2018-19 DISTRICT AWARDS PROGRAM
OFFICIAL JUDGING SHEET

CLUB SIZE    SMALL CLUBS

CATEGORY    PUBLIC IMAGE

1ST PLACE

2ND PLACE

3RD PLACE

4TH PLACE

5TH PLACE

JUDGE NAME

SIGNATURE
PUBLIC IMAGE, Small Clubs: CHAIN OF LAKES- Checklist (p1)

Rotary District 5960

DISTRICT 5960 AWARD CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: Chain of Lakes Rotary

Club Division: □ Large Club  □ Medium Club  X Small Club

Check for each item completed:

☑ Club has a public image team leader or team
☑ Club has a budget for public image
☑ Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
☑ Traditional Media outreach resulted in coverage (Please describe in narrative)
☑ Club has a regularly updated website (at least monthly) URL: ChainofLakesRotary.com
☑ Club lists all service projects on Rotary Showcase (Project:

☐ Club posts or prints a Newsletter  X weekly,  ___monthly,  ___other:
☐ Club utilizes social media to communicate with members and non-Rotarians

☐ Facebook (URL: www.facebook.com/ChainofLakesRotary)
☐ Twitter (Account name:)
☐ LinkedIn (Account name:)
☐ Instagram (Account name:)
☐ Other (Account name or URL:)

☑ Club utilized District Public Image team as a resource (Describe in narrative)
☑ Club members have Rotary shirts to enhance visibility at community service projects and events
☑ Club has a club banner that it has displayed at a community service project or event (Event: Chain of Giving)
☑ Club held a meeting or training session to teach members how to tell the Rotary story (Date; # of people attending)
☑ Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)
☑ Club banner complies with Rotary's visual identity guidelines
☑ Club website and social media comply with Rotary's visual identity guidelines
☑ Club brochure and newsletter comply with Rotary's visual identity guidelines
☑ One of more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Provide a narrative description of your Public Image accomplishment and any detail supporting your checked items above. Using the attached form, limit your response to one page, and use Times New Roman 12pt font size. You are allowed to use up to six pictures (all on one page) to accompany your narrative to support your application.

A narrative follows:  X Yes  ___No
Public Image

We have had many news releases this year by partnering with the Quad Community Press which is our local newspaper. Our Club President made it a focus this year to have the media involved in our community service projects. He targeted a younger writer from the paper and got her to become a Rotarian. Her focus was to write articles about what we are doing in the community, so it ended up being a great partnership. Articles were running on Facebook, in the paper and on the newspaper website. This year we have had article written about the following: Cold Weather Challenge, Officer Shawn Silvera Memorial 5K Run, the Chain of Giving Event, Blue Heron Parade, Tree Planting on a protected Blue Heron Island, Our Prior Club Present being Grand Marshal of Blue Heron Days, along with our donation to the Library Expansion Project, Lino Lake Rec Department, and Angle Fund donation.

This year we created a giant check for when we are donating money to organizations in the community. In fact, our Club President was on TV presenting a giant check to the Lino Lake City Council for that money donated to the Lino Lake Parks and Recreation. (See attached) We also were featured in the newspaper with the giant check when presenting it to the Library Expansion Project and Centennial School board.

When there was a press release, we worked with Shannon Granholm, the writer at the Quad Community Press, to make sure she had pictures, accurate information and tried to make sure people know of our upcoming events. Picture showed our club members in action and we focused on partnering with influential community leaders like the Mayor of Lino Lakes, Chief of Police and Dean of Students for our District. Also, we partnered with the Quad Area Chamber of Commerce, Fishing with Vets and the YMCA for more community exposer.

To save on website cost we have been updating our website quarterly. We have it structured to steer people to our Facebook page. This is because it is free to update, multiple people can manage it and we can keep our followers current on exactly what we are up to live! We post fun things like our community service events, tree planting, Rotary Social, STRIVE meetings and other events/news that ties to our club members.

In addition to our website and social media we also have our Secretary sends out weekly news letters highlight upcoming events, meeting dates/times, and special note for all Rotarians to know. This has really helped with attendance, group participation and organization of the club. Also, this is sent not to just Rotarian’s but also supporters and prior Rotarians. Some of these people cannot make meetings or be members but still believe and support the rotary motto of “Service above Self” and regular volunteer with our club.

To create more awareness in our community we have matching polo shirts, construction vests, t-shirts and even Chain of Lake Rotary Ties and Scarf. We gave one to the district governor at last year’s award ceremony which made the news as well! (newspapers article attached) For the Community Service Day at the high school we had the seniors design the shirts for all the students and volunteers to where thought the community.

