

Rotary Club of Norfolk Sunrise (RCNS)

Public Image (PI) Guide

This document is intended to be a work in progress – updated by the PIC at least on an annual basis or as may be required.

this version is effective from

18 March 2026

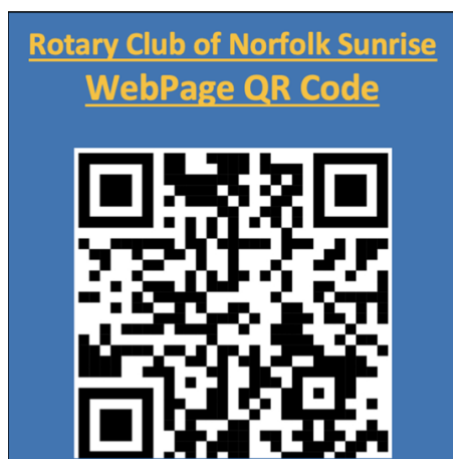


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* indicates a need to review this part on an annual basis

Introduction

The purpose of this Public Image (PI) reference document is to outline policy, practices, and guidelines for RCNS information management, communications, marketing and promotion; both external and internal to the RCNS.

This PI Guide will be informative if read in hard-copy format, but the design of it is to exploit linkages to a very wide range of PI-related reference material. As a result, the Guide will be more useful to those reading it in its electronic or on-line format. It is intended to be evergreen. The Public Image Committee (PIC) will review it annually to ensure it is current. Some of the content is required reading by the Club members on an annual basis.

The RCNS Voice

Our voice — the unique tone and style we use to communicate — focuses on four attributes that describe Rotary and our members: persevering, inspiring, compassionate, and smart. These attributes set the tone for how we talk about Rotary. Think of them as Rotary’s personality. Everyone in our Club needs to be active and intentional in the way it promotes Rotary, the RCNS and its events, and membership initiatives. When the public sees and hears what we do, they should be impressed enough to want to support our efforts and possibly join our Club. As a result, all club members and committees share the responsibility to promote our Club and Club events. In providing the PIC with your content, you should consider giving your audience reasons to believe your message by offering proof. Ideas for doing this include:

- Stories that show Club members and participants as *People of Action* making a difference in our community;
- Clear facts and data that demonstrate how Rotary contributes to solving problems;
- Stories about moments when you or fellow members recognized the power of Rotary;
- Descriptions of how members benefited or grew personally or professionally from their Rotary experience;
- Testimonials from community members or partners that articulate the benefits our Rotary Club has brought to those we served or reached.
- Key programs, projects, press coverage or recognition that reinforce Rotary’s credibility.

Club Roles as Related to PI

PI-Related Roles for RCNS Members. All members are involved in providing content for the PI task - if you are organizing a function or an event, you will assist the outcome if you provide content with which the PIC publish results. All members are to be aware of the contents of [Annex A](#) as regards Privacy & Copyright Infringement.

The PIC Role. Taken from the RCNS Policy Manual, the role of the Public Image Committee (PIC) is to ‘*Tell the Story*’ of Rotary; in particular the RCNS, to both an internal and an external audience. The PIC has an overarching responsibility for public relations and promotion and will promote general Rotary awareness and the RCNS as a corporate body.

When asked, the PIC will endeavour to assist other committees to promote their interests; both before the event and after the event’s conclusion. The PIC will ensure that promotional materials are available, including brochures, banners, poster boards, etc.; and when asked it will assist others to develop media releases and to submit to the media outlets. The PIC will ensure that website and social media platforms are maintained, weekly bulletins are produced with current content, stories are submitted for the District 7090 Newsletter, etc. Although the PIC will

endeavour to communicate closely with and assist other RCNS committees and event organizers, it will not necessarily be responsible to produce content or promote the specific work or the responsibilities of other committees.

The PIC Chair. The PIC Chair manages the Club’s effort to tell its story and coordinates the Club’s marketing, media outreach, and social media. The Chair is a contact for the District PIC to share the District PI campaigns and promotes the use Rotary’s online PI resources to increase RI Brand awareness.

