



Rotary 
District 5030

Telling Our Story

Strengthening Rotary's Public Image Through Impact

Rotary District 5030 — Public Image

Meet Our Presenters



Kaj Pedersen

Kaj Pedersen is a business and community leader focused on the intersection of workforce innovation, education, and public impact. Through his professional work and Rotary International District 5030, he helps organizations translate complex ideas into meaningful community engagement. A **former District Governor**, Kaj is recognized for advancing Rotary public image strategies that modernize storytelling, strengthen visibility, and connect service with measurable impact.



Stacie Thorlakson

Stacie Thorlakson serves as the **Public Image Chair for Rotary District 5030** and is **President of the Eastside Action Rotary Club**. With a focus on strategic storytelling, branding, and community engagement, Stacie and the Public Image Committee help clubs amplify their impact and visibility while staying ahead of evolving media trends. Passionate about connecting service and communications, Stacie works to strengthen membership, partnerships, and public awareness of Rotary's local and global impact.



Julia Velichkevych

Ukrainian, Bellevue EastSide Club member since Feb, 2025, PI and Youth programs member. **Current MBA student at Foster, UW; CEO of New Angle Business Advisory Services**. Superconnector. Affiliation: Business Development, Relationship Manager. Mother of two challenging and wonderful teenagers and one Golden.

Endorsement: Julia is always somewhere high-level, shaking CEOs hands. Steve Arcenio, client

"If we do great work but nobody knows about it, our impact is limited."

Why Public Image Matters

Rotary clubs across District 5030 are doing extraordinary work. But visibility is what turns great service into lasting growth.



Attract Members

Compelling stories bring the right people to your door.



Retain Members

Seeing impact reinforces why members belong.



Community Relevance

Stories show your club is solving real local problems.



Youth Engagement

Authentic storytelling inspires the next generation.



The Shift Rotary Must Make

Move from **internal** announcements to **community-centered** storytelling.

Old Approach

"Our club met on Tuesday evening."

"We had a great speaker at our weekly meeting."

"Dues are due at the end of the month."

Better Approach □

"Rotarians spent Saturday feeding **500 local families** at the Tacoma Community Pantry."

"A local student earned a Rotary scholarship — here's her story."

"Our club planted 80 trees in one morning. Here's the neighborhood we transformed."

Building Your Club's Storytelling System

Every club needs a **simple, repeatable public image approach** — not a complex communications department, just clear roles and clear questions.

Who are we?

Define your club's identity and values in plain language.

What problems do we solve?

Name the real community needs your club addresses.

Who benefits & why join?

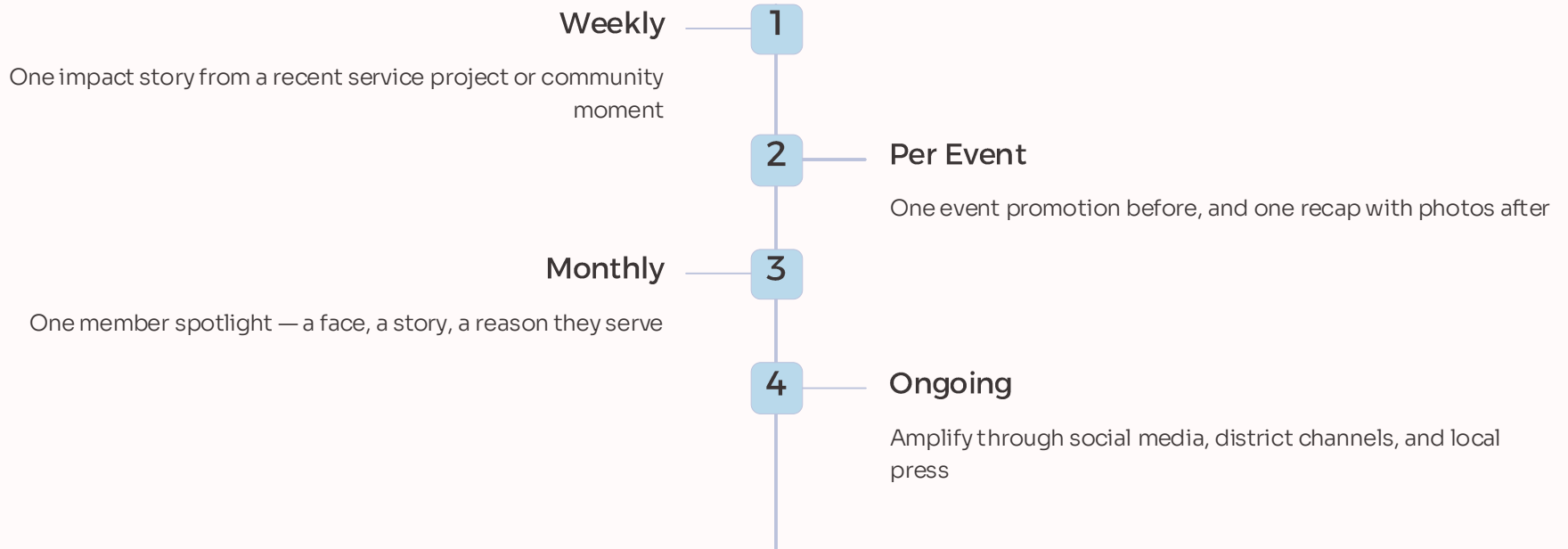
Make the human impact and membership value crystal clear.

