

Rotary Club of Wiaraton
Public Image Report
Executive Meeting
Sept. 30, 2021
(Submitted by Chair Mike Mason)

2021-22 Committee Members:

Ken Jones (non-Rotarian consultant), Scott Elliott, Randy Curran, Greg Hollinger & Mike Mason.

Club Fundraising Support:

- The Committee has initiated its support of the Club's various fundraisers for 2021-22 via Social Media postings; includes promotion of Wine Survivor #4, Shore to Shore Race & Pancake Mix/Maple Syrup Retail Sales.

Club Service Projects Support:

- The Committee has initiated its promotion of the Club's various Service Projects donations/activities; "What do you miss about Village Fair" Gift Basket Draw, Promotion of Youth Exchange. "Rotary Moments" Social Media postings will once again be used to highlight donations/activities as they occur.

Member Profiles:

- The Committee will continue to use Member Profiles to highlight new members to both the Club membership & the community through Social Media postings along with publication in the Gateway Gazette.

Keeping Visible in the Community:

- The "**Branding**" format developed in the previous Rotary Year will continue to be used in the 2021-22.
 - "**Rotary Moments**" – to highlight **current activities** of the Club.
 - "**Rotary Remembers**" – to inform/remind our followers of **past activities** of the Club & to highlight contributions that the Club has made to the community.
 - "**Sponsor Spotlight**" - to recognize those businesses & individuals that have so generously supported the Club's fundraising efforts over the years.
 - "**Did You Know**" - to highlight how the Club is meeting Rotary's 7 Areas of Focus or other Rotary related information such as the fact that the Club is the sponsor of the Phoenix Interact Club or details on the Club's longstanding participation in Youth Exchange.

- ***“Rotary Volunteers”*** – to recognize the contributions of non-Rotarian volunteers.
- Rotary related information taken from various sources will continue to be posted on a regular basis. Sources include Rotary International, Canadian Rotary Clubs & Rotary Groups from around the World.

Website Members Corner:

- Information in the Members Corner is currently up to date as of September 30th.