Typical PIC Tasks. In an ideal set-up, the members of the PIC are widely involved and/or aware of the priorities, activities & interests of the Club. An optimal assignment of tasks follows.

<u>RCNS PIC Chair</u>	<u>RCNS Secty (ex-officio to PIC)</u>
<ul style="list-style-type: none"> • RCNS Board Member, PI Advisor • Chair PIC Mtgs, coord PIC taskings • Coord info exchange at D7090 • Webmaster • Guest Speaker Promotion 	<ul style="list-style-type: none"> • RCNS Secretary • Editor for the Bulletin (the ‘Sunriser’) • Manages CR Data/Docs • Manages RI Interface(s) • Paul Harris Fellowship Coord
<u>PIC Cttee Member (Social Media)</u>	<u>PIC Cttee Member (Print Media)</u>
<ul style="list-style-type: none"> • Admin FaceBook • Admin Instagram • Admin LinkedIn • Canva Graphic Production • PIC Projects as Assigned 	<ul style="list-style-type: none"> • Coord Print Media Releases • Coord Radio/TV feeds • Coord Event Advisory Releases • Club Kit-wear Coord • PIC Projects as Assigned

PIC Activities. The preferred media platform to tell the story to the internal audience is face-to-face. Otherwise, the principal means of passing internal messages is to use Club Runner capabilities. The principal means to advising the external audience is using video teleconferencing, social media and the internet. Otherwise, audio, visual and the printed media may be used where they make sense. The RCNS PIC promotes Rotary to the public and fosters understanding, appreciation, and support for our programs. Other activities of the PIC include:

- Contact media with stories of projects/events in the Area and share these stories through social media.
- Promote our Club’s areas of focus, project successes, and meeting/event opportunities.
- Plan and carry out regular postings to the Club’s variety of media outlets.
- Produce a weekly newsletter to members of current events and opportunities including registration for events where we need accurate counts of attendance or sign up.
- Provide for adherence to RI Branding policy & promote matters of IT security as needed.

The Role of Other Committee Chairs and Event Coordinators. Other standing committees, including Membership, Community Services, International Services, and Youth and Exchange, should be promoting their respective activities and interests. Likewise, event teams, such as the Catch the Ace or Dragon-Boats organizers, should be capitalizing on the power of the media. This should help to ensure that messages to the public are accurate and timely. One or more members of each committee or event team could be assigned responsibility for promotion and may work



with the PIC to do so. As authorized by the Chair of the PIC, a member from each of these groups may be given admin rights to post stories on the club’s social media and CR website.

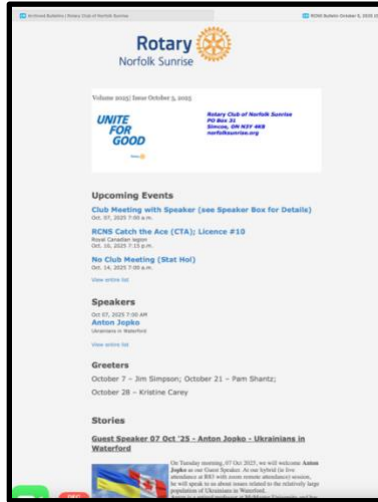
RCNS Media Sites

Principal Digital and Social Media Sites. These are the electronic sites used to ‘Tell the story’. All members are encouraged to sign up for the related accounts associated with these sites.