Suggested Club Roles

- Public Image Chair
- Photographer / Content Volunteer
- Social Media Coordinator
- Website & Article Contributor

Content Rhythm & Consistency

You don't need to post every day. You need to post **consistently and intentionally**.



✔ Even one strong story per month is a powerful starting point. Start small, then build your rhythm.



Tools That Make Storytelling Easier

You don't need a big budget or a communications team — just the right tools in the right hands.



Smartphone Photography

Modern phones capture publication-quality images. Train your team to use them well.



Canva Templates

Free, branded templates for social graphics, flyers, and event promotions.



Short-Form Video

60-second reels and stories drive more reach than text or static images alone.



QR Codes

Link printed materials directly to your club's website, events, or membership pages.

Social Media Strategy

Meet your audience where they already are — and speak in their language.



Facebook



Community events, longer stories, and local group sharing. Your broadest reach.

Instagram



High-impact photos, reels, and visual storytelling for a younger audience.

LinkedIn



Professional engagement, sponsorship outreach, and member recruitment.

YouTube



Project recaps, member testimonials, and longer-form community storytelling.

The Simple Storytelling Formula

Every powerful Rotary story follows the same four-part structure. Use it every time.

1

The Challenge

What problem existed in the community before Rotary stepped in?

2

Rotary Action

What did your club specifically do? Who showed up and how?

3

Human Impact

How did a real person's life change? Use names, numbers, and emotion.

4

Call to Action

Invite readers to join, donate, volunteer, or learn more.

Example: "Last winter, 120 families in Tacoma faced a holiday without food. Rotarians from three clubs came together and served 500 meals. Maria, a single mother of three, said it was the first time her kids had a real holiday dinner. **Want to help next year? Join us.**"

Photography & Video Best Practices



Capture Emotion, Not Logistics

Show faces, not backs

Get in close. Eyes and smiles tell the story instantly.

Capture service in action

Candid moments of work beat posed group shots every time.

Reflect your community

Authentic diversity and inclusion make your club's story universal.

Light and framing matter

Natural light, uncluttered backgrounds, and tight framing elevate every photo.



Leveraging District 5030 Channels

Your club's story doesn't have to stop at your city limits. District 5030 channels exist to **amplify your local impact** to a regional — and even global — audience.

Submit Your Stories

Articles, events, fundraisers, volunteer opportunities, and signature projects

Expand Your Reach

District channels connect your work to thousands of Rotarians and community leaders

Inspire Other Clubs

Your project could spark a similar initiative in another community

Attract Media Attention

District visibility increases the chance of local press and broadcast coverage

What Makes a Strong District Article

Article Anatomy

01

Strong Headline

Lead with impact: "Rotarians Build Ramps for 12 Homebound Veterans"

02

Powerful Opening

Hook the reader in the first two sentences with a human moment.

03

Short Paragraphs

3–4 sentences max. Scannable, readable, shareable.

04

Measurable Impact

Include real numbers: meals served, dollars raised, people helped.

05

Great Photography

At least one high-quality, emotion-forward photo is required.



District Support: You're Not Alone

District 5030 Public Image Committee is here to **coach, equip, and collaborate** — not just evaluate. These resources are available to every club right now.



