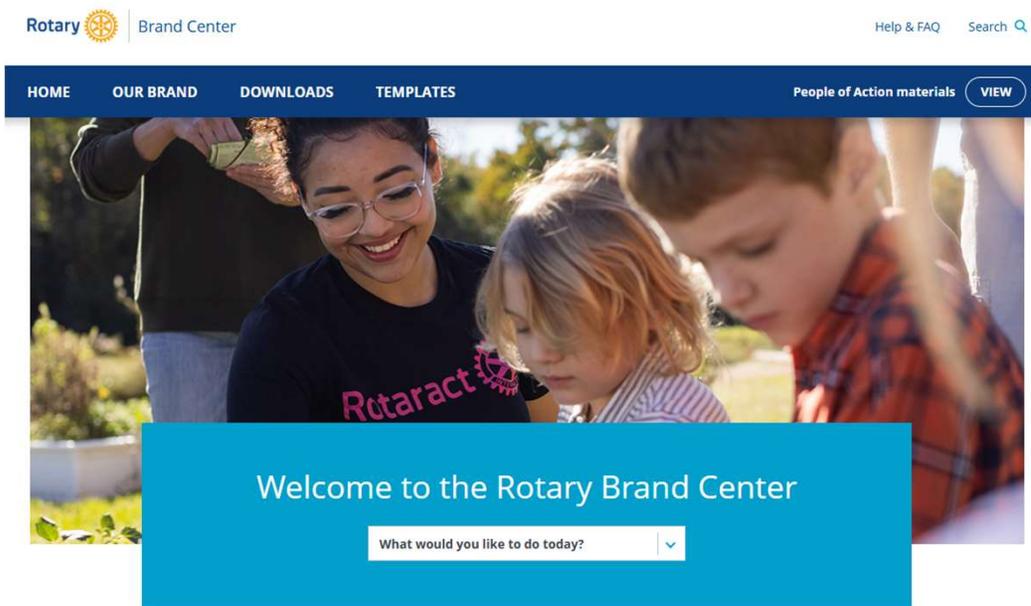


**Rotary**

Club of NE Philadelphia-  
Cheltenham-Rockledge



# Public Image Tips – Rotary Brand Center



# Public Image Tips – People of Action Template

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English

Search Keywords



Our brand Logos Materials Ads Images & Video

Brand Center | People of Action Materials | People of Action Templates

## PEOPLE OF ACTION TEMPLATES

Create advertisements and materials to help you promote Rotary members as people of action by uploading your own images to use with already-designed layouts.



### PEOPLE OF ACTION PRINT AD TEMPLATE

This People of Action print ad template can be customized to promote the work your club does in its community. Select an action verb, then upload a photo or choose from those provided. Next, add your text and end with a call to action.



### PEOPLE OF ACTION FACEBOOK POST TEMPLATE

This People of Action Facebook post template can be customized to promote the work your club does in its community. Select an action verb, then upload a photo or choose from those provided.

Edit content

Select verb: Transform

Image source: Rotary images

Choose image: Transform\_EN.jpg

Crop or resize

Download file



# Public Image Tips – Club Promotional Templates




**Rotary**  
Club Name, District,  
or Zone Number

**OUR EVENTS**

Date — event description, location, time.  
Date — event description, location, time.  
Date — event description, location, time.  
Date — event description, location, time.

Join our next meeting or service project.  
Contact our club president to schedule your visit.  
We look forward to meeting you!

**INSERT YOUR CLUB NAME**  
Insert name of your club president  
Insert phone number  
Email address  
Website

**Rotary**  
Club Name, District,  
or Zone Number

**Rotary**  
Club Name or District  
or Zone Number

**INSERT  
EVENT NAME  
HERE**

**INSERT EVENT TYPE**  
Provide a detailed description of your event here. In your description, give a reason why people should attend and what they can expect such as purpose, cost of the event, activities, and parking information. If it's a fundraiser, state how the funds will be used.



