CLUB SIZE: Small Club
CATEGORY: Public Image

1ST PLACE
2ND PLACE
3RD PLACE
4TH PLACE
5TH PLACE

JUDGE NAME

SIGNATURE
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: Chain of Lakes Rotary Lino Lakes, MN

Club Division: ___Large Club ___Medium Club ___Small Club

Check for each item completed:

☒ Club has a public image chairperson or committee
☒ 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 ☒ weekly, ___monthly, ___other: ____________________________
☒ Club utilizes social media to communicate with members and non-Rotarians
  ☒ Facebook (URL: facebook.com/chainoflakesrotary)
  ☐ Twitter (Account name ____________________________)
  ☐ LinkedIn (Account name: linkedin.com/groups/6982724)
  ☐ 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)
☐ 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

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 to accompany your narrative to support your application.

A narrative follows: ☒ Yes ☐ No
March 16, 2018

Public Image

We have a strong public image at the Chain of Lakes Rotary, supported by a robust website, very active Facebook page as well as a LinkedIn page. This is led by a team of three Rotarians and sometimes more, depending on the event that is coming. Social media helps not only with public image but also keeping Rotarians involved and active in the community. We also share current events from other Rotary Clubs & organizations and we tag everyone in each photo, along with information or a call to action.

Our social media budget is minimal by focusing on having member share, comment and like our posts. All of our meetings, 501 Socials, BBQs and STRIVE meetings are posted under events for all to see. We have a Member Spotlight that we put up to show the diversity of our group which also is shared on personal pages to expand our public image with not cost. This spot the Rotarian can talk about what they do professionally, their hobbies and personal life.

We are very proud of our professional website, which is updated throughout the year. www.chainoflakesrotary.com Our landing page is clean and easy to navigate. The slide show images highlight our largest events of the year. And at the top of the page is shows the key information that people want to know; Meet the Members, Our Initiatives, News, Calendar, How to Contact Us and a Link to our Facebook page. To minimize maintenance costs, we try to push traffic to our Facebook page because updates for events are free. You will see this in multiple places on the landing page as well as under the calendar tab.

We partner have a professional photographer at our largest events along with the local newspaper. We then use social media to spread that information with their follower on their business pages. We have partnered in sharing post in our marketing with several local organization such as: Beyond the Yellow Ribbon, Infinity Campus, local restaurants and other Rotary Clubs. We also try to add key words to photos so they come up on Google Image searches.

Outside of social media every Rotarian has a Chain of Lakes button up shirt, short-sleeve shirt and Chain of Lakes Rotary tie or scarf. We wear one of these at each of our events depending on the venue. For 5k we make customer Volunteer T-shirts as well as participant shirts every year (we wear these at the Blue Heron Parade). At these events, we have custom banners for our booth and a 3-fold brochure we handout to the public. We also have 4 large Banners at the high school created annually to support the ANGEL Fund. Because not our Rotarians are all have Facebook, we have a weekly newsletter that is sent out though email. This is a PDF document (attached) that Highlights our speakers and our next upcoming meetings. This has help maintain attendance, interest and energy in our club.
Welcome to the Chain of Lakes Rotary Club

We are neighbors, community leaders, and global citizens working for the common good. Join us! Visit our plywood, shop, and more...

Follow Chain of Lakes Rotary on Facebook

Members Spotlight

There are some people that wonder if emojis are an addition. I say, we are more relevant now than ever before. There are so many opportunities that can be found at you local Rotary. From local events to raise business classes at our local library system there's something for everyone. We are here to offer ideas. See more.
NEWSLETTER
March 7, 2018

SOCIAL:
Green Mill
4355 Pheasant Ridge Dr. NE.
Blaine, MN

CALENDAR

<table>
<thead>
<tr>
<th>March 7, 2018</th>
<th>Social</th>
<th>Green Mill 4355 Pheasant Ridge Dr. NE, Blaine</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 14, 2018</td>
<td>Meeting</td>
<td>Joe Johnson - Trust Vets</td>
</tr>
<tr>
<td>March 21, 2018</td>
<td>Service</td>
<td>STRIVE @ CHS</td>
</tr>
<tr>
<td>March 28, 2018</td>
<td>Meeting</td>
<td>Chelsea Helius - Twin Cities Rotaract</td>
</tr>
<tr>
<td>April 4, 2018</td>
<td>Social</td>
<td>Fitzpatrick Translational Science OPEN HOUSE</td>
</tr>
<tr>
<td>April 11, 2018</td>
<td>Meeting</td>
<td>Hannah Fox - Miss Chain of Lakes</td>
</tr>
<tr>
<td>April 18, 2018</td>
<td>Meeting</td>
<td>Justin - Power of Videos on Social Media</td>
</tr>
<tr>
<td>April 25, 2018</td>
<td>Service</td>
<td>STRIVE @ CHS</td>
</tr>
</tbody>
</table>

COL ROTARY INITIATIVES

STRIKE
April 26, 2018, 10:00 a.m. - 12:00 p.m., Centennial High School
Centennial High School will host the first STRIKE initiative, the centennial high school.

