

who  
are you?

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What is your  
personal brand?

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“Everyone has a brand, by design or by default.”

*-Lida Citroën*









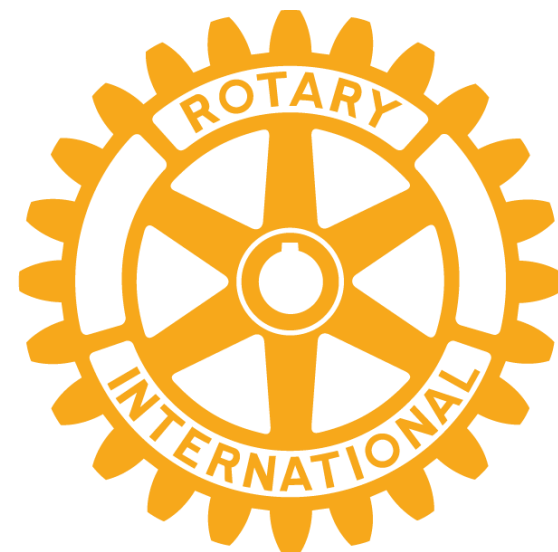
BRANDING  
IS WHAT  
PEOPLE SAY  
ABOUT YOU  
WHEN YOU  
ARE NOT IN  
THE ROOM.



# WHAT IS . . .

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# Rotary







DASANI Walmart 

Kellogg's



COCA-COLA



*Coca-Cola Coca-Cola*

1886

1900s (first labels)

1900s

1940s



**Coke  
Coke**



1950s-60s

1960s (wave is introduced)

1985 (new Coke)

