



District 5130 Public Image Team

Goals and Objectives 2025-26

The District 5130 Public Image Team is dedicated to advancing Rotary's mission by promoting awareness and understanding of Rotary values, projects, and contributions both within District 5130 and to the public. Our goals and objectives for the 2025-26 term are as follows:

Responsibilities:

- **Encourage** public image initiatives across clubs, including media outreach and branding efforts. Collaborate with club Public Image Chairs to share best practices and resources from Rotary International.
- **Participate** in regional public relations meetings and Zone Public Image webinars to stay informed and connected.
- **Host** a quarterly District-wide Public Image Zoom meeting with Club Public Image Chairs to facilitate knowledge sharing and promote best practices.
- **Contribute** to the development of a five-year District 5130 Public Image Strategic Plan to guide future initiatives.
- **Deliver** presentations at District Training Assembly and conduct workshops on various topics such as Branding, AI Utilization, Social Media Strategies, Fundraising Promotion Techniques, and Website Content Development.

- **Attend** The Far West Multi District Conference scheduled for May 1-3, 2026, in Reno, Nevada, to represent District 5130 and engage with fellow Rotarians. (**Attendance is Optional**)

Qualifications:

We are seeking a Rotary Club member with a background in communication or marketing, particularly in areas such as media relations, social media management, or public speaking.

Estimated Monthly Time Commitment:

Members of the District 5130 Public Image Team are expected to dedicate approximately 10-15 hours per month to fulfill their responsibilities and contribute to the team's objectives.