

ROTARY PUBLIC IMAGE

**WHY IS THIS
PUBLIC PERCEPTION
IMPORTANT?**

WHAT DO PEOPLE **OUTSIDE** OF
ROTARY THINK ABOUT US?

**RECOGNIZED
UNDERSTOOD
AND VALUED**

**DELIVER ON
OUR BRAND
PROMISE**



**WE ARE BRAND
AMBASSADORS**



rotary
youth
exchange

**TELL YOUR PERSONAL
ROTARY STORY?**

**WHY ARE YOU PROUD
TO BE A MEMBER OF
ROTARY?**



Rotary
June 18

BECKY
BECKY GIBLIN
Assistant Rotary Coordinator
Zone 8



#moveforGECAF



**RUN WITH
ROTARACT**



IMPACT

AWARENESS







SOCIAL RELATIONS





INCLUSIVE

- INCREASE OUR **IMPACT**
- EXPAND OUR **REACH**
- ENHANCE PARTICIPANT **ENGAGEMENT**
- INCREASE OUR ABILITY TO **ADAPT**

YOU HAVE THE POWER

ROTARY PUBLIC IMAGE TEAM



**RAFAŁ
TONDERA**



**MARIJA
MILIŠAUSKAITĖ**



**SELÇUK
KAPLAN**



**PHILIP
FLINDT**



WE ARE BRAND AMBASSADORS

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