1987



*Coca-Cola*

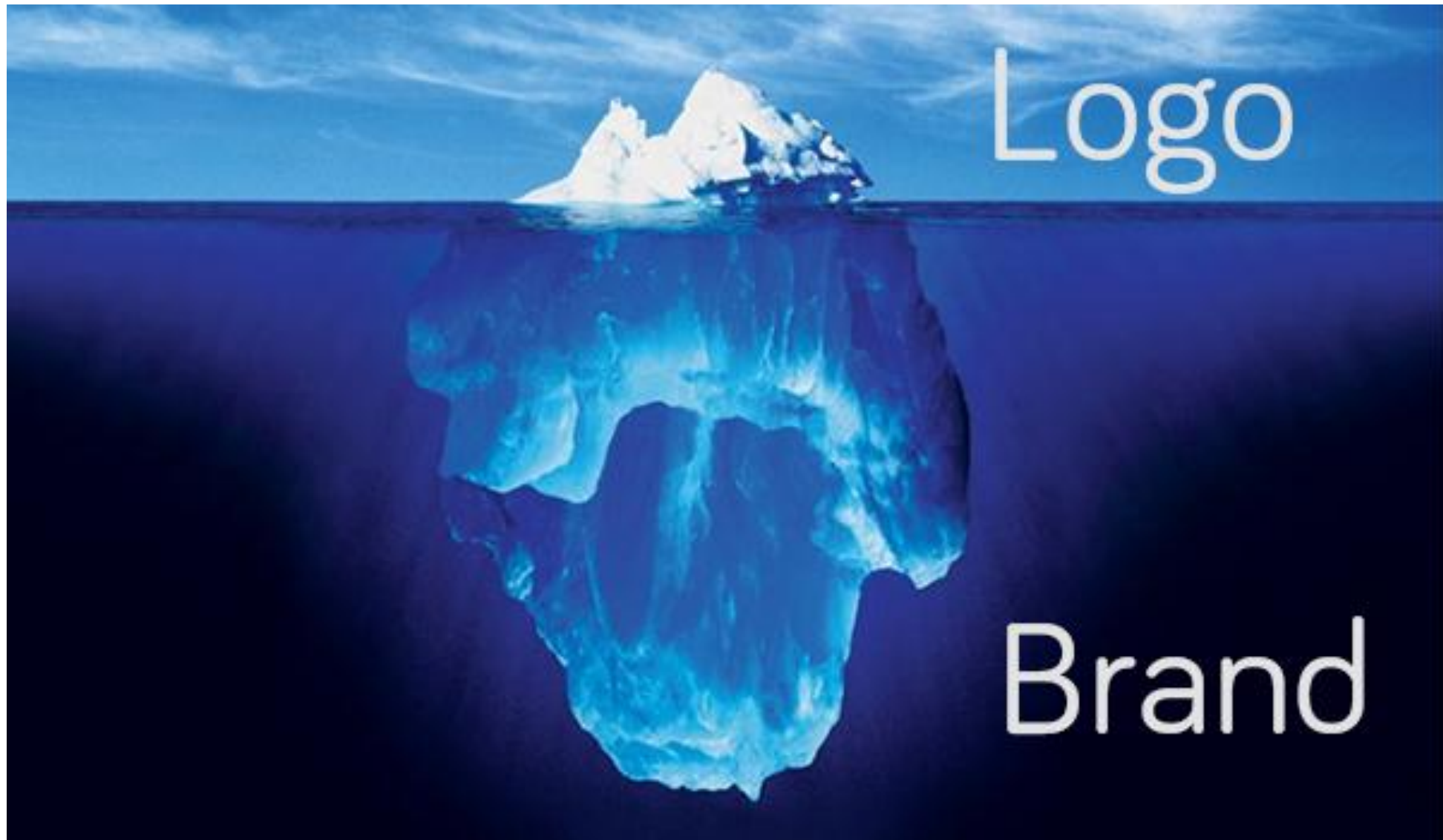
1990s

2000s

2009 - TODAY

[www.boredpanda.com](http://www.boredpanda.com)







a brand is a  
story that is always  
being told.

