2018-19 DISTRICT AWARDS PROGRAM
OFFICIAL JUDGING SHEET

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| 1<sup>ST</sup> PLACE | ______________________________ |
| 2<sup>ND</sup> PLACE | ______________________________ |
| 3<sup>RD</sup> PLACE | ______________________________ |
| 4<sup>TH</sup> PLACE | ______________________________ |
| 5<sup>TH</sup> PLACE | ______________________________ |

JUDGE NAME  ______________________________
SIGNATURE  ______________________________
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of:  Blaine & Ham Lake

Club Division: _Large Club  XMedium Club  _Small Club

Check for each item completed:

☐ Club has a public image team leader or team
☐ Club has a budget for public image
☐ Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
☐ Traditional Media outreach resulted in coverage (Please describe in narrative)
☐ Club has a regularly updated website (at least monthly) URL
☐ Club lists all service projects on Rotary Showcase (Project: )
☐ Club posts or prints a Newsletter ___weekly, ___monthly, __other: __email
☐ Club utilizes social media to communicate with members and non-Rotarians
   ☐ Facebook (URL)
   ☐ Twitter (Account name)
   ☐ LinkedIn (Account name)
   ☐ Instagram (Account name)
   ☐ Other (Account name or URL)
☐ Club utilized District Public Image team as a resource (Describe in narrative)
☐ Club members have Rotary shirts to enhance visibility at community service projects and events
☐ Club has a club banner that it has displayed at a community service project or event (Event: Golf Tournament)
☐ Club held a meeting or training session to teach members how to tell the Rotary story (Date; # of people attending)
☐ Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)
☐ Club banner complies with Rotary's visual identity guidelines
☐ Club website and social media comply with Rotary's visual identity guidelines
☐ Club brochure and newsletter comply with Rotary's visual identity guidelines
☐ One of more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Provide a narrative description of your Public Image accomplishment and any detail supporting your checked items above. Using the attached form, limit your response to one page, and use Times New Roman 12pt font size. You are allowed to use up to six pictures (all on one page) to accompany your narrative to support your application.

A narrative follows:  ___Yes  XNo

Q1 Rotary Club of:
Cambridge and Isanti

Q2 Club President (s):
Jean and Roger Anderson, Derek Ogren

Q3 Name of member completing checklist:
Jean Anderson

Q4 Phone:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Medium Club (26-60 members)

Q7 We are submitting the following and have a checklist and a narrative of no more than 1 page per award category (narratives and photos should be attached as directed in the form.)
Public Relations/Image Award

Page 3: AWARD CATEGORY: PUBLIC IMAGE
Q8 Check for each item completed:

- Club has a public image team leader or team
- Club has a budget for public image
- Club members have Rotary shirts to enhance visibility at community service projects and events
- Club website and social media comply with Rotary’s visual identity guidelines
- Club brochure and newsletter comply with Rotary’s visual identity guidelines
- One or more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Q9 Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)

Dictionary literacy project

FREE
FEATURED
Dictionary project encourages reading in third-graders
Tiffany Kafer Dec 12, 2018
The Cambridge-Isanti Rotary Club and Cambridge Lions Club partnered to provide over 430 third-grade students throughout Isanti County with stu…

EDUCATION
FEATURED
20th annual luncheon welcomes new teachers
Tiffany Kafer Aug 30, 2018
The Rotary Club of Cambridge and Isanti, along with the North 65 Chamber of Commerce, hosted the 20th annual new teacher luncheon on Aug. 24 a…

Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)

The Taste- annual fund raiser for 2018. likewise upcoming March 28,2019

Q11 Club utilized District Public Image team as a resource (Describe in narrative)

Posters for The Taste (fund raiser)
Face book page
photo submission to newspapers
Q12 Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)
Club banner complies with rotary's visual identity guidelines

Yes,
Highway signage on Hwy. 95 and 65
Banner
Brochure

Q13 Club has a regularly updated website (at least monthly) URL

yes

Q14 Club lists all service projects on Rotary Showcase
(Project:)

Respondent skipped this question

Q15 Club posts or prints a Newsletter

Weekly

Q16 Club utilizes social media to communicate with members and non-Rotarians

Yes

Q17 Facebook (URL)

https://www.facebook.com/RotaryClubCambridgeIsanti/

Q18 Twitter (Account name)

Respondent skipped this question

Q19 LinkedIn (Account name)

Respondent skipped this question

Q20 Instagram (Account name)

Respondent skipped this question

Q21 Other (Account name)

Respondent skipped this question

Q22 Club has a club banner that is/has displayed at a community service project or event (Event:

Yes. The Taste: Bell Ringer:

Q23 You are allowed to use up to six pictures to accompany your narrative to support your application.

