2017-18 DISTRICT AWARDS PROGRAM
OFFICIAL JUDGING SHEET

CLUB SIZE: Medium 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: ________________________________

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: www.farmingtonrotarymn.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: ________________________________)
☒ Twitter (Account name: ________________________________)
☐ LinkedIn (Account name: ________________________________)
☒ Other (Account name or URL: Instagram: ________________________________)
☐ 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
Rotary Club of Farmington

Farmington Rotary’s first order of business in the 2017-2018 Rotary year was to migrate a very old and outdated website to a new Club Runner site, which stays current with club news and events. The website includes information on current and upcoming meetings, recent club news and service projects, links to the executive board and the district website, information on our annual fundraiser with a link to the event website, and important documents such as our membership application and donation request form. The site is updated weekly.

Farmington Rotary issues a weekly member newsletter, The Source. Using Club Runner, the newsletter is sent every Tuesday or Wednesday and communicates important club information to members such as details on speakers for the current and next weeks’ meetings; a Fun with Your Rotary Friends section listing upcoming service projects, social events and district opportunities; updates on recent club donations and board news; as well as personal information about club members such as a professional award or death in the family.

Our club is also active using Facebook, Twitter, Snapchat and Instagram. Individual members are assigned to post, snap and tweet about what is happening in our club. Our most recent social media posts were about Farmington Rotarians attending Rosemount Rotary’s Irish for a Day Soiree on March 17.

We submit a news release and photo to local papers each month recognizing our students of the month, and we also post that information on our website and share it on Facebook. The Farmington Rosemount Independent Town Pages generally prints our Student of the Month news releases.

We have used Rotary’s visual identity guidelines to create a banner stand that we use to promote our club at community events, to develop a brochure that promotes our club, and to provide members with Farmington Rotary Club shirts.

Farmington Rotary has made significant progress this Rotary year in using RI resources, extending the Rotary brand, and promoting the Farmington club.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

Rotary Club of: Greater Rochester

Club Division: [ ] Large Club  [X] 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: portal.clubrunner.ca/11826
[ ] 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: www.facebook.com/GreaterRochesterRotary/)
  [ ] Twitter (Account name )
  [ ] LinkedIn (Account name )
  [ ] Other (Account name or URL: www.grrbikeride.org)
[ ] 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: Bike Ride )
[ ] 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
Our public image efforts increased tremendously this year through more intentional, purposeful public relations planning. We now have a public image team that regularly update our Facebook page, update our website, and draft press releases and other communication regarding our events. We have had television news coverage at our Dictionary distribution, our Believe in Me Bike Ride, and Cradle to Career, our multi-club initiative to improve literacy in Rochester through community collaborative networks.

Our members receive a weekly newsletter, and also enjoy real-time Facebook postings during our meeting.

For our board retreat, we utilized our District Public Image Director as a resource. After one of our members attended a district training session and saw a helpful DVD, that member contacted the district and the Public Image Director provided a DVD which was motivating and helped focus the efforts of the board.

The Believe in Me Bike Ride marketing plan complies with Rotary’s visual identity. The plan includes a website, flyers, promotional postings, t-shirts, and large recognition signs at the bike ride start.

In 2017, we moved our website to Club Runner to further promote our events and communication. This has been especially helpful in following the official guidelines of Rotary’s visual identity.

Our work in public image has resulted in better outreach to the community, better informed members, and increased engagement among Rotarians and community members.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

Rotary Club of: ____________

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: _____________________________
☐ 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 INSTAGRAM HUDDSONROTARYCLUB)
☐ 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: ROCK THE RIVER)
☐ 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
Hudson Rotary Club

District 5960 Awards Narrative: Public Relations / Image

Club has submitted at least 2 news releases to traditional media this year

- Announcing the Rock the River concert event at the Phipps Center for the Arts featuring the band Abracadabra.
- Announcing the St. Croix River Dunk event at Lakefront Park. This polar plunge event raised over $25,000 for charitable organizations in the region.