- Scott Bedbury

# Public Relations vs Public Image

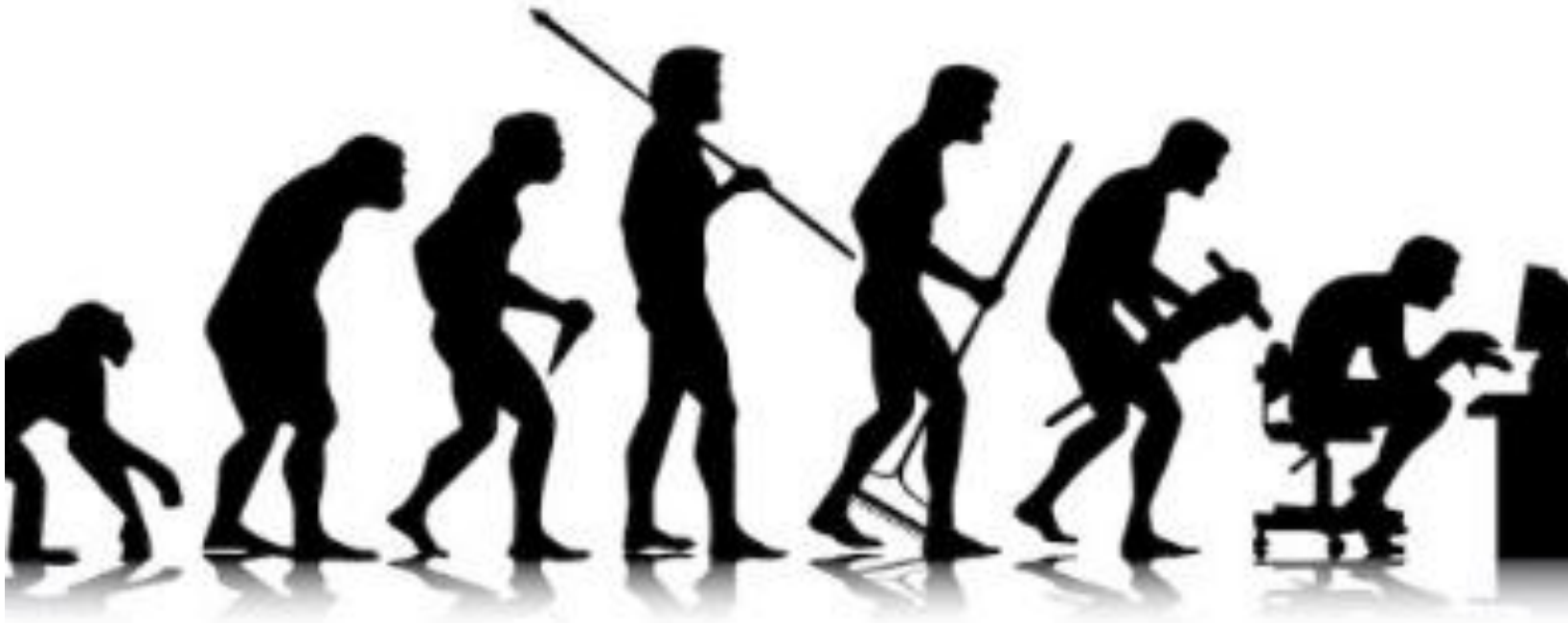
## **Public Relations:**

Informs the community about your club activities, events and services ... builds awareness and credibility

## **Public Image:**

What your club stands for and how you are perceived... your clubs image in the community

# The Evolution of branding – Rotary International



“In the promotion of understanding, it is important to reach large numbers, non-Rotarians as well as Rotarians, and you cannot reach large numbers privately.”

- Paul Harris in 1935 (Peregrinations, Vol II)



# Tell Rotary's Story in one Voice



Telling Rotary's story in a **clear** and **compelling** way – in **one voice** ... is **critical** to the organisation's **survival**....

# Why is it important to tell our story...

- As Rotarians we need tell our story so people everywhere understand:
  - What Rotary stands for
  - How we're different
  - Why it matters
- We need tell our story because we want to motivate, engage, and inspire:
  - Current and prospective members
  - Donors
  - Partners

# To assist ....What has been done ....

RI has :

- Defined our essence - **to identify how Rotary is different from other organizations**
- Brought our values to life - **to ensure our actions support our words**
- Established our voice- **to reflect our distinct character**
- Clarified how we present **our offerings so people understand what we do and how they can engage**
- Refreshed our visual identity ...**to energize our look and feel**



# WELCOME TO THE BRAND CENTER

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.

[LEARN MORE](#)



[Join Leaders. Exchange Ideas. Take Action.](#)