**LOCATION:**  
address and/or virtual link here  
address and/or virtual link here  
**DATE: 1 JAN 2028**  
**TIME: 12:00 - 15:00 AM/PM**

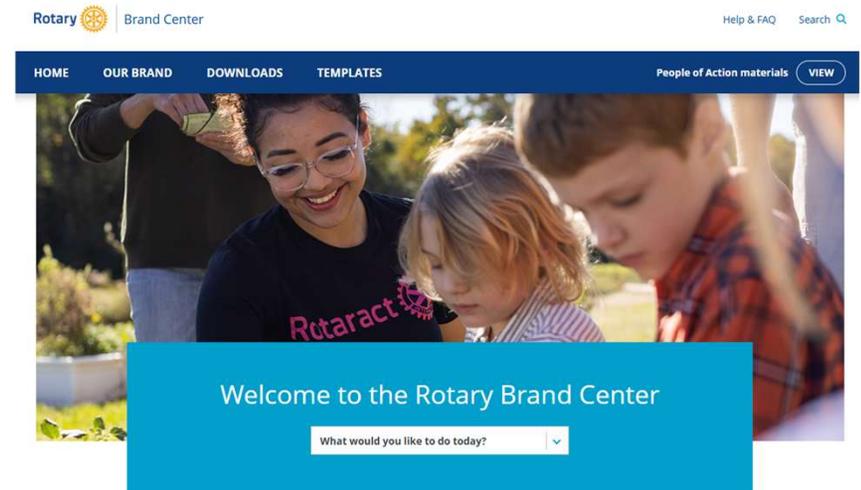
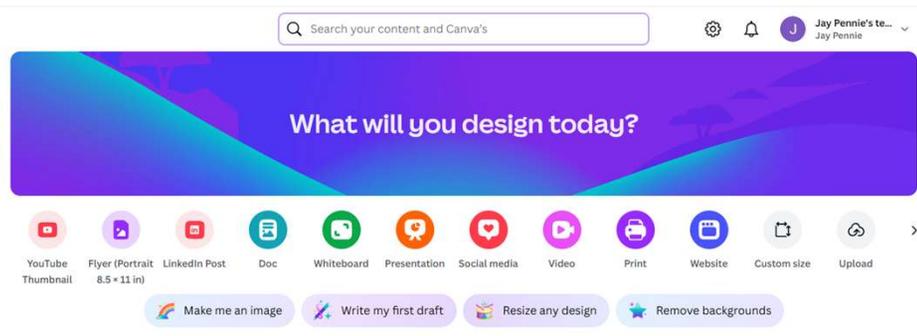
**Additional details:**  
Contact information, a way to RSVP or ask questions  
club website or event website

# Resources

- Follow **Rotary International** on:



- The **Rotary Brand Center**: logos, images, videos, brochures, flyers, posters
- **Canva.com**: FREE graphic design website, user-friendly



# Resources

## RotaryPHL.org



[Home](#) [What is Rotary](#) [Our Causes](#) [About Our District](#) [Get Involved](#) [Events](#) [Blog](#)

[JOIN](#)

[Blog](#)

### Rotary News

Southeastern PA member profiles, happenings, projects and impacts, locally and around the world.



Food Insecurity • 2/13/26

### Rotary SE PA Foundation Supports 25 Local Food Cupboards

Guided by Rotary's motto, *Service Above Self*, Rotary District 7450 Gundaker Foundation donated a total of \$27,000 to 25 different local food cupboards.



Rotary Projects Around the Globe • 2/8/26

### Rotary projects around the globe

Rotary Clubs around the world are hard at work doing good in their communities and the world. Check out what our friends have been up to.



### Service and Social Events

Having fun and socializing is one of the many benefits of joining Rotary. Our social and service events provide an opportunity for you to meet and connect with people who often become life-long friends. We enjoy dining and drinking, going to ball games, serving the community, and much more with our diverse group of fun-loving members and friends, while raising funds for our causes. Individual Rotary clubs in our area also conduct frequent social and service events too!

Join us for the Rotary Club of Media

### MARCH MAYHEM CHARITY BINGO NIGHT

**FEBRUARY 28, 2026**  
5:30PM

Rocky Run YMCA  
1299 W Baltimore Pike  
Media, PA

Tickets: \$35 in advance, \$40 at the door  
Includes eight games (\$10 bonus round)

BYO Food and Drink  
Prizes, 50/50, and live auction!

### March Mayhem Charity Bingo Night

Saturday, February 28, 2026  
5:30 PM – 8:30 PM  
[Rocky Run YMCA \(map\)](#)

Enjoy an evening that brings together March Madness energy auction.

[View Event →](#)



### Rotary Youth Leadership Awards Con

Saturday, March 7, 2026  
7:30 AM – 7:30 PM

# Resources

## Lobster & Chili Featured on the Menu

**Lobster Fest, Saturday, September 21, 5 p.m.**



Enjoy a succulent lobster dinner outdoors complete with corn on the cob all prepared on the premises. Dinner includes sides, coleslaw, and delicious desserts. A steak option is available. Relaxed, casual, backyard, welcoming atmosphere. Cash bar. Street parking available.