Traditional media outreach resulted in coverage

- Local newspaper coverage of the Rock the River and St. Croix River Dunk event featured articles of each event including photos.
- Hudson Neighbors magazine published an article written by Hudson Daybreak Rotarian Brian Elmwood. The article included historical context, opportunities we provide for youth, and the over $2 million dollars Hudson Rotary Clubs have raised to impact our communities and the world abroad.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: Le Sueur

Club Division: ___Large Club  X  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: See narrative
☐ 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 See narrative)
  ☐ 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:  X  Yes  ___No
District 5960 Awards Checklist for 2017-18

Public Image – Narratives for the Rotary Club of Le Sueur

News releases to traditional media/Traditional Media Outreach Resulting in Coverage

- Submitted news release regarding club being recognized for giving to The Rotary Foundation.
- Worked with media for coverage of Rotary Sponsored events and projects
  - A Community Holiday Tree (picture below in separate item)
  - The annual Thanksgiving Day Turkey Trot, a run or walk event
  - A shopping cart equipped for persons with disabilities for use in a local grocery store (the cart just recently arrived. We will be placing Rotary signage on it.)

Website www.lesueurrrotary.org
(Updated as need be on average more than once per month, but not necessarily monthly.)

Facebook www.facebook.com/rotarycluboflesueur

Other

1. Had a float in the Le Sueur December Holiday Parade with Rotary Masterbrand signage on both sides of the tow vehicle.

2. Sponsored the first-ever Holiday Tree in Le Sueur in December 2017.
   - President of the Rotary Club and the City Administrator presided at the first lighting of the tree immediately following a parade, with President making remarks to the crowd prior to the lighting.
   - Signage regarding Holiday Tree:

3. We are in the process of ordering four Rotary signs to be placed at various entry points into Le Sueur. Installation should be completed by the end of April or early May.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018
ITEMS DUE BY APRIL 1, 2018

Rotary Club of: New Brighton/Mound View #2155
Club Division: Medium 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: nbmroatry.org
☑ Club lists all service projects on Rotary Showcase (Project: Stockyard Days)
☑ 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/NewBrightonMoundsViewMnRotaryClub/
   ☑ Twitter (Account name) twitter.com/rotary
   ☑ LinkedIn (Account name) www.linkedin.com/groups/858557/profile
   ☑ Other (Account name or URL) www.youtube.com/user/RotaryInternational

☐ 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: Rotary Egg Hunt, Harvest Pack Packing Event, Stockyard Days Hot Dog Feed)
☐ 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
As we enter our thirty-ninth year as a club, we have a lot to celebrate. As we look back and enjoy our club’s accomplishments, we are also looking ahead to see how we can keep our club as vibrant and sustainable for the future. This past year, we have worked hard to tell our story and share with our community the impacts that Rotary has, both locally and internationally. As we embarked on this adventure, our goal was to build our image, attract new members, show our community what great things can be accomplished working together and above all make a difference.

Our Communications Committee (Public Relations/Image) has been hard at work expanding the club’s image as well as bringing attention to what Rotary is doing globally. Within this past year, we have connected with the local news outlets building relationships with columnists, and as a result, we have had four major articles published in the local paper. With the startup of our new morning meetings, we were able to get the word out in the newspaper, and through social media promoting the new flexible options. As a result, we have added 7 members to our club. We also have had one of the columnists attend our meeting to hear firsthand how our meeting runs, and more information about the morning addition. Another article that made the paper was about our Harvest Pack Project. Through this project, the media shared with the public how our club not only helped to fund the project, but worked side-by-side with Irondale High School Students to pack over 21,000 meals for the local community. (See Pictures attached)

Recently, our Club President Gerry Tietz was invited to be on the local cable television program. Through this experience, Gerry was able to share specifically what our club does throughout the year in the community and talk about Rotary International and the success of the Polio Plus Initiative. His broadcast piece will be playing for the next month and is a great opportunity for the community to hear what Rotary is all about, and how it makes a difference in the world.