Photo 1

Respondent skipped this question

Q24 Photo 2

Respondent skipped this question
Q1 Rotary Club of:
Forest Lake

Q2 Club President (s):
Linda Nanko-Yeager

Q3 Name of member completing checklist:
Linda Nanko-Yeager

Q4 Phone:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Medium Club (26-60 members)

Q7 We are submitting the following and have a checklist and a narrative of no more than 1 page per award category (narratives and photos should be attached as directed in the form.)
Public Relations/Image Award
Q8 Check for each item completed:

- Club has a public image team leader or team
- Club has a budget for public image
- Club members have Rotary shirts to enhance visibility at community service projects and events
- Club website and social media comply with Rotary's visual identity guidelines
- Club brochure and newsletter comply with Rotary's visual identity guidelines
- One or more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Q9 Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)

Club regularly sends pictures and news of club meetings/events to the local newspaper, including pictures of honored students, speakers and fundraisers. Local reporters have attended Rotary meetings.

Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)

Traditional media coverage includes live streaming of Winter Plunge fundraiser on Lakes Area Television's YouTube page and Twitter feed, along with several newspaper articles in the Forest Lake Times and Press Publications Lowdown. Our 4th of July Float is covered by Lakes Area Television. Winter Plunge featured in 2/7/19 FL Times article, 2/10/19 Peach and in a previous insert. Turkey trot pictures featured in Dec. 2018 FL Times and in subsequent Peach insert. Service projects including spring and fall Road Clean-up service project pictures appear in newspaper, also Salvation Army Bell ringing appeared on 12/20/18, and shoe collection project on 12/27/18. Speaker pictures appeared 8/9/18 and 9/13/18. Honored student pictures appeared 10/18/18, 12/20/18, and 2/7/19. Pictures often appear on FL Times website (https://www.hometownsource.com/forest_lake_times/rotary-members-recognize-local-students/image_a80f176e-29b8-11e9-a81e-7739b160b872.html and https://www.hometownsource.com/forest_lake_times/forest-lake-area-donates-thousands-of-shoes/image_8098927a-0f03-11e9-a530-07a9afeb6db4.html)

Other areas where club is showcased publicly are:

Forest Lake Chamber of Commerce Member Mixer: Hosted a mixer on Sept. 6, 2018 with many Chamber members attending. It was an opportunity to talk about our Club and share our accomplishments with the business community.

Q11 Club utilized District Public Image team as a resource (Describe in narrative)

Respondent skipped this question

Q12 Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)

Club banner complies with Rotary's visual identity guidelines

I believe our club banners comply.
Q13 Club has a regularly updated website (at least monthly) URL

http://forestlakerotary.org/ Website is in the process of being revised.

Q14 Club lists all service projects on Rotary Showcase (Project:)

Respondent skipped this question

Q15 Club posts or prints a Newsletter

Weekly

Q16 Club utilizes social media to communicate with members and non-Rotarians

Yes

Q17 Facebook (URL)

https://www.facebook.com/FLRotary/?eid=ARB5HnhQqbvpvI10LheSm2wJjTPt9WDi-0vU8-Ade5OwR3B8c4bhnuuGgcZr0qqG6eWJzDmnC7mgHJtXm

Q18 Twitter (Account name)

Respondent skipped this question

Q19 LinkedIn (Account name)

Respondent skipped this question

Q20 Instagram (Account name)

Respondent skipped this question

Q21 Other (Account name)

Forest Lake Rotary Club Winter Plunge (https://www.facebook.com/winterplunge/)

Q22 Club has a club banner that is/has displayed at a community service project or event (Event:)

Club banners detailing accomplishments are used on the 4th of July parade float and Lakes Area Business Expo booth. Additional banners are on display at every meeting.

Q23 You are allowed to use up to six pictures to accompany your narrative to support your application.

