

Rotary Club of Wiaraton
Public Image Report
Executive Meeting
January 25, 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. Future postings will use the newly created "Rotary Moments" brand similar to how the recent donation presentation to the Bruce Peninsula Health Services Foundation in December was done.

Member Profiles:

- The final scheduled posting of Member Profiles on Facebook & Instagram was completed on January 22, 2021.
- 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.
- Friends of Rotary info has been updated & is now available in the Public access section of the website.
- The Club’s updated (January, 2021) TSBP Approved Proceeds of Lottery Recipients List is now available. The List has been expanded to 15.
- Limited information has so far been received for posting on the Members Corner for 2020-21. A request for a 2020-21 version of the Club’s Executive & Committees List has been sent to Gay for follow-up.
- The availability of up-to-date information for members on the Club’s activities/organization is vital to its ongoing success. This includes organizational/planning details for a variety of Village Fair Booths. Randy Curran & Mike Mason continue to work together to **extract** information from various Club committees/members to ensure adequate documentation is recorded.