Tickets are \$85 per person. Table of 10 for \$800. The event is sponsored by the Rotary Club of Chestnut Hill and proceeds benefit local charities. Watch the short video [HERE](#). [Click here for tickets and information.](#)



**September 21, 2024, 5 p.m.**  
 Tickets: [ChestnutHillRotary.org](http://ChestnutHillRotary.org)  
 Benefactor Sponsor: [Chestnut Hill Hotel](#)

**Chili Cook-Off, Sunday, October 6, 12 to 4 p.m.**



those in need.

Thousands will gather in West Chester for the annual Chili Cook-Off. This year's cook-off is hosted by [Fiorenza's Food For Friends \(F4\)](#), a nonprofit organization that is taking steps to eradicate hunger in America. Organizers hope to carry on the Rotary Club of West Chester's legacy of building community and giving back to

Over fifty teams, comprised of restaurants, businesses, hometown cooks, and non-profits, will bring their best chili recipes and vie for the coveted People's Choice Award.

Organizers are seeking competitors, sponsors, and vendors to make this event a success. For more information: [westchesterchilicookoff.com](http://westchesterchilicookoff.com)



Rotary



District 7450  
 Southeastern PA

## DISTRICT DISPATCH

### District Succeeds in Peace Scholar Bid, Again

By Joy Charlton



We are delighted to report that an applicant from our District -- from Boothwyn in Delaware County -- has been selected to become a [Rotary Peace Fellow](#) with the 2025 entering class. She will study at the Rotary Peace Center affiliated with [Uppsala University in Sweden](#), with full funding to earn a Masters' degree in two years.

Carly Aquino attended Villa Maria High School in Malvern and George Washington University in D.C. She majored in International Affairs and Conflict Resolution and also studied abroad in Rwanda. She subsequently joined the Peace Corps, for which she served in the country of Benin in West Africa. Her time there was dramatically cut short by the evacuation of Peace Corps personnel everywhere due to the COVID pandemic.

[Read More](#)

### Public Image Matters: Responding to Current Events

As Polio Eradication is one of Rotary's primary goals, it's important to stay up to date on the organization's efforts. And when challenges are presented, it's important to know how Rotary is reacting. Here is Rotary International's official response to the news of the US likely pulling out of the [World Health Organization](#).

"Rotary notes the recent announcement that the United States intends to withdraw from the World Health Organization (WHO), a partner in the [Global Polio Eradication Initiative](#) (GPEI). We remain resolute in our mission to eradicate polio. As a founding partner of the GPEI, Rotary has for decades worked closely with all the GPEI partners, the U.S. government, and other governments to end polio worldwide. This effort has reduced the number of children paralyzed by polio by **99.9% since 1988**. The global effort to eradicate polio has innovated many times over the years to come close to protecting every last child."

[Read More](#)



[Districtdispatch7450@gmail.com](mailto:Districtdispatch7450@gmail.com)

### This Month's Club Community Calendar

Have fun while supporting Rotary District 7450 clubs' efforts to help our community! If you want your club's event listed here, please e-mail details to [DistrictDispatch7450@gmail.com](mailto:DistrictDispatch7450@gmail.com).

Event Name	Date/Time	Event Description	Link for Information
Chili Cookoff	Sunday, October 6	The annual fundraising event made famous by the Rotary Club of West Chester.	Register <a href="#">HERE</a> .
Multicultural Music Stage	Sunday, October 6, 11 a.m. to 5 p.m.	The Rotary Club of Media is presenting a Multicultural Music Stage during the Media Fall Festival, State Street, Media, PA. Rain date, October 14.	Contact Mina Yimerzalde at <a href="mailto:mina@navpoint.com">mina@navpoint.com</a>
Annual Golf Outing	Monday, October 7	Join members of the Bristol Rotary Club for a fun day of golf at the Yardley Country Club to benefit the club's college scholarship fund.	For information and sponsorship opportunities, contact Joshua Klein at <a href="mailto:Josh3@verizon.net">Josh3@verizon.net</a>
Why Pennsylvania Matters Most in 2024	Tuesday, October 8, 6:30 p.m.	A panel of diverse experts on our state's electoral history and current politics will illuminate how our level of civic engagement -- which groups of voters show up and which stay home -- may decide who does win. The event is presented by Chestnut Hill Rotary and Arcadia University.	You must register for this FREE event <a href="#">HERE</a> .