Photo 1

FourthOfJuly2.jpg (259.6KB)

Photo 2

SalvationArmy1.jpg (14.8MB)
**FL Rotary welcomes speaker**

Non-profit founder Patty Hall spoke to the Forest Lake Rotary during its July meeting about H2O for Life, which educates youth about the global water crisis. H2O for Life raises funds to provide water and water sanitation for global partner schools. Hall has been featured on Good Morning America and CNN.

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**Forest Lake area donates thousands of shoes**

Forest Lake Rotary President Megan Johnson says the club received a boatload of shoes from the Forest Lake area, which will be donated to children in need. The shoes will be distributed to children in need in the area and internationally.

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**Come on, ring those bells**

Local students (left to right) Elizabeth Johnson, Lindsey Johnson, and Chris Johnson were at the Rotaract Club of Forest Lake’s annual bell ringing event in support of the Rotary International’s Polio Plus program.

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**Forest Lake Rotary honors local students**

The students were honored by the Forest Lake Rotary for their academic success and community involvement.
PUBLIC RELATIONS, Medium Club: GREATER ROCHESTER - Checklist (p1)

District 5960

DISTRIBUTION TO THE CLUBS OF DISTRICT 5960

DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: Greater Rochester

Club Division: _Large Club _Medium Club _Small Club

Check for each item completed:
☑ Club has a public image team leader or team
☐ Club has a budget for public image
☐ Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
☐ Traditional Media outreach resulted in coverage (Please describe in narrative)
☐ Club has a regularly updated website (at least monthly) URL: portal.clubrunner.com/111826
☐ Club lists all service projects on Rotary Showcase (Project: ________________________)
☐ Club posts or prints a Newsletter _weekly, _monthly, _other: ________________________
☐ Club utilizes social media to communicate with members and non-Rotarians
  ☑ Facebook (URL www.facebook.com/GreaterRochesterRotary)
  ☑ Twitter (Account name ________________________)
  ☑ LinkedIn (Account name ________________________)
  ☑ Instagram (Account name ________________________)
  ☑ Other (Account name or URL www.gerbikeride.org)
☐ Club utilized District Public Image team as a resource (Describe in narrative)
☐ Club members have Rotary shirts to enhance visibility at community service projects and events
☐ Club has a club banner that it has displayed at a community service project or event (Event: BikeRide)
☐ Club held a meeting or training session to teach members how to tell the Rotary story (Date; # of people attending) 9-26-18 25
☐ Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)
☐ Club banner complies with Rotary's visual identity guidelines
☐ Club website and social media comply with Rotary's visual identity guidelines
☐ Club brochure and newsletter comply with Rotary's visual identity guidelines
☐ One of more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Provide a narrative description of your Public Image accomplishment and any detail supporting your checked items above. Using the attached form, limit your response to one page, and use Times New Roman 12pt font size. You are allowed to use up to six pictures (all on one page) to accompany your narrative to support your application.

A narrative follows:  X Yes  _No

8 | Rotary District 5960
Rotary Club of Greater Rochester – Public Relations/Image Award

Our public image efforts increased tremendously this year through more intentional, purposeful public relations planning. Our public image team regularly updates our Facebook page (www.facebook.com/GreaterRochesterRotary), updates our website (portal.clubrunner.ca/11826), maintains our event website (www.grrbikeride.org), and drafts press releases and other communication regarding our events. In November we had television coverage of our multi-club World Polio Day, and in December we had newspaper coverage of our Dictionary distribution. These two events were the subject of individual press releases that we send for our Rotary events and activities. In addition, we enjoyed television coverage of our partnership with Community Food Response to help the hungry in Rochester.

Our members receive a weekly newsletter, and also enjoy real-time Facebook postings during our meeting.

The Believe in Me Bike Ride marketing plan complies with Rotary’s visual identity. The plan includes a website, flyers, promotional postings, t-shirts, and large recognition signs at the bike ride start and finish. It will be showcased on television and on the radio as well.

In 2017, we moved our website to Club Runner to further promote our events and communication. This has been especially helpful in following the official guidelines of Rotary’s visual identity.

Our work in public image has resulted in better outreach to the community, better informed members, and increased engagement among Rotarians and community members.