Templates & Kits

Ready-to-use social media kits, article templates, and event graphics



Photography Guidance

Simple tips and checklists to help any volunteer take better photos



Story Coaching

One-on-one support to help clubs develop and tell their best stories

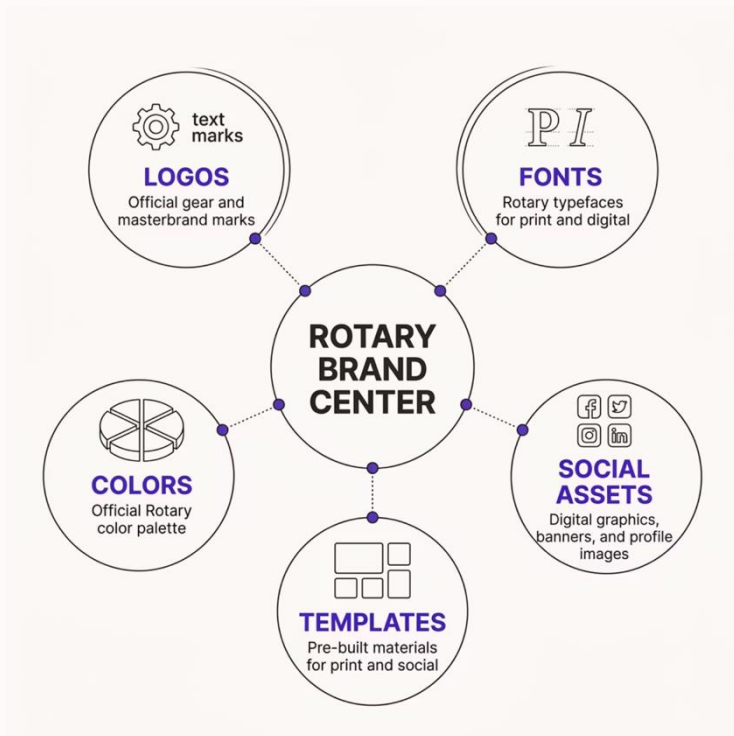


Shared Content Calendar

Coordinate club stories with district-wide themes and campaigns


The Rotary Brand Center

Consistent branding builds **trust, recognition, and professionalism** — locally and globally. The Rotary Brand Center gives every club access to the tools to look their best.



Why Brand Consistency Matters

When every club uses the same logos, colors, and typography, Rotary looks like one powerful, unified movement — not a collection of disconnected local groups.

 Access the Brand Center at brandcenter.rotary.org — free for all Rotarians.

- Builds immediate recognition in your community
- Projects credibility with sponsors and media
- Reinforces Rotary's global reputation locally

Common Branding Mistakes to Avoid

These missteps are more common than you think — and easy to fix with a little awareness.

Distorted Logos

Never stretch, squish, recolor, or add drop shadows to the Rotary gear wheel.



Wrong Colors

Using off-brand blues, grays, or custom club colors dilutes the Rotary identity.

Homemade Graphics

Low-quality flyers undermine credibility. Use Canva + Brand Center templates instead.



Inconsistent Typography

Mixing too many fonts makes materials look unprofessional and hard to read.

One poorly branded flyer in your community reflects on every Rotary club worldwide. Brand standards protect us all.

Thinking Beyond Your Club

Every email, flyer, social post, and article your club publishes is a message to the world about **who Rotary is**.

Recognition

Consistent branding makes Rotary instantly identifiable across every community.

Trust

Professional, polished communication earns confidence from donors and partners.

Credibility

A strong public image positions Rotary as a serious force for good — not just a lunch club.

Professionalism

Quality storytelling and branding attract the caliber of members and sponsors we need.



Bringing It All Together

Rotary's future depends on being **seen, understood, and trusted** by the communities we serve.

Relevance

Tell stories that matter
to your community

Human Impact

Put real people at the
center of every story



Visibility

Show up consistently on
the right platforms

Consistency

Same look, voice, and
values every time

When these five elements work together, your club becomes impossible to ignore — and impossible not to join.

Your Club Challenge

Leave today with **five real commitments** — small actions that create big momentum.



Brand Compliance

Audit your club materials. Fix logos, colors, and fonts this month.



Better Photography

Assign a photographer to your next three events. Use the tips from today.



District Submissions

Submit one story or event to District 5030 channels within the next 30 days.



Visible Community Impact

Share your next project publicly — before, during, and after.



One Strong Story Per Month

Use the four-part formula. Publish it. Then do it again next month.



"People support what they understand, and they understand what they can see."

Go Tell Your Story

Your club is already doing extraordinary work. The world deserves to see it.

District 5030 is ready to help you tell it.



[BRANDCENTER.ROTARY.ORG](https://brandcenter.rotary.org)



[SUBMIT STORIES TO DISTRICT 5030](#)



[USE THE PHOTOGRAPHY CHECKLIST](#)

Workshop: Put It Into Practice

Three hands-on exercises to apply what you've learned — right now, with your group.

□ Rewrite the Announcement

Take a real club announcement and transform it into an impact story using the four-part formula. Share with your table group for feedback.

□ Media Makeover

Review your club's website and last five social posts. What's missing? Draft one stronger version of your most recent post using today's storytelling principles.

□ Photo Critique

Share three recent club photos. Using the photography checklist, identify what works, what doesn't, and how you'd reshoot each one.

□ Take a few minutes with your group.

How Public Image Drives Membership

A strong public image is not just about looking good; it's a vital engine for attracting and retaining members, ensuring the long-term vitality of our Rotary clubs.



Increased Visibility

Consistent public presence sparks **curiosity** within the community, making potential members aware of Rotary's activities and purpose.



Enhanced Credibility

A professional and well-managed brand signals **trustworthiness** and relevance, assuring prospective members that Rotary is a respected organization worth joining.



Compelling Storytelling

Sharing stories of impact through social and local media demonstrates real-world achievements, inspiring individuals to be part of something meaningful.



Recognition & Trust

People are naturally drawn to organizations they recognize and **trust**. A strong public image builds that essential foundation of familiarity and confidence.



Thank You

Together, we make Rotary visible, credible, and irresistible.

SERVICE ABOVE SELF