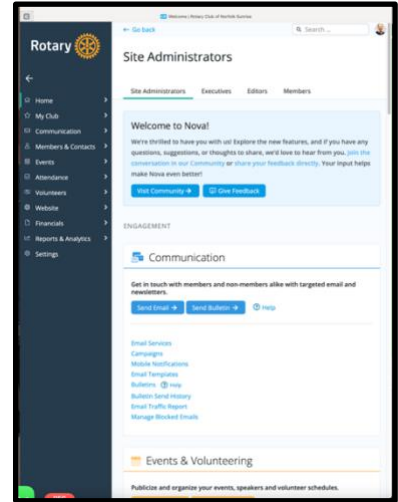
Webpage

Webmaster – PIC Chair



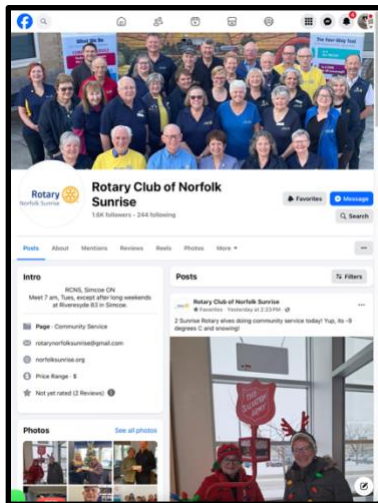
Bulletin

Editor – Secretary



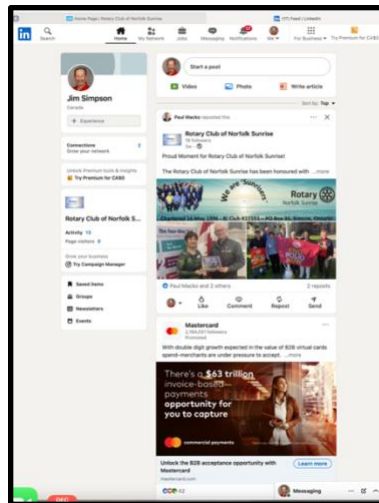
Club Runner

Coord – PIC Chair, Secretary



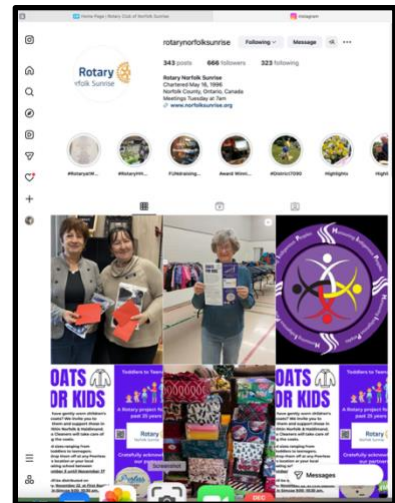
FaceBook

Administrator – Cathy Harrop



Instagram

Administrator – Cathy Harrop



LinkedIn

Administrator – Paul Macko

Other Digital and Social Media Sites. The Club maintains a Zoom account as a useful tool to conduct some of its meetings in hybrid format. The RCNS does not have an X (formerly Twitter) account; nor has it yet initiated a YouTube account.

Promotional Banners, Signs etc

The Club has a variety of promotional items that members are encouraged to use. Included are signs, banners, pennants and flags; all of which are designed to offer a positive message about Rotary and the Club. [See Annex B.](#)

Specific RCNS PI Guidelines/Issues

The following list gives eight training or information modules designed to inform RCNS members about important issues of information technology and/or communications. Each is supported by an attached Annex. Every member of the Club should have a chance to review these modules on an annual basis.

- Annex A – [Privacy & Copyright](#). We need to be careful about using content which is the property of others or may infringe on another’s privacy. [Go to Annex A](#) to discover more.
- Annex B – [Branding, Logos, Promotional Kit](#). RI and the RCNS have very specific policies in respect of branding. More particularly, there are specific rules for the use (and misuse) of logos, graphics and the like. [Go to Annex B](#) to discover more.
- Annex C – Club Runner (CR) – [My CR & Email Services](#) Like any major corporation, Rotary Clubs have a central information point for all related information. [Go to Annex C](#) to discover more.
- Annex D – Club Runner (CR) – [Personal Profiles & the Mobile App](#) Every member is responsible for their own up-to-date personal profile in CR. The CR Mobile App is excellent for those on the go. [Go to Annex D](#) to discover more.
- Annex E – Club Runner (CR) – [WebPage & Bulletin](#). The Club Webpage is the single central point for all information. [Go to Annex E](#) to discover more.
- Annex F – [Print Media Releases](#) From time to time, we will exploit the local print and audio/radio media. [Go to Annex F](#) to discover more.
- Annex G – [Social Media](#) As Social Media gains popularity, our digital communications to sites such as FaceBook etc gain importance. [Go to Annex G](#) to discover more.
- Annex H – Corporate Hub ‘[My Rotary](#)’ Whereas the Club Website is the go-to site for Club matters, the “My Rotary” site is the corporate hub for all personal, club and corporate matters pertaining to Rotary