# Resources

## **Public Image Committee Page with tips:**

<https://rotarydistrict7450.org/marketing-publicity-committee/>

## **Public Image Resources with branding and logos:**

<https://rotarydistrict7450.org/public-image-resources/>

## **Rotary District 7450 YouTube channel:**

Four 1-hour training sessions on Branding, Digital Marketing, Newsletters & Advertising.

<https://www.youtube.com/playlist?list=PLnrD3iJOEORlICpM7EbDFVikGhhh6ZBOF>



## **Rotary District 7450 Facebook page:**

<https://www.facebook.com/RotaryDistrict7450/>



## **Rotary District 7450 LinkedIn page:**

<https://www.linkedin.com/company/8475149/admin/dashboard/>

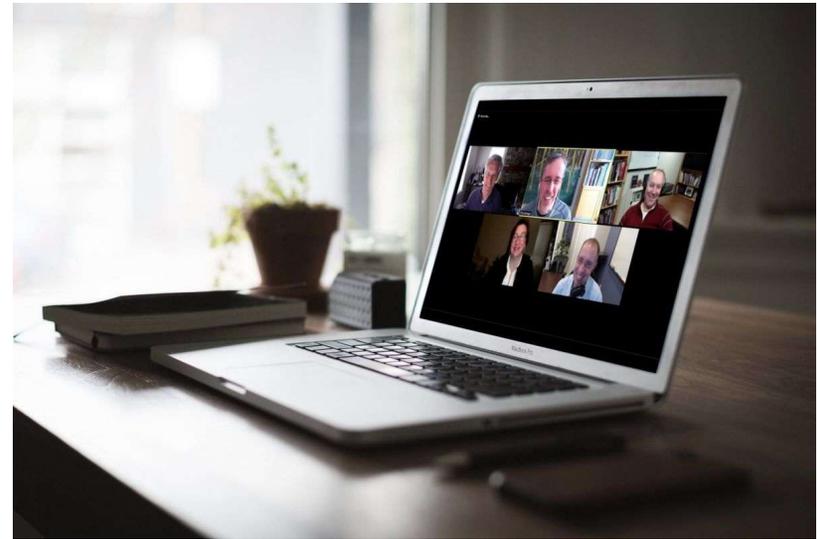


# Resources

## Public Image Committee Consultations

FREE consultations are being offered by the District's Public Image Committee. A one-hour Zoom session to discuss your club's website and social media outreach.

PI team can listen to your challenges, answer some questions, and offer some recommendations to help improve how you're communicating to the public.



# Resources

**REGISTER NOW**

## Engage, Amplify, Repeat: Social Media That Sparks Action

Join us on:

**Tuesday March 3**  
7:30pm EST via zoom

Hosted by Zones 28 & 32  
Public Image Teams

Make content that connects.  
Build momentum on social and  
Substack with simple,  
repeatable strategies.



**Tuesday May 5**

**7:30pm EST via zoom**

Adapting with AI and Podcasting: Tools for  
Modern Communication

Let's build digital tools that help  
your club connect, inspire,  
and grow.

Register here:



# Action Items

## **MUST**

1. Name a Public Image chair OR contact person in DACdb
2. Visit and use the Rotary Brand Center: [brandcenter.rotary.org](http://brandcenter.rotary.org)

## **OPTIONAL**

1. District Dispatch: Upcoming club events; [Districtdispatch7450@gmail.com](mailto:Districtdispatch7450@gmail.com)
2. RotaryPHL.org: Upcoming events and blog stories; [jaypennie649@gmail.com](mailto:jaypennie649@gmail.com)
3. Schedule a Public Image Club consultation
4. Request Public Image presentation for your club members

# Contact Information

## District 7450 Public Image Committee

### **Rommy Blum**

*Committee Chair, 2026-27*

[blur65@comcast.net](mailto:blur65@comcast.net)

### **Lisa Leonard**

*Committee Chair, 2025-26*

[lisa@lisaleonardvoice.com](mailto:lisa@lisaleonardvoice.com)

### **Jay Pennie**

*Committee Member*

*Assistant Public Image Coordinator*

*Rotary International Zone 32*

[jaypennie649@gmail.com](mailto:jaypennie649@gmail.com)