Our Public Image aligns us with the RI mission and annual theme, as well as identifies us as a local community service organization:
Rotary Club of Greater Rochester utilizing Public Image resources on social media + website.
PUBLIC RELATIONS, Medium Club: NEW BRIGHTON/MOUNDS VIEW - Checklist (p1)

DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of: New Brighton/Mounds View

Club Division: ___Large Club  ❑Medium Club  ___Small Club

Check for each item completed:

❑ Club has a public image team leader or team
❑ Club has a budget for public image
❑ Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
❑ Traditional Media outreach resulted in coverage (Please describe in narrative)
❑ Club has a regularly updated website (at least monthly) URL ____________________________
❑ Club lists all service projects on Rotary Showcase (Project: ____________________________ )
❑ Club posts or prints a Newsletter  ❑weekly,  ___monthly,  ___other: ____________________________
❑ Club utilizes social media to communicate with members and non-Rotarians
   ❑ Facebook (URL  www.facebook.com/NewBrightonMoundsViewMnRotaryClub )
   ❑ Twitter (Account name twitter.com/rotary) 
   ❑ LinkedIn (Account name linkedin.com/groups/858557/profile)
   ❑ Instagram (Account name ____________________________ )
   ❑ Other (Account name or URL www.youtube.com/user/Rotary International )
❑ Club utilized District Public Image team as a resource (Describe in narrative)
❑ Club members have Rotary shirts to enhance visibility at community service projects and events
❑ Club has a club banner that it has displayed at a community service project or event (Event: ____________________________)
❑ Club held a meeting or training session to teach members how to tell the Rotary story (Date; # of people attending)
❑ Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)
❑ Club banner complies with Rotary's visual identity guidelines
❑ Club website and social media comply with Rotary's visual identity guidelines
❑ Club brochure and newsletter comply with Rotary's visual identity guidelines
❑ One of more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Provide a narrative description of your Public Image accomplishment and any detail supporting your checked items above. Using the attached form, limit your response to one page, and use Times New Roman 12pt font size. You are allowed to use up to six pictures (all on one page) to accompany your narrative to support your application.

A narrative follows:  ❑Yes  ___No
Public Relations/Image

Narrative

As we enter our 40th year as a club, we have a lot to celebrate. As we look back and enjoy our club’s accomplishments, we are also looking ahead to see how we can keep our club as vibrant and sustainable for the future. This past year, we have worked hard to tell our story and share with our community the impacts that Rotary has, both locally and internationally. As we embarked on this adventure, our goal was to build our image, attract new members, show our community what great things can be accomplished working together and above all make a difference.

Our Communications Committee (Public Relations/Image) has been hard at work expanding the club’s image as well as bringing attention to what Rotary is doing globally. Within this past year we have connected with the local news outlets building relationships with columnists, and as a result, we have had two major articles published in the local paper. We were very excited to return from last year’s District Awards, and immediately called our local papers. They helped us celebrate our awards by writing up an article in the local paper. This was a great way to communicate with our community the impact our club has on our community, as well as bring light to what Rotary does around the world. Another article that made the paper was about our Harvest Pack Project. This was the second year we have held this event, and this year was bigger and better! With our club, along with funds from our district, we were able to raise more money for this event and have even a larger impact by preparing 23,000 meals! We wanted to highlight our success and invited both local papers. As a result, both papers wrote about the event, and it was a great spotlight highlighting the importance of Rotary.

With a focus on building our image and telling our story, the Communications Committee has specifically been working to inspire younger generations and to get them more involved with our club. To do this, the club has realized the importance of social media. Within the past couple of years, the club has posted items to our Facebook page to get information out. This year, we have been more active than ever, posting our events and boosting them so the community at large has more access to them. The team has also been diligent at providing weekly e-newsletters covering our meetings, events and updated information. The website has been also kept up-to-date and has played an important role in keeping members and nonmembers informed about events, activities, changes in meetings, and other pertinent information.

This year was a huge year for our club as we celebrated our 40th birthday. To commemorate this notable event, we brought together past, current, and possibly future Rotarians for the special occasion. We made special invitations that displayed brilliantly the Rotary logo, and dispersed the invite to hundreds of people. Through this event, we were able to reflect and share our amazing accomplished over the years.

