

**CRITERIA FOR ROTARY  
DISTRICT 7620 2016-17  
PUBLIC RELATIONS / IMAGE  
AWARDS**

Clubs will be eligible for Rotary District 7620 Public Image Awards based on the following criteria:

**Gold Award:           Points 85-100**  
**Silver Award:         Points 75-84**  
**Bronze Award:        Points 60-74**

	<u>Points</u>	<u>Actual</u>
1. Have a clearly defined PR chair and committee position description(s);	( 5 points)	- _____
2. Have a PR chair	( 5 points)	- _____
3. Have PR goals to District PR Chair by Chesapeake PETS;	( 5 points)	- _____
4. Have a member serve on the District PR Committee	(10 points)	- _____
5. Submit 2 different articles/photos or videos for District Blog	( 5 points)	- _____
6. Organize a Rotary Day event that results in significant media coverage that engages your members and offers the opportunity to promote your club and The Rotary Foundation. Submit a report of your event with examples of media coverage to your District PR Chair.	(10 points)	- _____
7. Define your club's signature activity and promote it to the public.	(10 points)	- _____
8. Gain media coverage of an action-oriented service project.	( 5 points)	- _____
9. Establish a club website or enhance your club's existing site using the current Voice and Visual Identity Guidelines.	( 5 points)	- _____
10. Start or update an electronic club newsletter using the current Voice and Visual Identity Guidelines. Publicize it to non-Rotarians and local media.	( 5 points)	- _____
11. Use social networking to publicize your club's activities, enhance Public Image and recruit prospective members.	( 15 points)	- _____
12. Hold at least one fellowship, networking, or collaborative event that is open to the public. Use the opportunity to introduce non-Rotarians to Rotary.	( 5 points)	- _____
13. Have at least one media person as a member of your club.	(10 points)	- _____
14. Post at least one project in Rotary Showcase in Rotary Club Central.	( 5 points)	- _____
<b>Total Points</b> (100.0 points)		- _____

In order to qualify, applications must be submitted electronically by midnight, April 1st, 2017, to Dawn Wittfelt, PR/PI Chair District 7620.