

Rotary Club of Wiaraton
Public Image Report
Executive Meeting
April 26, 2021
(Submitted by Mike Mason)

2020-21 Committee Members:

Ken Jones (non-Rotarian consultant), Pat Cavan, Scott Elliott, Randy Curran, Greg Hollinger & Mike Mason along with Friend of Rotary member David Clarke.

Club Fundraising Support:

- The Committee continues to promote the Club's various fundraisers through timely postings on Social Media.

Club Service Projects Support:

- The Committee continues to promote the Club's various Service Projects donations/activities through the posting of info/photos as provided by the Service Projects Committees. "Rotary Moments" postings for the Club's recent donations to Bruce Peninsula Association for Community Living, Canadian Mental Health Association Grey Bruce & the Women's Centre Grey Bruce were posted the w/o April 5th. In addition, postings were made on April 9th promoting the Colouring Contest for Elementary Students at PSDS.

Member Profiles:

- Publication of Profiles in the Gateway Gazette is continuing.

Keeping Visible in the Time of Covid-19:

- **"Branding"** concepts for use on the Club's Social Media sites are now complete.
 - **"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.
- Developments for all of the above are in process with several scheduled for posting in the coming weeks.
- Rotary related information taken from various sources is being posted on a regular basis. Sources include Rotary International, Canadian Rotary Clubs & Rotary Groups from around the World.

Website Members Corner:

- Executive Committee Meeting Minutes & Committee Reports along with monthly Financial Reports for 2020-21 are now up-to-date.