Ongoing Goals & Objectives to Promote the RCNS

As part of our Action Planning, the RCNS will focus PI efforts by identifying annual objectives. A list of typical and/or ongoing objectives PI continues to pursue follows.

- **Maintain our Club Calendar.** A calendar of coming events is helpful in giving attention to assembling messaging to the members and public audience. The Club master calendar is as posted/maintained on our [website](#) and is integral to the CR software;
- **Minimum of One Media Release per Month.** Tell our RCNS story to our community! Sunrisers do great work in their communities and beyond. Make sure people know about it. Be concise; add a clear photograph. Engaging our community generates engagement;
- **Minimum of Two to Three Social Media Posts per Week.** Social Media platforms are geared to particular target audiences. In our case, regular posts to Facebook, Instagram, and LinkedIn will get our story to a whole range of demographics in our communities. All members should repost items which may be of interest to our members;



- **Give our President a Hand.** Manage our Club’s technology, from our website to hybrid meetings, to emails to members, to entering data into ‘My Rotary’. Not all Presidents have time for this in addition to their multitude of other tasks;
- **Connect the RCNS to the District, the Zone and RI.** We can all help ensure our Club is recognized for the great work we do. We can bring back ideas from other Clubs. The PIC will prepare and send our monthly story for publishing in the District Newsletter!;
- **Counter Misperceptions.** If Rotary or our Club ever gets negative publicity in our community, our PIC will meet to discuss how to confront the problem. Counter misperceptions with well-directed PI efforts. For assistance, we can contact the Rotary public relations staff; and
- **Hashtags.** Increased use of social media hashtags is important. Think of how your audience would search to find us. Avoid using #ALLCAPS. Try to use a max of 5 hashtags for each story. Commonly used #hashtags include: #Rotary7090, #TagtheSpirit, #Rotary, #ImagineRotary, #PeopleOfAction, #GrowRotary, #DisasterRelief, #EndPolioNow, #diversity

PI Budget

Club funding is provided for annual fees such as for Club Runner, Zoom as need be. Otherwise, the PIC does **not** have a standing budget. Funding for specific promotional items may be proposed within the budget call or at any time. Funding for PI support for an event or committee tasks derives from the committee/event planner.

PI Guidance & Reference Material

- Rotary International ‘[My Rotary](https://rotary.org/)’ - <https://rotary.org/> Get everything you need from Rotary's corporate perspective: incl Rotary Club Central, The Learning Center, The Brand Center, The Grant Center and The Service Project Center. [Go to Annex H.](#)
- District 7090 Public Image Support – there is an excellent summary of guidelines and support resources at the [D7090 Public Image Tool Box](#)
- ClubRunner Support – Register for Webinars by logging into the member area of our club website – norfolksunrise.org. Select Help > Webinars choose the focus area you want to learn. CR technical support is very helpful if you have reviewed the helps and are stuck. For assistance, call toll free 1-877-469-2582, option 2
- Facebook Group – “Rotary Club Members: Public Image, Graphics & Ideas Hub” – this is a large group of Rotary club content creators who share their images and advice.
- Canva – a free licensed web-based graphic software that holds templates for the different communication uses. It is easy to take the color guidance in the Rotary branding and create a custom pallet supporting Rotary approved colors. Fonts have near matches.