With a focus of building our image and telling our story, the Communications Committee has specifically been working to inspire younger generations and to get them more involved with our club. To do this, the club has realized the importance of social media. Within the past couple of years, the club has posted items to our Facebook page to get information out. This year, we have been more active than ever, posting our events and boosting them so the community at large has more access to them. We have updated the site and included recent coverage of our spot on the local cable television station. The team has also been diligent at providing weekly e-newsletters covering our meetings, events and updated information. The website has been also kept up-to-date and has played an important role in keeping members and nonmember informed about events, activities, changes in meetings, and other pertinent information.

As we worked at raising awareness of our club, we looked at several ways to get information out about our new club flexibility with our morning meetings. Not only did we heavily promote this on the social media side, but we also made a simple, effective postcard that we mailed out to all local business. This was a great way to quickly get information in front of new people. The postcard was well received and was shared throughout the district and with other rotary clubs as an idea that other clubs could use as a resource. It was simply designed and contained all the current Rotary logos and images. (See attached)

In whatever we do, whether in the community, throughout our state, and the nation, we work hard to celebrate the good that Rotary is doing. We are proud to display our banners, set-up our huge rotary blow-up wheel, wear our bright yellow blazers, showcase our rotary pins, and share our rotary stories, in our community and beyond.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: New Prague

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 ______________________________________)
☐ 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
New Prague Rotary Public Relations/Image Award Submission Narrative

1. Jessica Dohm recently volunteered to be the Club’s public image chairperson. Public image includes, all traditional marketing, as well as Facebook, website and Twitter.
2. The Board approved funds for Public Image/Marketing for the 2017-2018 year.
3. The Club purchased sandwich boards to promote Rotary at service projects and public events, such as Ditch Cleanup and Dozinky Car Cruise.
4. We purchased window clings for posting at member businesses and member vehicles.
5. We updated the Rotary at Work t-shirts for existing members and provide one to each new member.
6. We purchased Rotary travel mugs to provide to speakers.
7. We have a website, newpraguerotary.com. Recent updates were for the Camp RYLA and scholarship applications.
8. We also have a Facebook page, New Prague Rotary Club, which is updated with posts about members, speakers and events.
9. The club has a Twitter account and tweets are routinely sent.
10. New Prague Rotary worked with the elementary and middle school on the Pennies for Polio campaign. There was an article about it in the District newsletter that goes out to all homes in the New Prague school district.
11. We sponsored a public event at the school, “Connecting Cultures”, and a poster acknowledging the sponsorship was displayed at the event.
12. We have a Rotary banner that was displayed at Coborn’s for Rose Sale pickup and additional sales.
13. We reviewed marketing materials, including website and Facebook for compliance with Rotary’s visual identity guidelines.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2017-2018

ITEMS DUE BY APRIL 1, 2018

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: Rochester Rotary Risers

Club Division: ___Large Club  XMedium 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: ___https://portal.clubrunner.ca/11845___
☐ 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 ___https://www.facebook.com/rotaryrisers/?ref=aymt_homepage_panel___)
   ☐ Twitter (Account name ___https://twitter.com/rochesterrisers___)
   ☐ 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
The Rochester Rotary Risers participate on a 3-club Public Relations committee for the Rotary clubs in Rochester. In addition we have a PR committee specific to the Risers. We have also formed a website committee this year, which works to keep our website current and up-to-date.

The Risers have submitted 4 press releases to our local paper this year, some in conjunction with 3-club initiatives, includes a press release on the annual change of officers, our PolioPlus Awareness event, My Book Day, and Cradle to Career. The Cradle to Career initiative hosted a community summit in February, which was positively covered by local television news (http://www.kaaltv.com/news/cradle-to-career-employment-worker-shortage-pta-community-summit/4799982/) as well as our local newspaper, the Post Bulletin (http://www.postbulletin.com/news/education/education-effort-aims-to-help-students-cradle-to-career/article_ce1cc29a-1757-11e8-8be9-4fb4bde7038e.html).

Our My Book Day event is still upcoming, on May 4th. A press release has already been sent. In the past this event has obtain TV media coverage almost every year as well as a spotlight on the Rochester Public library’s website.