CHAIN OF GIVING
April 21, 2018, 6:30 - 10:00 p.m., Infinite Campus
Proceeds will support the Centennial Library, Park System, and the Centennial Angel Fund.

COLLEGE SCHOLARSHIP DAY
April 26, 2018, 10:00 a.m. - 12:00 p.m., Centennial High School
Centennial High School students will perform a variety of activities throughout the community.

Youth Exchange
In August 2018, the Chain of Lakes Rotary Club will host our first international exchange student from a host family within the 5012 District, and attend Centennial High School for the 2018-2019 school year.

LINO LAKES YMCA

7:30 a.m. - 8:30 a.m.
1st Wednesday - Social
2nd, 4th, & 6th Wednesday - Meeting
3rd Wednesday - Service

info@chainoflakes rotary.com
www.chainoflakesrotary.com

www.facebook.com/chainoflakesrotary
www.linkedin.com/groups/6922214
Other Public Image Photos
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: Lake Elmo Rotary

Club Division: ___Large Club  ___Medium Club  X Small Club

Check for each item completed:
☒ Club has a public image chairperson or committee
☒ 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: https://www.lakeelmorerotary.org
☒ Club lists all service projects on Rotary Showcase (Project: ________________________________)
☒ Club posts or prints a Newsletter ___weekly, ___monthly, ___other: ________________________________
☒ Club utilizes social media to communicate with members and non-Rotarians
   ☒ Facebook (URL Lake Elmo Rotary Club)
   ☒ Twitter (Account name ________________________________)
   ☒ LinkedIn (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
   ☒ Golf Carts for Fair
☒ Club has a club banner that it has displayed at a community service project or event (Event: Ice Cream Social 4th of July)
☒ 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

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 to accompany your narrative to support your application.

A narrative follows: ☒ Yes  ___No
September 12, 2017 Stillwater Gazette – Article advertising the Lake Elmo Rotary Club 2017 Gold Plate Dinner. We sold 100 tickets and netted $39,098 after expenses.

November 22, 2017 Lake Elmo Elementary E-News – Yoga Calm Moving Residency Comes to Lake Elmo. Lake Elmo Rotary gave a $2,250 grant in August 2017 and $5,000 in November 2017. Yoga Calm addresses the significant health issues that can often get in the way of learning like the need for self-regulation, emotional resilience, and other social/emotional skills without the use of Sanskrit, chanting or religious concepts.

December 13, 2017 Stillwater Area Public Schools website – Students Learn To Care for Self, Others Through Yoga. Lake Elmo Elementary secured $14,500 from the Lake Elmo Rotary Club, The Partnership Plan for Stillwater Schools, Lake Elmo Jaycees, Lake Elmo Elementary PTA and a Statewide Health Improvement (SHIP) Grant.

December 19, 2017 WCCO 4 News – Stillwater Elementary Students Manage Stress with Yoga

January 5, 2018 The City of Lake Elmo “Fresh” Weekly Newsletter – Lake Elmo Rotary’s Kindness Campaign. Article included introduction to our Kindness Campaign, Our Motto: Service Above Self and an invitation to community members to join us for breakfast on Wednesday mornings at the Lake Elmo Inn. Help someone by returning their cart, hold open a door, let someone go in-line ahead of you, talk to store staff and smile at strangers.

January 16, 2018 You Tube – Lake Elmo Rotary Club “kindness campaign” presentation at City Council Meeting.

January 31, 2018 LillieNews – Article “Kindness Forecasted For Lake Elmo 2018” Rotary members plan to hand out “pass it forward” cards in the community. The card can be scanned with smart phones to reveal what random acts of kindness have taken place on the Lake Elmo Rotary Website.

February 6, 2018 Stillwater Gazette – Article advertising Lake Elmo Rotary Kindness Campaign – A single act of kindness can change lives – Many acts of kindness could change a community. Lake Elmo Rotary partnered with the Lake Elmo City Council to promote Kindness in our Community.

February 16, 2018 City of Lake Elmo “Fresh” – Kindness Campaign – Send a Valentines Card to someone you haven’t connected with in a while.

March 14, 2018 LillieNews – Article “Local Food Shelf Receives Generous Donation from Rotary Clubs.” The Lake Elmo Rotary Club presented the Christian Cupboard Emergency Food Shelf a $21,700 check March 7, 2018, to help the nonprofit purchase new refrigerators and freezers. Woodbury, Stillwater Sunrise, Maplewood-North St. Paul-Oakdale, Prior Lake, Hudson Noon and Roseville participated along with a Rotary District 5960 grant of $6,000.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: Ramsey Rotary

Club Division: Large Club Medium Club Small Club

Check for each item completed:

☐ Club has a public image chairperson or committee
☐ 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 lists all service projects on Rotary Showcase (Project: )
☐ Club posts or prints a Newsletter weekly, monthly, other:
☒ Club utilizes social media to communicate with members and non-Rotarians

☐ Facebook (URL )
☐ Twitter (Account name )
☐ LinkedIn (Account name )
☒ Other (Account name or URL Event Brite )

☐ 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: Taste of Happy Days )
☐ 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

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 to accompany your narrative to support your application.