In whatever we do, whether in the community, throughout our state, and the nation, we work hard to celebrate the good that rotary is doing. We are proud to display our banners, set-up our huge rotary blow-up wheel, wear our bright yellow blazers, showcase our rotary pins, and share our rotary stories, in our community and beyond.
DISTRICT 5960 AWARDS CHECKLIST FOR ROTARY YEAR 2018-2019

ITEMS DUE BY MARCH 15, 2019

AWARD CATEGORY: PUBLIC RELATIONS/IMAGE

Rotary Club of:  **North St. Paul Maplewood Oakdale**

Club Division:  __Large Club  **X** Medium Club  __Small Club

Check for each item completed:

☑ Club has a public image team leader or team

☑ Club has a budget for public image

☑ Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)

☑ Traditional Media outreach resulted in coverage (Please describe in narrative)

☑ Club has a regularly updated website (at least monthly) URL  [www.nstpmorotary.org](http://www.nstpmorotary.org)

☑ Club lists all service projects on Rotary Showcase (Project:  **Sylvia's Children, Rotary Park, A Road**)

☑ Club posts or prints a Newsletter  __weekly,  **X** monthly,  __other:______________________________

☑ Club utilizes social media to communicate with members and non-Rotarians

☐ Facebook (URL  [https://www.facebook.com/nspmorotary](http://www.facebook.com/nspmorotary))

☐ Twitter (Account name  [https://twitter.com/nspmo_rotary](https://twitter.com/nspmo_rotary))

☐ LinkedIn (Account name  [https://www.linkedin.com/company/nstpmorotary/](https://www.linkedin.com/company/nstpmorotary/))

☐ Instagram (Account name  [https://www.instagram.com/nstpmorotary/](https://www.instagram.com/nstpmorotary/))

☐ Other (Account name or URL  [https://nstpmorotary.tumblr.com/](https://nstpmorotary.tumblr.com/))

☒ Club utilized District Public Image team as a resource (Describe in narrative)

☒ Club members have Rotary shirts to enhance visibility at community service projects and events

☒ Club has a club banner that it has displayed at a community service project or event (Event:  **Clay Shoot 2018**  **District Conference 2018**)

☒ Club held a meeting or training session to teach members how to tell the Rotary story (Date; # of people attending)

☒ Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)

☒ Club banner complies with Rotary's visual identity guidelines

☒ Club website and social media comply with Rotary's visual identity guidelines

☒ Club brochure and newsletter comply with Rotary’s visual identity guidelines

☒ One of more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Provide a narrative description of your Public Image accomplishment and any detail supporting your checked items above. Using the attached form, limit your response to one page, and use Times New Roman 12pt font size. You are allowed to use up to six pictures (all on one page) to accompany your narrative to support your application.

A narrative follows:  **X** Yes  __No
Rotary District 5960 Public Image Awards Narrative

Rotary Club President Shawn Berry is our Public Image Team Lead with Sylvia Allen co-leading.

Our club has submitted many stories, projects, and fundraisers to our local print and digital media. Print success include our Annual Toy Exchange for the Toy Shelf in North St Paul. The article can be seen at http://www.lillienews.com/articles/2018/12/19/newsbrief-north-st-paul-maplewood-oakdale-rotary-club-held-toy-drive. Sylvia Allen has also written a story for the Rotarian about the Sylvia’s Children Rotary District 5960 Grant, we are currently awaiting approval upon an interview with Margie Horning.

Rotary Showcase projects:

- Sylvia’s Children – Rotary District 5960 Grant with local and national donations accepted. [https://map.rotary.org/en/project/pages/project_detail.aspx?guid=c5f84f2d-4bd9-44cb-9a55-05db8001a5a](https://map.rotary.org/en/project/pages/project_detail.aspx?guid=c5f84f2d-4bd9-44cb-9a55-05db8001a5a)
- Rotary Park on the Gateway State Trail – Current five-year long project to be completed this summer with a permanent restroom. This project is in partnership with the City of North St. Paul and Rotary District 5960, with many contributors from local businesses, trail users, and other Rotary Clubs. The construction estimate is around $89,000. Most of which has been raised or materials and labor has been donated by local businesses. [https://map.rotary.org/en/project/pages/project_detail.aspx?guid=db79d6b5-8f24-4fe7-af21-c2129c808d43](https://map.rotary.org/en/project/pages/project_detail.aspx?guid=db79d6b5-8f24-4fe7-af21-c2129c808d43)
- A Road from Village Aimaulin, a personal project from Rotarian Bruce Mogren and Graciana to help raise funds for a 1.74-mile gravel road from Aimaulin, Timor-Leste into town where the school, hospital, and market exists. Graciana was one of the GSE participants from Australia/Timor-Leste in 2017. About $11,000 has been raised by Rotary and Friends of Rotary, the other half will come from our Rotary Club Foundation. [https://map.rotary.org/en/project/pages/project_detail.aspx?guid=524eeaee-4f98-4907-8c94-49d75249e091](https://map.rotary.org/en/project/pages/project_detail.aspx?guid=524eeaee-4f98-4907-8c94-49d75249e091)

