2018-19 DISTRICT AWARDS PROGRAM
OFFICIAL JUDGING SHEET

CLUB SIZE  LARGE CLUBS

CATEGORY  PUBLIC IMAGE

1ST PLACE __________________________________

2ND PLACE __________________________________

3RD PLACE __________________________________

4TH PLACE __________________________________

5TH PLACE __________________________________

JUDGE NAME  ________________________________

SIGNATURE  _________________________________
#12

## COMPLETE

**Collector:** Web Link 1 (Web Link)

**Started:** Tuesday, March 12, 2019 5:01:35 PM

**Last Modified:** Tuesday, March 12, 2019 5:29:13 PM

**Time Spent:** 00:27:37

**IP Address:**

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### Page 1: 2018-2019 AWARDS CATEGORY: PUBLIC RELATIONS/IMAGE

**Q1 Rotary Club of:**

Lakeville

**Q2 Club President (s):**

Peg Duenow

**Q3 Name of member completing checklist:**

Steve Volvaka

**Q4 Phone:**

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

Large Club (over 61 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

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### 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  
Club brochure and newsletter 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 submitted several news releases this year. One features our major fundraiser "Taste of Lakeville" which will be held on May 16, 2019. The second would be our Paul Harris Dinner where we honor club members and community members with Paul Harris Awards.

Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)  
We submitted several news releases this year. One features our major fundraiser "Taste of Lakeville" which will be held on May 16, 2019. The second would be our Paul Harris Dinner where we honor club members and community members with Paul Harris Awards.

Q11 Club utilized District Public Image team as a resource (Describe in narrative)  
Club utilized the People of Action App for cub photos and submitted photos on social media for contest.

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  
Yes, club members featured in local press are mentioned during weekly "happy dollars" for wearing their pin and fined for not.  
Club has updated banners with Rotary's visual identity.

Q13 Club has a regularly updated website (at least monthly) URL  
www.lakevillerotary.org - yes, website is updated monthly.

Q14 Club lists all service projects on Rotary Showcase (Project:)  
Yes: Salvation Army Bell Ringing; Sleep in Heavenly Peace bed build; Taste of Lakeville; Armful of Love; Roadside Cleanup
<table>
<thead>
<tr>
<th>Q15 Club posts or prints a Newsletter</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q16 Club utilizes social media to communicate with members and non-Rotarians</td>
<td>Yes</td>
</tr>
<tr>
<td>Q17 Facebook (URL)</td>
<td><a href="https://www.facebook.com/lakevillerotary">https://www.facebook.com/lakevillerotary</a></td>
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<tr>
<td>Q18 Twitter (Account name)</td>
<td>Respondent skipped this question</td>
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<tr>
<td>Q19 LinkedIn (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q20 Instagram (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q21 Other (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q22 Club has a club banner that is/has displayed at a community service project or event (Event:</td>
<td>Yes</td>
</tr>
<tr>
<td>Q23 You are allowed to use up to six pictures to accompany your narrative to support your application.</td>
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<tr>
<td>Q24 Photo 2:</td>
<td>18-19 Transform Cheryl and Peggy resized.jpg (72.7KB)</td>
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<td>Q25 Photo 3:</td>
<td>18-19 road-cleanup-oct18-1.jpg (420.5KB)</td>
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<td>Q26 Photo 4:</td>
<td>2019 TOL Banner.JPG (60.3KB)</td>
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<td>Q27 Photo 5:</td>
<td>LAAC Photo TOL.JPG (93.7KB)</td>
</tr>
</tbody>
</table>
PUBLIC IMAGE: LAKEVILLE PICTURES

[Images of people and events related to Lakeville]

Join Us Thursday, May 16, 2019
From 5-9pm at The Lakeville Area Arts Center

Celebrating 17 Years In 2019!
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: [Northfield, Mn].

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 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 )
   ☐ 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)
☐ 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: ☑ Yes [ ] No
Public Relations Image
Narrative for Northfield Rotary Club

Northfield Rotary has taken seriously our ongoing improvement of our public relations.

In the past two years, we have merged our web team with our communications team to form our Public Relations Communications Team. We followed up with a club Communications Plan that establishes our priorities and a budget each year. This change has facilitated a more integrated approach to our ongoing public relations, allowing us to publicize our work across a variety of platforms, including social media, in a more efficient manner.

We are also in the process of converting our existing web site and newsletter to Club Runner. In the process, we will update our graphics to comply with the visual identity recommendations of our district's public image team.

