

Rotary Club of Wiaraton
Public Image Report
Executive Meeting
November 15, 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:

- Support of the Club's various fundraisers for 2021-22 via Social Media postings continues; includes ongoing promotions of Wine Survivor events. Shore to Shore Race is now complete with Pancake Mix/Maple Syrup Retail Sales continuing.

Club Service Projects Support:

- A "Rotary Moments" Social Media posting is currently in development with Ken Jones for the recent donation made to PSDS Elementary for the purchase of Science of Reading materials not provided by the School Board. This supports the Club's Literacy Committee activities.

Member Profiles:

- A request has been sent to the Club's newest member, Laurie Leonard, asking her to prepare a writeup for posting on Social Media as well as 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 continues to be posted on a regular basis. Sources include Rotary International, Canadian Rotary Clubs & Rotary Groups from around the World.
- Postings to mark special occasions such as Thanksgiving & Remembrance Day continue to recognize these important events.

Website Members Corner:

- Information in the Members Corner is currently up to date as of November 15th.