Our club has connected with the District Public Image Team and has a member on the team as the Public Image Social Lead. Shawn Berry has also developed a #PeopleofAction photo editor and has connected with Rotarians around the world with webinars and discussion about the Rotary Campaign. [www.poaphotos.com](http://www.poaphotos.com)

Our “How to Tell the Rotary” Story meeting was held on January 18, 2019, with 22 in attendance. Sylvia Allen, Allen Consulting, a public image and public relations firm lead the meeting and taught our members how to submit a successful story to our local media.

Rotary Pins – many clients have recognized Shawn Berry for wearing his Rotary pins. Some clients ask what the pin is; others recognize the logo because of projects in their communities. One woman explained that her father was part of a St. Paul club and they had invited her mother and herself to their club after he passed away, to recognize all that he had contributed to them. Other Rotarians are encouraged to wear their pins and have been recognized and asked “What is Rotary?”
Rotary Park on Gateway Trail – benches and picnic shelters

Rotary Park on Gateway Trail – Flags

Rotary Banner

Sylvia’s Children

How to Tell Your Rotary Story
Q1 Rotary Club of:
Rochester Risers

Q2 Club President (s):
Joanne Rosener

Q3 Name of member completing checklist:
Joanne Rosener

Q4 Phone:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Medium Club (26-60 members)

Q7 We are submitting the following and have a checklist and a narrative of no more than 1 page per award category (narratives and photos should be attached as directed in the form.)
Public Relations/Image Award

Page 3: AWARD CATEGORY: PUBLIC IMAGE
Q8 Check for each item completed:

- Club has a public image team leader or team
- Club has a budget for public image
- Club members have Rotary shirts to enhance visibility at community service projects and events
- Club website and social media comply with Rotary's visual identity guidelines
- Club brochure and newsletter comply with Rotary's visual identity guidelines
- One or more members participated in a One Rotary Summit and shared information and ideas with the Club or Board

Q9 Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)

There are three Rotary clubs in Rochester. Our three clubs have made a commitment to leverage a 3-club PI Team for those items that promote Rotary and 3-club Rotary initiatives. This has worked well for us and sends a clear and consistent message to the public. Press releases to announce club officers, 3-club Rotary events, 3-club website landing page and new 3-club Facebook page are coordinated through this team.

Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)

Several press releases have been submitted to the local newspaper. The first press release was submitted in July to commemorate the club presidents of the three Rotary clubs, all of whom were women, for the second year in a row (picture attached). This provided an opportunity to highlight the role of women in Rotary. In addition, media covered the Community Report Card for the community on the Cradle to Career initiative to inform the public about the progress being made on launching two of the collaborative action networks on kindergarten readiness and high school graduation. Press releases are also submitted for the Risers’ annual My Book Day literacy event in May which focuses on promoting summer reading for first grade students. The Holiday Classic also had a large PI splash with several articles in the local newspaper. In addition, the Holiday Classic program included a page of information on Rotary.

Q11 Club utilized District Public Image team as a resource (Describe in narrative)

This past World Polio Day, an event was held at a pizza restaurant to promote Pizza for Polio (picture attached). Donations were accepted and over $600 was contributed towards our Polio Plus goal. KTTC TV covered the event. In addition, Rotary partnered with the RNeighbors organization for their fall tree planting. Rotary’s logo was on their t-shirt as a key sponsor and we also had coasters made for members who donated funds towards the cost of the trees (picture attached). In January, the PI Team recommended to the 3-Club Leadership Team that the Rotary Clubs of Rochester become a member of the Rochester Area Chamber of Commerce. Rotarians attended their first AM Espresso this past month and found the networking to be extraordinary.
Q12 Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)Club banner complies with rotary's visual identity guidelines

Members are encouraged to wear their Rotary pin and Rotary logo wear to promote Rotary. In addition, the club president provided all members of the club with a Rotary cling for their car or office window at the start of the Rotary year to emphasize public image as one of the three strategic priorities of Rotary. In addition, at one of the club meetings, the club president gave one happy buck to every member wearing their Rotary pin that day.