**GUIDELINES**

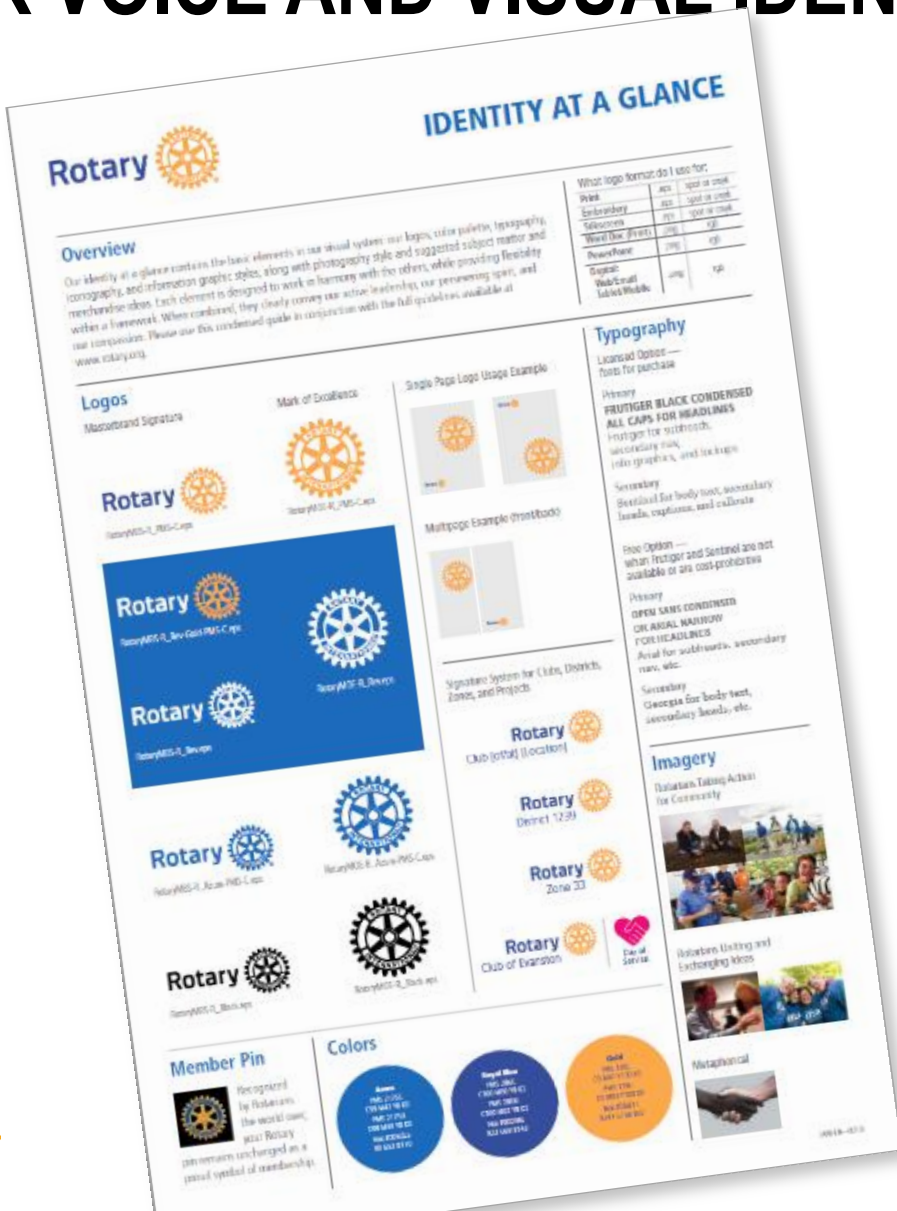


**LOGOS**



**MATERIALS**

# OUR VOICE AND VISUAL IDENTITY



⚙️ Download the guidelines

⚙️ Create your own club logo

⚙️ Use templates as a starting point

⚙️ Use images to inspire your own photos

We are Rotary, and we have  
a great story to tell.

# Your role as club leaders

- **To protect**
- **To promote**
- **To deliver on that story in all our interactions**
- Through a unified Rotary image and message, we're not just enhancing our reputation, we're elevating the entire Rotary experience.

*Learning to tell stories to capture, direct and sustain the attention of others is a key leadership skill.*



# Here is how...

## **Why is a distinctive voice important for Rotary?**

- There is no organisation quite like Rotary. By using a unified voice in all our interactions, we ensure our communications capture our distinct character — and how people experience Rotary.
- By speaking, writing, and designing in one voice, our communications will look, feel, and sound unmistakably like Rotary.

As club leaders you have the  
opportunity to Tell Our Story in a  
clear and compelling way

## Get Your Public Image Committee in Place

- First Step: Committee Chair
- Who would you ask to be on your Committee?

Evaluate what you are doing now

## **Do your current efforts reflect the image you want?**

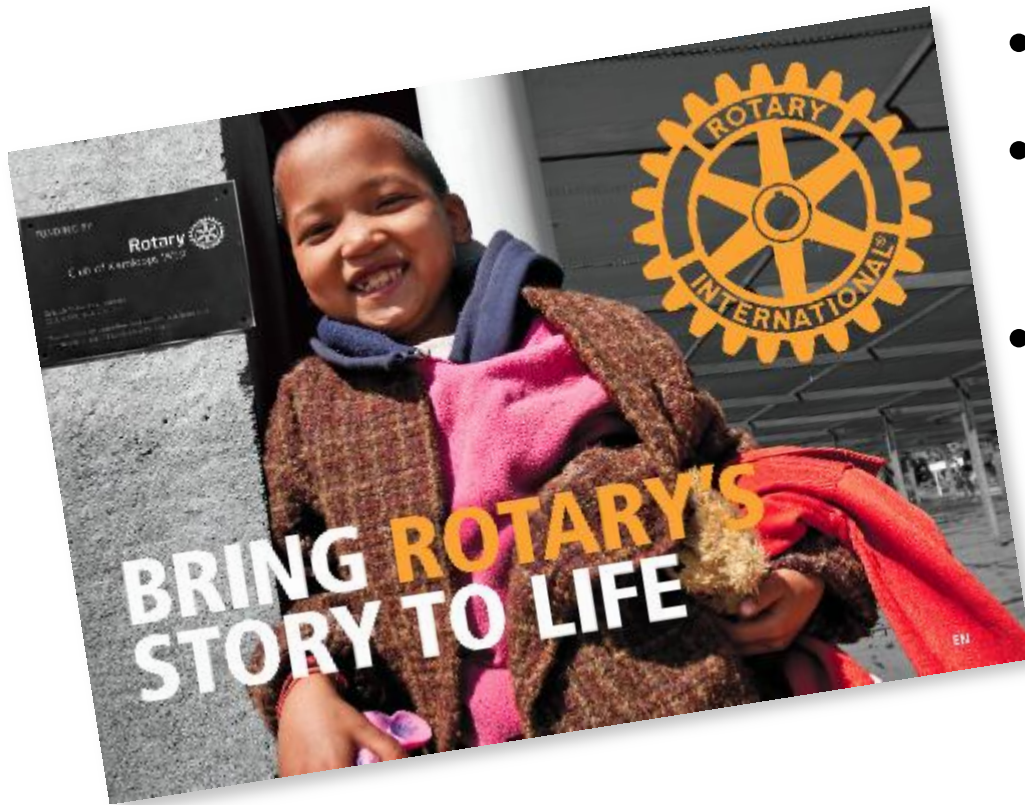
- **Who should do the evaluation?**
  - A small group of Rotarians and non-Rotarians
- **What should you evaluate?**
  - Clubs website
  - Brochures, other materials and media
  - Review past news releases
- **Are you using the new Rotary identity?**





