

RESOLUTION 25R-22

To request the RI Board to consider developing and promoting enhanced public image training programs at the district level

Proposer(s): Rotary Club of Ulhasnagar, District 3142, India

1 WHEREAS, RI emphasizes public image as a key strategic priority, and

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3 WHEREAS, while online training on public image is available through the Rotary
4 Learning Center, there is a discernible lack of consistent implementation and
5 measurable outcomes across districts and clubs, and

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7 WHEREAS, Rotary's global membership has stagnated at or below 1.2 million
8 members for several years, due in part to insufficient community-level promotion
9 of its service initiatives and the positive impact they are having throughout the
10 world, and

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12 WHEREAS, in the past, RI's support of district public relations efforts through
13 grants has enabled structured campaigns and capacity-building activities, and

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15 WHEREAS, the diversity of regional contexts (e.g., Asia, Europe, the U.S., or
16 India) requires practical, locally-tailored public image strategies beyond standard
17 training modules

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19 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary
20 International consider developing and promoting enhanced public image training
21 programs at the district level through in-person, hands-on sessions. Such
22 programs should include:

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24 • Top-performing Rotary leaders from clubs and districts who share success
25 stories and practical strategies tailored to different geographic and
26 cultural regions;
27 • Annual mandatory physical or hybrid training sessions for District Public
28 Image Chairs and their teams, conducted by qualified facilitators, to gain
29 tools for measurable impact;
30 • Allocated resources from districts, including district designated funds
31 (DDF), to support these training initiatives and public image campaigns;
32 • RI-provided guidance for region-specific public image models that clubs
33 and districts can adapt effectively for their own communities.

(End of Text)

PURPOSE AND EFFECT

1 The purpose of this resolution is to strengthen Rotary's public image by
2 enhancing the training and effectiveness of District Public Image Chairs and
3 teams through locally relevant, practical, and results-driven approaches. If
4 adopted, this resolution would promote impactful and region-sensitive public
5 image training, drive increased community visibility for Rotary, support
6 membership growth, and improve support for Rotary projects globally.

FINANCIAL IMPACT

7 If implemented, this resolution would have no substantial financial impact on RI.

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9 Rotary currently offers seven different courses on public image.

- 10 1. Building Rotary's Public Image
- 11 2. Our Logo: Representing Rotary
- 12 3. Promoting Rotary on Social Media
- 13 4. Promoting Your Club as People of Action
- 14 5. Public Relations and Your Club
- 15 6. The Rotary Brand
- 16 7. Using Rotary's Trademarks

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18 In addition, the 40 Rotary Public Image Coordinators (RPICs) have a
19 responsibility to organize, lead, and/or participate in learning events year-round
20 per Rotary Code of Policies subsection 29.010.3.

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22 The use of district designated funds (DDF) for this purpose is not permitted.