Q13 Club has a regularly updated website (at least monthly) URL

Two years ago the website platform was replaced with Club Runner. This Rotary year focus was placed on leveraging our investment with Club Runner by populating the calendar with program information, adding links to our weekly newsletter, posting pictures from service and social events, and training members on how to access and update their club profile.

Q14 Club lists all service projects on Rotary Showcase (Project:)

This past Rotary year, two Rochester Rotarians were featured in the November Rotarian Magazine (pix attached) that highlighted their membership and experience with the International Travel and Hosting Fellowship in RI. The article not only promoted the fellowship but also put a big spotlight on Rochester Rotary clubs.

Q15 Club posts or prints a Newsletter

Weekly

Q16 Club utilizes social media to communicate with members and non-Rotarians

Yes

Q17 Facebook (URL)

https://www.facebook.com/rotaryrisers/?ref=bookmarks

Q18 Twitter (Account name)

RotaryRisers@RotaryRisers

Q19 LinkedIn (Account name)

Respondent skipped this question

Q20 Instagram (Account name)

Respondent skipped this question

Q21 Other (Account name)

Respondent skipped this question

Q22 Club has a club banner that is has displayed at a community service project or event (Event: yes
PUBLIC IMAGE: ROCHESTER RISERS PICTURES

PUBLIC RELATIONS, Medium Club: ROCHESTER RISERS- Checklist (p4)

INDIVIDUAL RECOGNITION

<table>
<thead>
<tr>
<th>Recognition</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotary Fellow</td>
<td>$1000 in Annual Fund</td>
</tr>
<tr>
<td>Paul Harris Fellow</td>
<td>$1000 in Annual Fund, Paul Harris, or an approved Foundation grant or personal, PAF world</td>
</tr>
<tr>
<td>Paul Harris Fellow</td>
<td>$1000 in Annual Fund, Paul Harris, or an approved Foundation grant</td>
</tr>
<tr>
<td>Major Donor</td>
<td>Individual or couple whose combined giving has reached $100,000, regardless of the gift designation</td>
</tr>
<tr>
<td>Benefactor</td>
<td>Individual or couple whose combined giving is at least $25,000 or more to the Foundation Fund</td>
</tr>
<tr>
<td>Bequest Society</td>
<td>Benefactor who commits to leave an endowed fund</td>
</tr>
<tr>
<td>Arch Knight Society</td>
<td>Donor who contributes $50,000 or more</td>
</tr>
</tbody>
</table>

RISER STATUS August 2018

<table>
<thead>
<tr>
<th>Individual</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Harris Fellow</td>
<td>Ann Kibler, Mike Newman, Dale Sandquist, Tom Wilmot</td>
</tr>
<tr>
<td>Paul Harris Fellow</td>
<td>Jack Blackwell, Dick Christian, John Hansen, Bill Johnson, John King, John McQuiston, Pat McCay, Dick Reeves</td>
</tr>
<tr>
<td>Paul Harris Fellow</td>
<td>Ed Cross</td>
</tr>
<tr>
<td>Paul Harris Fellow</td>
<td>Connie Rice</td>
</tr>
<tr>
<td>Benefactor</td>
<td>Jack Blackwell, Dick Christian, John Hansen, John King, Dick Reeves</td>
</tr>
</tbody>
</table>

Foundation - Rochester Rotary Risers
Q1 Rotary Club of:
Stillwater

Q2 Club President (s):
Doug Brady

Q3 Name of member completing checklist:
Shelley Pearson

Q4 Phone:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Medium Club (26-60 members)

Q7 We are submitting the following and have a checklist and a narrative of no more than 1 page per award category (narratives and photos should be attached as directed in the form.)
Public Relations/Image Award

Page 3: AWARD CATEGORY: PUBLIC IMAGE
Q8 Check for each item completed:

Club members have Rotary shirts to enhance visibility at community service projects and events,
Club website and social media comply with Rotary's visual identity guidelines,
Club brochure and newsletter comply with Rotary's visual identity guidelines,
One or more members participated in a One Rotary Summit and shared information and ideas with the Club or Board.