To increase more public recognition, we created an award for the Rotarian of the Month. These individuals were chosen by the club president and board for exemplifying “Service Above Self.” Each one would get a picture with the Rotary President and then tagged on our social media posts.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of:  

Club Division:  _Large Club  _Medium Club  _Small Club

Check for each item completed:
☐ Club has a public image team leader or team
☐ Club has a budget for public image
☐ Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
☐ Traditional Media outreach resulted in coverage (Please describe in narrative)
☐ Club has a regularly updated website (at least monthly) URL lakeelmo rotary org
☐ Club lists all service projects on Rotary Showcase (Project: )
☐ Club posts or prints a Newsletter _weekly, _monthly, _other: began in fall of 2018
☐ Club utilizes social media to communicate with members and non-Rotarians
  ☐ Facebook (URL )
  ☐ Twitter (Account name )
  ☐ LinkedIn (Account name )
  ☐ Instagram (Account name )
  ☐ Other (Account name or URL )
☐ Club utilized District Public Image team as a resource (Describe in narrative)
☐ Club members have Rotary shirts to enhance visibility at community service projects and events
☐ Club has a club banner that it has displayed at a community service project or event (Event: Washington City Fair)
☐ Club held a meeting or training session to teach members how to tell the Rotary story (Date; # of people attending)
☐ Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)
☐ Club banner complies with Rotary's visual identity guidelines
☐ Club website and social media comply with Rotary's visual identity guidelines
☐ Club brochure and newsletter comply with Rotary's visual identity guidelines
☐ One of more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

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A narrative follows:  _Yes  _No
Lake Elmo Rotary Club 2018-2019 – Public Relations – Small Club

1) Lake Elmo Rotary provided funding for Life Jackets at a new Life Jacket Loaner Station at the Lake Elmo Park Reserve Twin Cities Pioneer Press 7/30/18. We put a full-page ad in the 2018 Holiday addition of SAVOUR magazine through Press Publications promoting Rotary and our Club. The Lake Elmo Elementary inclusive playground project and Rotary was in the Minneapolis Star Tribune on 9/24/18

2) Rita Shepard (President-Elect) starting a Club Newsletter by the request of Pam Baker (President). This will continue to be the President-Elect’s contribution and therefore learning more about the role of the President-Elect and President both within our Board and Club.

3) We created a Club Brochure using the District tools and requested assistance from the District Public Image team to complete it. We also used them for new banners.

4) Mike Becker did an excellent job talking to our club about wearing pins outside of Rotary Meetings. We encourage members to wear pins every day. Many of our members have a variety of pins.
FREE SHUTTLE
Lake Elmo Rotary
PICK UP HERE
Our club meets every Wednesday
Lake Elmo Inn
2:30 PM
PLEASE JOIN US
www.lakeelmo rotary.org

LAKE ELMO Rotary
FREE SHUTTLE
PEOPLE IN ACTION
www.lakeelmo rotary.org
OUR EVENTS

July 4th—Ice Cream Social, Lions Park
July 27th—Inclusive Playground, LE Elem
August 3rd-5th—Shuttle Rides, Cty Fair
August 7th—Natl Night Out, Lions Park
September 4th—Meals at Children’s Hspcl
September 21st—Gold Plate Dinner
October 18th—Blood Drive, LE Event Ctr
November 6th—Meals at Children’s Hspcl
November—Dvr Dictionaries to LE Elem
December TBD—Santa and Elves
January 8th—Meals at Children’s Hspcl
March 5th—Meals at Children’s Hspcl
May TBD—Blood Drive, LE Event Ctr
May 1st—Meals at Children’s Hspcl

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

LAKE ELMO ROTARY CLUB
Pam Baker
651-351-3765
pbaker@fslt.com
www.lakeelmorotary.org

**Q1 Rotary Club of:**

Rosemount

**Q2 Club President (s):**

Paul Eggen

**Q3 Name of member completing checklist:**

Paul Eggen

**Q4 Phone:**

**Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.**

Small Club (under 25 members)

**Q7 We are submitting the following and have a checklist and a narrative of no more than 1 page per award category (narratives and photos should be attached as directed in the form.)**

Public Relations/Image Award

Page 3: AWARD CATEGORY: PUBLIC IMAGE
Q8 Check for each item completed:

Club has a public image team leader or team.
Club members have Rotary shirts to enhance visibility at community service projects and events.
Club website and social media comply with Rotary's visual identity guidelines.
One or more members participated in a One Rotary Summit and shared information and ideas with the Club or Board.

Q9 Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)

We have submitted releases for our Student of the Month and will be submitting for our annual fundraiser in April.

Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)

Respondent skipped this question.

Q11 Club utilized District Public Image team as a resource (Describe in narrative)

Respondent skipped this question.

Q12 Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative) Club banner complies with rotary's visual identity guidelines

Respondent skipped this question.

Q13 Club has a regulary updated website (at least monthly) URL

rosemountrotary.org

Q14 Club lists all service projects on Rotary Showcase (Project:)

Respondent skipped this question.