Each week, we communicate with our members and the broader community in three distinct ways. The president provides a club update each Tuesday, prior to our Thursday meetings. This is currently distributed via e-mail using Vertical Response. Then we have our weekly bulletin, The Cogwheel, which is produced and made available at our weekly meetings. This provides timely information on club business and serves as an ongoing chronicle of club activities, speakers, etc. In addition, we post the Cogwheel on our website and post photos and summaries of our meetings on Facebook.

We have good relationships with local media. We have several articles during the year appear in the local newspaper. They usually refer to our fundraisers or to our exchange program. We also have a climate action team which is quite active in the community and receives coverage in both the newspaper and on the radio. Two of our members have a monthly program on our local radio station on climate change.

Scott Richardson
President
THANKS FOR GIVING

Northfield Union of Youth, Rotary combine for Thanksgiving dinner

By MICHAEL HUGHES
mhughes@northfieldnews.com

The healthy turnout at the Northfield Union of Youth and Northfield Rotary annual Thanksgiving dinner last week meant more good for more kids.

More were able to enjoy a hot meal than may not have otherwise seen this holiday season; more were able to feel supported by adults in the community, and more were able to build connections to important resources that can serve them well in the future.

There was only one downside, said Marcus Basina, one of NUUY’s young leaders: no leftovers.

“In the past years, it was kind of a more low-key thing, and The Key (NUUY’s drop in youth center) wasn’t at a population we are now, so this year we worked really hard to get people down here and change the image of it,” Basina said. “We were more busy than previous years, so there wasn’t much leftovers. Last year I was able to eat pie for like a week straight.”

The dinner, which took place last Thursday, was provided by the Northfield Rotary Club, which has been bringing dinner to The Key now a month for about a year.

It started in August 2017, when then-Northfield Union of Youth Executive Director Scott Wapata talked to the Rotary Club about a potential partnership between the two organizations. The proposal sparked an idea in Rotary member (and Northfield Housing Coordinator) Janine Atchison’s mind about connecting with the patrons of The Key the same way she connected with her four children when they were young.

“I know one of the great ways to connect with kids is to feed them,” Atchison said. “It worked well with my own teenagers, so I suggested this whole meal idea to Scott, and he and I talked about it, and we thought it was a good idea.”

That resulted in a trial dinner during the holiday season last year, which went well enough the event became a monthly occurrence starting in January. Some of the favorites of kids like Basina, along with Alden Cristofaro-Harv, Evan Paezal and Marek Feemster, include the chili and hamburgers.

Those were both seemingly trumped by the Thanksgiving feast this year, which featured nearly 50 pounds of turkey, 25 pounds of potatoes, 10 pumpkin pies and a platter of other traditional Thanksgiving staples.

“It was the full Thanksgiving dinner,” Atchison said. “Then the people that helped prepare it also came and served.”

Most months, the meal operates as a buffet, which the kids raid and then disperse into various rooms of the Key. For the Thanksgiving dinner, though, the Rotary Club brought in long tables draped in tablecloths and the youth, rotary members and volunteers all ate together.

Well, with the occasional break.

“In the middle room, we were watching stand-up comedy and eating good food and talking,” Feemster said. “Other than providing food, Atchison said what she enjoyed most was interacting with the kids at The Key.

“These are bright, engaged youth,” Atchison said. “I look at these kids and I see my future. These (kids) are our future, and they’re fun to talk to and every time I’m there I talk to someone I haven’t talked to before.”

What the meals help provide, Atchison said, is an opportunity to meet the children in the Northfield community and offer different outlets for assistance and supply a “model of good adult behavior.”

Given the success of the event, Youth Advocate and Key Coordinator Ben Heath said a repeat next year is all but official. The youth at The Key are all in, too.

“I feel like it also just stands as a fill-in for kids that don’t have that Thanksgiving experience,” Cristofaro-Harv said.

“It was awesome,” he continued. “We set up tables along here and we just sat around it. There wasn’t a set time that it happened and we were all just moving around and eating, and it was just super great. A lot of good connections happened.”

Reach Sports Editor Michael Hughes at 645-1106. Follow him on Twitter @NFNSports.

Northfield Rotary members spent an evening preparing and serving a large meal for Northfield Union of Youth kids and teenagers at The Key. (Photos courtesy of Northfield Union of Youth)
#5

**COMPLETE**

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<td>Last Modified:</td>
<td>Monday, March 04, 2019 5:31:24 PM</td>
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</tbody>
</table>

**Page 1: 2018-2019 AWARDS CATEGORY: PUBLIC RELATIONS/IMAGE**

**Q1 Rotary Club of:**

Prior Lake

**Q2 Club President (s):**

Mary Erickson

**Q3 Name of member completing checklist:**

Joe Dols

**Q4 Phone:**

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

Large Club (over 61 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 has a budget for public image.
- 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.
- Club brochure and newsletter 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)

Yes: 4 articles have been published: Little Free Library Project; Prior Lake Rotary's 40th Anniversary; European Trip; Lakefront Music Fest.