## TELL COMPELLING STORIES WITH CONSISTENT MESSAGES

- Real people, real stories
- Tug the heartstrings
- Focus on the WHY, not the HOW
- Define your impact



# Rotary Showcase

# What is Rotary Showcase?

- It is an online application that allows Rotarians and Rotaractors to share stories of their clubs' successful projects with people around the world.
- The Showcase's Impact Tracker –
  - Shows the impact of each Rotary project in terms of volunteers and volunteer hours, cash contributions, and in-kind donations.
  - It also shows the collective impact of all reported projects.

# Rotary Showcase

- Success stories posted on Showcase can serve as an inspiration and a model for other Rotary and Rotaractor clubs.
- Anyone can browse Rotary Showcase and read the project stories posted there. Any Rotarian or Rotaractor who signs in to Rotary.org can post club projects.

# How to access Rotary Showcase

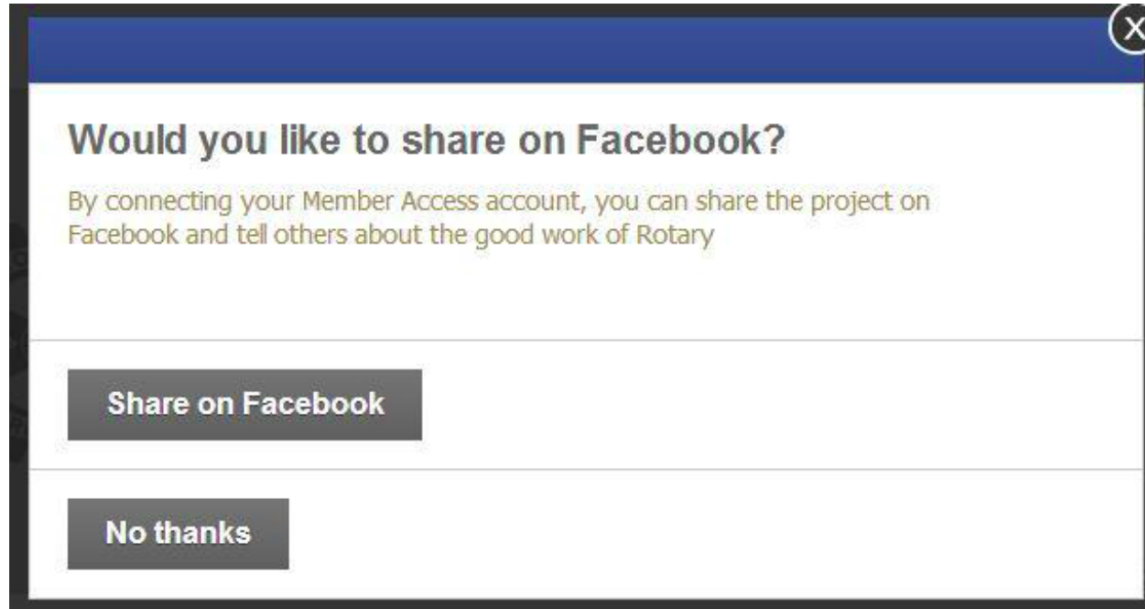
To post or edit projects on Rotary Showcase, sign in to [Rotary.org](https://www.rotary.org). You will find **Rotary Showcase** under the **Develop Projects** section of the **Take Action** menu.