A narrative follows: ☒ Yes ☐ No
To be total honest the Ramsey Rotary is not a techy group. We do have a website and a Facebook account and use Event Brite for our events but we do not utilize them to the best of our ability. However President elect Brock is much younger and we are hoping to have him assume the role of our Techy guy and improve our image. We do participate in as many community functions as we can. We sponsor a concert night during the summer at the amphitheater. Most members of the club have Rotary logo polo's and when we are out in the community we have safety vests that say “Rotarian at Work” on the back. Rotarian pins are worn by member to work or out in the community at events.

In 2017-2018 the Ramsey rotary was featured in the Ramsey Resident as a spotlight article

Community Spotlight:

The Ramsey Rotary Club was formed in 2006. Today, the Rotary has 19 active members including both Ramsey residents and members of the Ramsey business community, representing many different industries. The Rotary is led by a Board of four members: President Vicki Wiedberg, Secretary Jay Nelson, Treasurer Jeff Kates and Past President Kevin Bittner.

Our work: The Ramsey Rotary brings together a network of volunteer leaders who dedicate their time and talents to giving back to their community. The Rotary’s service projects focus on assisting women, children and underserved members of the community. Their work has spanned many different aspects of the community, from installing Little Free Libraries in Ramsey parks and distributing dictionaries to all third grade classrooms in the area, to partnerships with organizations like Habitat for Humanity and Toys for Joy, as well as youth mentoring. The Ramsey Rotary also hosts an annual Taste of Happy Days event to raise donations for local nonprofits such as the Alexandria House and Hope for Youth, sponsorships for The Draw Summer Event Series and the Anne Talley Scholarship for high school seniors, and grants for various community projects like the installation of the public bathroom at The Draw Park.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

Rotary Club of: St. Paul Sunrise

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

Award Category: Public Relations/Image

Check for each item completed:
☑ Club has a public image chairperson or committee
☑ 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: [OR https://portal.clubrunner.ca/9713]
☑ Club lists all service projects on Rotary Showcase (Project:)
☑ Club posts or prints a Newsletter □ weekly, □ monthly, □ other: Top of The Week
☑ Club utilizes social media to communicate with members and non-Rotarians
 "Facebook (URL: Facebook.com/St.PaulSunrise-Rotary)
 □ Twitter (Account name)
 □ LinkedIn (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)
☑ 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

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 to accompany your narrative to support your application.

A narrative follows: □ Yes □ No
SMALL CLUB: PUBLIC IMAGE
ST. PAUL SUNRISE NARRATIVE

Award Category: Public Relations

Ellen Leupkor is our Public Image Chair and Kathy Ingulrud is our co-chair who serves on the District PI committee.

**Marquee event, Annual Community Forum – opportunity for News releases:** All club members are involved in thoughtful decision-making to determine the best topic to tap the community’s conscience. During this time at the beginning of the year, every member contemplates our public presence. We visit other clubs to personally promote it to as many Rotarians as possible. *MN Public Radio* broadcast our club’s three most recent annual community forums which elevated public image of Rotary and the Rotary 4 Way Test. This year’s annual forum was not an appropriate format for radio, but now that we have a working relationship with public radio, our goal is to reach out to MPR again next year.

*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, 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 guests.

**Social Media - Facebook and Neighborhood pages:** We also have a goal to post Facebook events, updates and background three times a week; and most weeks we achieve that. We joined Highland Park and Hamline/University Ave. Facebook communities and have promoted major meetings and events with those neighbors. Our meeting with Saint Paul School Board Superintendent Joe Gothard as speaker, and our photos from Gordon Park High School’s events have been shared and liked by these communities.  
[https://www.facebook.com/St-Paul-Sunrise-Rotary-253432096761/](https://www.facebook.com/St-Paul-Sunrise-Rotary-253432096761/)

**Public Relations/Image Yearly Program:** Our small committee worked our plan, then ‘dived our plan’. We kicked off dialogue and narrowed down tasks in three separate goal-setting meetings where we tackled all aspects of Saint Paul Sunrise’s branding and marketing communications.

**New, in 2017 - Saint Paul Sunrise Brochure:** A full-color 4-page brochure uses Rotary’s new branding and highlights our members, location and mission. Our site is updated to reflect Rotary’s new branding as well.

**We purchased Rotary Aprons this year to wear at our Community Service Events.**

**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. This year we moved our meetings to University Avenue along the green line to create better presence in the community we are serving.

**Participated in Hello Spring:** 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 Rotoract club on March 27th 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.