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

Yes: All 4 articles submitted were covered by the Prior Lake American publication.

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

Yes: Use of People of Action Photo Editor; addition of POA photos to website and social media channels. Will also be using POA photos in flyers and year in review report.

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.

Yes: Club Banner complies with Rotary's guidelines.

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

Yes: www.priorlakerotary.org

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

No
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q15 Club posts or prints a Newsletter</td>
<td>Weekly</td>
</tr>
<tr>
<td>Q16 Club utilizes social media to communicate with members and non-Rotarians</td>
<td>Yes</td>
</tr>
<tr>
<td>Q17 Facebook (URL)</td>
<td><a href="http://www.facebook.com/priorlakerotaryclub">www.facebook.com/priorlakerotaryclub</a> (public site); also have a closed group FB page for club members</td>
</tr>
<tr>
<td>Q18 Twitter (Account name)</td>
<td>@PriorLakeRotary</td>
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<tr>
<td>Q19 LinkedIn (Account name)</td>
<td>No</td>
</tr>
<tr>
<td>Q20 Instagram (Account name)</td>
<td>pl.rotary</td>
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<td>Q21 Other (Account name)</td>
<td>Lakefront Music Fest: <a href="http://www.lakefrontmusicfest.org">www.lakefrontmusicfest.org</a>; FB: LakefrontMusicFest; Instagram: lakefrontmusicfest; Twitter: LFMusicFest</td>
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<td>Q22 Club has a club banner that is/has displayed at a community service project or event (Event:</td>
<td>Yes: Lakefront Music Fest; Fall Community Fest; 40th Anniversary Celebration; Lakefront Days Business expo</td>
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<td>Q24 Photo 2</td>
<td>fall fest.jpg (261.6KB)</td>
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<tr>
<td>Q25 Photo 3</td>
<td>inspire.jpg (195.1KB)</td>
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</table>

Q1 Rotary Club of:
Rochester

Q2 Club President (s):
Sara Gilliland

Q3 Name of member completing checklist:
Elizabeth Karsell, Administrative Director

Q4 Phone:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Large Club (over 61 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
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Club has a public image team leader or team
Club has a budget for public image
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
Club brochure and newsletter 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)

* The 3 Rochester Rotary clubs submitted a combined article about Rotary women in leadership to the local newspaper.
* The 3 Rochester Rotary clubs submitted a combined press release about the Rotary Holiday Classic fundraiser and the distribution of $38,500 in Rotary Community Grants to 28 nonprofit, education-related, youth programs.

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

* The article about Rotary women in leadership was published in the Rochester Post Bulletin newspaper.
* Still waiting on publication of Holiday Classic article.

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

* District 5960 PI Co-Chair Heather Holmes was consulted about Facebook advertising.

Q12 Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)

* Rotarians who have made a contribution to Rotary "wearing their Rotary pin" are recognized during the business meeting portion of our semi-monthly traditional meetings.
* Images of Rotarians wearing their Rotary pins at non-Rotary public events are posted to our Facebook page and announced at meetings when noticed by/received from fellow Rotarians.

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

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

Q15 Club posts or prints a Newsletter
Monthly

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

Q17 Facebook (URL)
The Rotary Club of Rochester & The Rotary Clubs of Rochester (3 Rochester clubs)

Q18 Twitter (Account name)
NA

Q19 LinkedIn (Account name)
NA

Q20 Instagram (Account name)
NA

Q21 Other (Account name)
NA

Q22 Club has a club banner that is/has displayed at a community service project or event (Event: yes)

Q23 You are allowed to use up to six pictures to accompany your narrative to support your application. Photo 1 PURR rollout banner FINAL.pdf (3.5MB)

Q24 Photo 2 Respondent skipped this question

Q25 Photo 3 Respondent skipped this question
PUBLIC IMAGE: ROCHESTER PICTURES

Rotary

www.rochesterrotaryclubs.org

ROCHESTER ROTARY RISERS
Tuesdays 7:00 a.m.

GREATER ROCHESTER ROTARY
Wednesdays 12:10 p.m.

THE ROTARY CLUB OF ROCHESTER
Thursdays 11:30 a.m.