Q9 Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
Respondent skipped this question

Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)
Respondent skipped this question

Q11 Club utilized District Public Image team as a resource (Describe in narrative)
Respondent skipped this question

Q12 Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)
Club banner complies with rotary's visual identity guidelines
If members are pictured in the newspaper for other reasons and are wearing their pin, they are recognized at Club.

Q13 Club has a regularly updated website (at least monthly) URL
www.stillwaterrotary.org

Q14 Club lists all service projects on Rotary Showcase (Project:)
Respondent skipped this question

Q15 Club posts or prints a Newsletter
Weekly

Q16 Club utilizes social media to communicate with members and non-Rotarians
Yes

Q17 Facebook (URL)
https://www.facebook.com/StillwaterRotaryClub/?ref=bookmarks
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q18 Twitter (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q19 LinkedIn (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q20 Instagram (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q21 Other (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q22 Club has a club banner that is/has displayed at a community service project or event (Event: Yes, at all events - Summer Tuesdays, Community Showcase, etc.)</td>
<td></td>
</tr>
<tr>
<td>Q23 You are allowed to use up to six pictures to accompany your narrative to support your application. Photo 1</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q24 Photo 2</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q25 Photo 3</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q26 Photo 4</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q27 Photo 5</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td>Q28 Photo 6</td>
<td>Respondent skipped this question</td>
</tr>
</tbody>
</table>
#13

Collector: Web Link 1 (Web Link)
Started: Wednesday, March 13, 2019 4:47:02 PM
Last Modified: Wednesday, March 13, 2019 6:28:12 PM
Time Spent: 01:41:10
IP Address: 


Q1 Rotary Club of:
Red Wing

Q2 Club President (s):
Jacob Goering

Q3 Name of member completing checklist:
Amy Anderson

Q4 Phone:

Page 2:

Q6 Division determined by club membership as of July 1, 2018 RI Invoice, excluding honorary members.
Small Club (under 25 members)

Q7 We are submitting the following and have a checklist and a narrative of no more than 1 page per award category (narratives and photos should be attached as directed in the form.)

Public Relations/Image Award

Page 3: AWARD CATEGORY: PUBLIC IMAGE
| Q8 Check for each item completed: | Club has a public image team leader or   |
|                                 | team                                    |
|                                 | Club has a budget for public             |
|                                 | image                                   |
|                                 | Club members have Rotary shirts to       |
|                                 | enhance visibility                       |
|                                 | at community service projects and events |

<table>
<thead>
<tr>
<th>Q9 Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have contacted reporters for news releases and pictures in the local paper for our fishing contests, Service Above Self Awards, and parade.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q10 Traditional Media outreach resulted in coverage (Please describe in narrative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The local paper has published news articles and pictures relating to our fishing contests, Service Above Self Awards and parade.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q11 Club utilized District Public Image team as a resource (Describe in narrative)</th>
<th>Respondent skipped this question</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q12 Club members recognized or rewarded for wearing Rotary pin outside of meetings (Describe in narrative)Club banner complies with rotary's visual identity guidelines</th>
<th>Respondent skipped this question</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q13 Club has a regulary updated website (at least monthly) URL</th>
<th>Respondent skipped this question</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Q14 Club lists all service projects on Rotary Showcase (Project:)</th>
<th>Respondent skipped this question</th>
</tr>
</thead>
</table>

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<th>Q15 Club posts or prints a Newsletter</th>
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</tr>
</thead>
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<tr>
<td>Red Wing Rotary</td>
</tr>
</tbody>
</table>

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<tr>
<th>Q18 Twitter (Account name)</th>
<th>Respondent skipped this question</th>
</tr>
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2 / 3
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<th>Answer</th>
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<tbody>
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<tr>
<td><strong>Q20</strong> Instagram (Account name)</td>
<td>Respondent skipped this question</td>
</tr>
<tr>
<td><strong>Q21</strong> Other (Account name)</td>
<td>Red Wing Chamber of Commerce e-newsletter</td>
</tr>
<tr>
<td><strong>Q22</strong> Club has a club banner that is/has displayed at a community service project or event (Event: Yes, at River City Days Parade, Rotary Fishing Contests and Rotary Rose Day Sale</td>
<td></td>
</tr>
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<td><strong>Q23</strong> You are allowed to use up to six pictures to accompany your narrative to support your application. Photo 1</td>
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