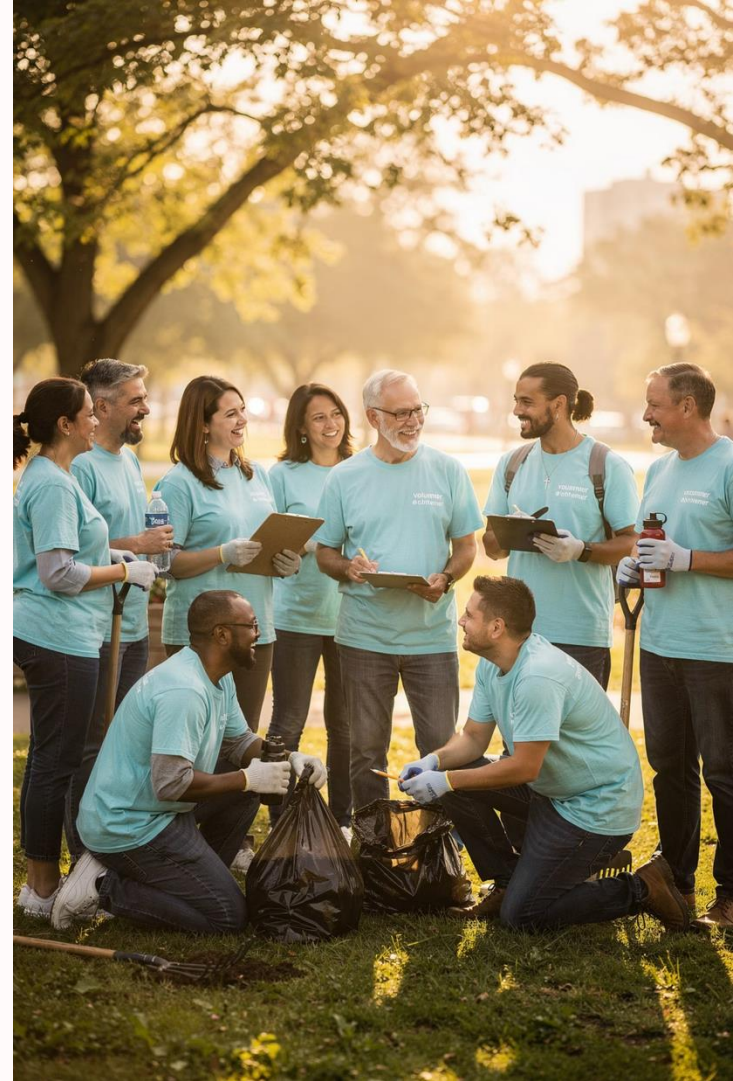


The Power of Public Image

Understanding and Applying the Rotary Brand Successfully



Meet Our Presenters



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.



Chris Nakea

Vice Chair & Public Image Officer - Alzheimer's / Dementia Rotary Action Group
Chair - National Hunger Strike Committee
Past Chair - District 5030 Public Image Committee
Editor - District 5030 Newsletter
President - Vashon Island Rotary Club
Co-Founder & CTO – Our Mayberry

"If your club disappeared tomorrow... would your community notice?"

This question is at the heart of every public image conversation in Rotary.

Branding & Purpose

Why It Matters

Stronger branding leads to stronger community impact.

More Than a Logo

Rotary's brand is how people think and feel about us.

Trust Drives Action

Brand trust fuels engagement, membership, and giving.



What Is a Brand?



A brand is **perception, reputation, and emotional connection** — not just a logo. Strong brands share four qualities:

Consistent

Clear

Authentic

Relevant

Rotary Brand Guidelines: Visual Identity



Masterbrand Signature

Use the official Rotary Masterbrand Signature correctly in all materials.



Club Logo Templates

Create club logos using Brand Center templates — not custom designs.



Colors & Fonts

Stick to official Rotary colors and fonts for visual consistency.



Resources available at the Rotary Brand Center and Zone Tutorials.

[Rotary Brand Center](#)

[Zone 26/27 Public Image](#)

Audience Engagement

Raise your hand if...

- Your club struggles with social media
- Your club uses the same banner from 2013
- Your club posts podium photos constantly
- You've heard "What exactly is Rotary?"



The Biggest Public Image Mistakes



Blurry Photos



Wall of Text



Outdated Website



Flyer with 9 Fonts



Not Telling the Story

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.

Fast Group Discussion

"What's the **BEST** thing your club does that nobody knows about?"

Take 3 minutes with your group. Be ready to share one answer with the room.

Live Branding Exercise

"What would people say your club *feels* like?"

Website

Does it reflect who you are today?

Social Media

Engaging, visual, and consistent?

Newsletter / Press Releases

Readable, branded, and relevant?



Good vs. Poor Branding

GOOD BRANDING

VS POOR BRANDING



**CLEAR
PHOTOS**

**CONSISTENT
COLORS**



**COMPELLING
STORY**



**CLEAN
CLEAN
LAYOUT**



**BLURRY
IMAGES**

**MIXED
FONTS**



**NO CLEAR
MESSAGE**

**CLUTTERED
DESIGN**



Every touchpoint — from your website to a flyer — shapes how your community perceives Rotary.

- ✔ Good branding builds trust before anyone walks through the door.



Action Steps for Your Club

01

Audit & Update

Review all current materials for consistency and accuracy.

02

Use Brand Center

Access official templates, logos, and guidelines.

03

Build a Toolkit

Create a simple club brand guide for all members to use.

04

People of Action

Plan and launch a campaign that tells your club's story.



We Challenge You

"What story will your club start telling differently tomorrow— and how?"

People join causes they can see, feel, and believe in.

Q & A

How Can The District Public Image Committee Help You & Your Club?

Let's discuss, share ideas, and take the next step together.

Rotary

District 5030

Public Image Committee



Thank You

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

SERVICE ABOVE SELF