Service Above Self
Q1 Rotary Club of:
Roseville

Q2 Club President (s):
Terry Gilberstadt

Q3 Name of member completing checklist:
Terry Gilberstadt

Q4 Phone:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Large Club (over 61 members)

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- 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
- Club brochure and newsletter 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)

Days for Girls - Little Suburban News - March 5, 2019
Human Trafficking - Sex traffickers arrested in Roseville, 6 women rescued - Bring me the news, Dec 14, 2018

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

Little Suburban News request for coverage on Days for Girls project.
Cable TV - coverage at Taste of Rosefest including interviews of members.

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

Club used the new People of Action App from PI Team to add POA imaging to photos.

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 regularly updated website (at least monthly) URL

Yes. www.rosevillerotary.org

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

Yes
<table>
<thead>
<tr>
<th>Question</th>
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<tr>
<td>Q17 Facebook (URL)</td>
<td><a href="http://www.facebook.com/rotaryclubofroseville">www.facebook.com/rotaryclubofroseville</a></td>
</tr>
<tr>
<td>Q18 Twitter (Account name)</td>
<td><a href="https://Twitter.com/RosevilleRotary">https://Twitter.com/RosevilleRotary</a></td>
</tr>
<tr>
<td>Q19 LinkedIn (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q20 Instagram (Account name)</td>
<td><a href="https://instagram.com/RotaryclubofRoseville">https://instagram.com/RotaryclubofRoseville</a></td>
</tr>
<tr>
<td>Q21 Other (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q22 Club has a club banner that is/has displayed at a community service project or event (Event: Taste of Rosefest)</td>
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<tr>
<td>Q23 You are allowed to use up to six pictures to accompany your narrative to support your application.</td>
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<td>Q24 Photo 2</td>
<td>Roseville Banner.JPG (34.7KB)</td>
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<td>Q25 Photo 3</td>
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<td>Q26 Photo 4</td>
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PUBLIC IMAGE: ROSEVILLE PICTURES
#16

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Last Modified: Sunday, March 17, 2019 3:09:02 PM
Time Spent: 00:46:57
IP Address: 111.222.333.444


Q1 Rotary Club of:
Saint Paul

Q2 Club President (s):
John Chandler

Q3 Name of member completing checklist:
John Chandler

Q4 Phone:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Large Club (over 61 members)

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Club brochure and newsletter 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)  
yes

Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)  
November 13, 2018 presentation by Minnesota United CEO Chris Wright

Q11 Club utilized District Public Image team as a resource (Describe in narrative)  
no but ... (narrative)

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  
no  
yes

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

Q14 Club lists all service projects on Rotary Showcase (Project:)  
no, unable to access site
Q15 Club posts or prints a Newsletter
Weekly

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

Q17 Facebook (URL)
@stpaulrotary

Q18 Twitter (Account name)
@StPaulRotary

Q19 LinkedIn (Account name)
Rotary Club of Saint Paul

Q20 Instagram (Account name)
@stpaulrotary

Q21 Other (Account name)
Respondent skipped this question

Q22 Club has a club banner that is/has displayed at a community service project or event (Event: yes)

Q23 You are allowed to use up to six pictures to accompany your narrative to support your application.

Photo 1
cathedral visit with RIPE.jpg (68.8KB)

Photo 2
club photos.jpg (175.5KB)

Photo 3
MN Wild fellowship.png (631KB)

Photo 4
visioning.jpg (75.3KB)
Club Awards  
Public Relations/Image  
Saint Paul

This year our board reorganized and assigned two board members to Public Relations. They are serving as our team leaders.

We budgeted $2,500 for public image.

We submitted one news release for the February 4 RIPE visit. Someone from the Pioneer Press registered to attend our event but, like many others that day, was a no-show due to bad weather. Earlier in the year another Pioneer Press writer attended our program to cover the Minnesota United CEO, Chris Wright, speak to our club. This write-up was published. Additionally, for our May 21 Education Day we will publish an insert into the Pioneer Press recognizing our Teacher of the Year and all of the select middle students for Rotation Forward awards.

All of our service projects have been listed in Rotary Club Central.

Our newsletter is distributed weekly but can also be accessed on our website.

Our twitter page has been updated with new Rotary logo.

Our club administrator participated in a recent Photos Editor Webinar if that counts.

Our club banner for events is misplaced so we are anticipating ordering a new one in time for participation in upcoming parade. 😊

Our club banner for club meetings is believed to comply with Rotary’s visual identity guidelines.

We have been creating a club brochure to help with membership and marketing efforts. It is almost ready to go to print. Club member Katie Shaw from MSP Communications has been helping.