**Public Image Award Submission Form**

**Name of Rotary Club**:……………………………………………………….

Name of Club President:…………………………………………………..

Name of Public Image Director:……………………………. ………………

If your Rotary Club is in Kenya, tick your region:

* Coast
* Eastern
* Nairobi East
* Nairobi West
* Western
* Rift Valley
* Central Highlands
* Each question will be 20 points.
* We expect you to employ the 4-Way-Test.
* Be as detailed as possible and provide evidence to support your statement. It can be in form of photos, videos (insert a video link), screenshots, correspondence, testimonials etc.

Successful Public Image in a Rotary club is one that effectively communicates its mission, values, impact, and credibility to stakeholders, including donors, club members, beneficiaries, media, and the general public.

1. Describe how your Rotary Club effectively communicates internally to its members and externally to other stakeholders. Do you have a communications plan? If yes, what does it entail? *(Provide evidence).*
2. Adherence to Rotary brand guidelines – Explain how your Club has consistently used the Rotary brand across materials, social media, platforms etc. Who approves designs? Give examples of how you have used the Rotary Brand Centre. Have members of your Club done any Public Image training? If yes, what training? *(Provide evidence.)*
3. Positive media coverage – Explain how the Club has used traditional and print media, and or influencers to raise awareness, amplify Rotary/Polio and attract support. *(Provide evidence.)*
4. Demonstrate how the Club partnered with the District Public Chair to use District platforms (Timeline/website, social media pages) to effectively tell Rotary stories.
5. Showcase and explain how the Club creatively told the Rotary Story. (*Provide evidence*).