Q15 Club posts or prints a Newsletter

Weekly

Q16 Club utilizes social media to communicate with members and non-Rotarians

No

Q17 Facebook (URL)

see photo
<table>
<thead>
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<th>Description</th>
<th>Response</th>
</tr>
</thead>
<tbody>
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<tr>
<td>Q19</td>
<td>LinkedIn (Account name)</td>
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<td>Q21</td>
<td>Other (Account name)</td>
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<tr>
<td>Q22</td>
<td>Club has a club banner that is/has displayed at a community service project or event (Event: Yes....see photo</td>
<td></td>
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<tr>
<td>Q23</td>
<td>You are allowed to use up to six pictures to accompany your narrative to support your application.</td>
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<tr>
<td>Q28</td>
<td>Photo 6</td>
<td>Respondent skipped this question</td>
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</table>
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: [St. Paul Sunrise]

Club Division: [Large Club] [Medium Club] [Small Club] [ ]

Check for each item completed:
[ ] Club has a public image team leader or team
[ ] Club has a budget for public image
[ ] Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
[ ] Traditional Media outreach resulted in coverage (Please describe in narrative)
[ ] Club has a regularly updated website (at least monthly) URL: [Club Name and Facebook Page name, etc.]
[ ] Club lists all service projects on Rotary Showcase (Project:
[ ] Club posts or prints a Newsletter [weekly, [monthly, [other: Tip of the Week]]
[ ] Club utilizes social media to communicate with members and non-Rotarians
[ ] Facebook (URL: [Facebook.com/St. Paul Sunrise - Rotary]
[ ] Twitter (Account name)
[ ] LinkedIn (Account name)
[ ] Instagram (Account name)
[ ] Other (Account name or URL)
[ ] Club utilized District Public Image team as a resource (Describe in narrative)
[ ] Club members have Rotary shirts to enhance visibility at community service projects and events
[ ] Club has a club banner that it has displayed at a community service project or event (Event:
[ ] Club held a meeting or training session to teach members how to tell the Rotary story (Date; # of people attending)
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A narrative follows: [Yes] [No]
Award Category: Public Relations/Image

Kathy Ingulsrud is our team leader. Kathy also serves on the District PI team

**Marquee event, Annual Community Forum – opportunity for media coverage:** All club members are involved in thoughtful decision-making to determine the best topic to tap the community’s conscience. During this brainstorming and vetting process, we identify the topic for our annual Community Forum held in early May of each year. We recruit clubs as co-sponsors as well as visit as many clubs as we can to personally promote the forum. We send email invitations to friends, neighbors and professional colleagues. *MN Public Radio* has broadcast three recent annual community forums which elevated public image of Rotary and the Rotary 4 Way Test. We invite community members such as Minnesota Public Radio’s Paul Huttner and St Paul’s Chief Sustainability Officer to participate.

**We use club runner for our Website:** [https://portal.clubrunner.ca/9718](https://portal.clubrunner.ca/9718)

**Top of the Week - eNewsletter:** Members adore Top of the Week (TOP), an up to date weekly eNewsletter that helps them to schedule and prioritize not only the present week’s meeting, but everything in the next few weeks. Members can easily forward the entire eNewsletter to prospective members and meeting guests. The TOP is also distributed to guests and friends of the club to let them know what we’re up to and make them aware of upcoming events.

**Social Media- Facebook and Neighborhood pages:** We also regularly post Facebook updates on events, service projects, Foundation donations, newsworthy speakers and other Sunrise Rotary news. We joined Highland Park and Hamline/University Ave Facebook communities and have promoted major meetings and events with those neighbors. [https://www.facebook.com/St-Paul-Sunrise-Rotary-253432096761/](https://www.facebook.com/St-Paul-Sunrise-Rotary-253432096761/)

**Public Relations/Image Sunrise Rotary Logo Redesign:** As part of our Public Image strategic plan, we completed the exercise of redesigning our club logo. The goal was to stay within Rotary International’s guidelines and provide a more modern look and feel to our club Logo.

**Intentional Community Presence:** We bring our pop-up banners to our community events and also place Rotary sandwich boards on University Avenue near the parking lot entrance and near the entrance where our club meets the day of our meetings. We had the Mayor of St. Paul speak at a recent meeting and invited community members to participate in the meeting. We recently awarded a Paul Harris Fellow to Dr. Margaret Lovejoy for her work in the community. We’ve invited multiple representatives from various local non-profits, school and other community organizations to speak at our meetings and discuss activities we can mutually participate in.

**Participated in MSP Hello:** a networking event to help newcomers onboard and connect to great people and resources here in Minneapolis-Saint Paul. We hosted a table along with the Rotaract and Downtown St Paul clubs at the Minnesota History Center. At the event, guests learned all about what Minnesota has to offer in the spring, meet lots of organizations, participate in interactive activities, sample local food and drinks
Public Image

Welcoming From the Saint Paul Sunrise Rotary Club

The Saint Paul Sunrise Rotary Club belongs together a local network of volunteer leaders who dedicate their time and talent to the community and the world’s most pressing humanitarian challenges. The club is proud to be part of Rotary International, an organization consisting of million members in more than 30,000 clubs in nearly every country. The club’s primary goals are to provide support for local and international relief, from helping people in need in their work communities to working toward a better world.

The Saint Paul Sunrise Rotary Club, which meets at Episcopal House in St. Paul, is an organization of leaders who believe in giving back to their community. The club provides support for local and international projects, including health and education initiatives. The club’s mission is to make a positive difference in the community and the world.

Updated Membership Brochure

Hamline – Midway Facebook Page

St. Paul Sunrise Facebook Page

Nextdoor Social Media