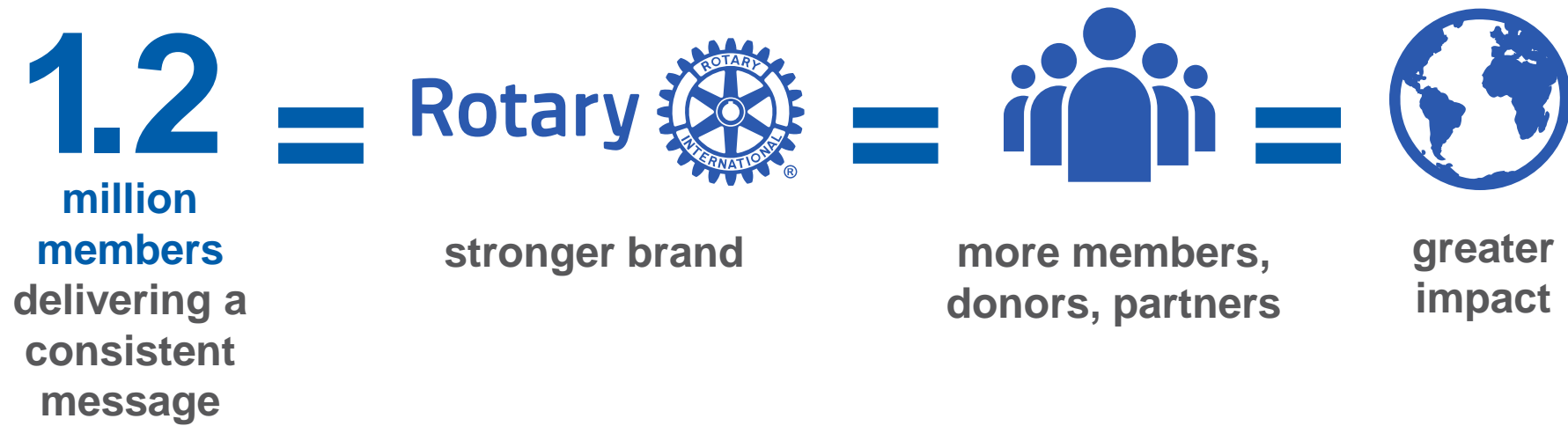
## How to share a project

You have posted your project on Rotary Showcase, but don't stop there! Now share your project with the world.



After you have saved your project's details, you will be prompted to share the project on Facebook. This simple step will allow your friends to see the project, and in turn share it with their networks. That will magnify the exposure of your club's project both within and beyond the Rotary world.

# THE END RESULT



A word cloud featuring the word "THANK YOU" in large, bold, black letters. Surrounding it are numerous other words in various sizes and orientations, representing different languages for "Thank You". The words include: DANKSCHEEN, SPASSIBO, SNACHALHUYA, NUHUN, CHALTU, YAQHANYELAY, TASHAKKUR ATU, WABEEJA, MAITEKA, YUSPAGARATAM, HUI, SUKSAMA, EKHMET, UNALCHEESH, HATUR, GUE, TINGKI, BIYAN, SHUKRIA, GRACIAS, ARIGATO, SHUKURIA, MERASTAWHY, SANCO, KOMAPSUMNIDA, MAAKE, LAH, GRAZIE, MEHRBANI, PALDIES, BOLZIN, MERCI, MINMONCHAR, MANETAI, SIKOMO, EKOJU, UNALCHESH, DENKAUJA, NERSI, SPASIBO, HENACHALHYA, AGUYJE, FAKAUE, GOZAIMASHITA, EFCHARISTO, TAVTAPUCH, MEDAWAGSE, BAIKA, JUSPAXAR, and TAVTAPUCH.