Annex A

RCNS PI Instruction 1 – Privacy & Copyright Infringement

Intro. With more Rotary clubs actively using online platforms (holding meetings & events etc), all regular members of the RCNS are asked to remember the importance of considering privacy & copyright infringement issues. Everywhere, there has been an increase in privacy concerns and copyright infringement claims over the past few years. In our own case, RCNS has not escaped this very-real aspect of our modern world.

When we consider using literary, musical, or artistic works such as songs, poems, illustrations, photographs, charts, videos, or graphs in presentations, club websites, online or in newsletters, it is necessary to obtain a license or permission from the ‘owner’ (not necessarily the person in question; it could be the photographer or editor) prior to use. This includes any songs, photos, etc. you find on the Internet or created by a Rotary member. **Simply put, if you do not own the content, do not print or post it, without ensuring that you have permission from the ‘owner’.**

As regards the special circumstances concerning our Youth Services participants, the Youth Services Committee continues to review youth-related policies to ensure they are relevant. As regards our guest speakers, the Club Services Committee is emplacing somewhat enhanced procedures to address issues related to those who agree to join our meetings.

How does this apply to us as individual Club members (including our families)?

Frequently, the RCNS enjoys social and/or meeting occasions which result in the sharing of group photos/content through the website, the Sunriser and/or on our social media sites. This content often includes our members, our families and/or our friends. Based on ideas such as 'reasonable expectations', 'implied consent' and 'organizational sensitivity'. **we will continue to presume that the collection (and publication) of such Rotary-related content/information at our Rotary group activities is supported by the individual members of the Club; ie you -** having said that, if any member objects to the use of their personal information/images, you are encouraged to contact the President of the Club, the Chair of our PIC (Jim S) or our Board Secretary (Nancy S), in confidence and at your earliest convenience.

We are part of RI District 7090 – their policy in respect of Copyright Infringement is given at [this link](#).

Following the initial distribution of this content in 2022, an updated version of this advisory is to be circulated to all regular RCNS members on an annual basis to ensure the message is current.

Annex B

RCNS PI Instruction 2 – RI Branding & Club Logos/Graphics/Promotional Kit

Intro. With more Rotary clubs active using online platforms (holding meetings & events etc), all regular members of the RCNS are asked to remember the importance of considering corporate and club-level branding issues as well as the availability of authorized digital graphics and promotional kit.

This **instruction** aims to help with your need to be familiar with **RI Branding** guidance. As is the case with every major corporate interest, Rotary International (RI) is intent in protecting its image so that it conveys an image consistent with its objectives. The way that the graphical symbols of RI are used are important to RI and actively controlled. As a result, the RCNS and its members are required to follow the corporate rules and use the RI graphics and logos with appropriate care. The RI directive on corporate branding is given at [this link](#).

We are part of RI District 7090 – their policy in respect of Public Imaging, branding and graphical selections is given at [this link](#).

This **instruction** aims to help with your need to be familiar with **RCNS Logos/Graphics/Promotional Kit** as available to event and committee leaders. In their roles for creating content for their activities, RCNS leaders will wish to incorporate suitable RI and RCNS graphics, logos QR codes and or use available promotional kit. Those logos/graphics that have been authorized for use are available at our RCNS website – see the graphical content at [this link](#). In every case, event and committee leaders are to strive to ensure that the RI and RCNS logos are used with good taste.

Similarly, the Club maintains a variety of promotional items that are kept in our Club storage area. At this writing, there are;

- 1 x ~8’x2’ flutter flag c/w a variety of mounts/stands;
- 3 x ~6’x2’ promotional banners on weighted stands;
- 3 x ~3’x2’ promotional pennants with top hangers; and
- many RCNS wallet cards to pass along to those wishing to know more about our Club.



If there is any doubt about the use of a logo, graphic or promotional item in support of an event, members may contact anyone assigned to the PIC.

Following the initial distribution of this content in 2023, an updated version of this advisory is to be circulated to all regular RCNS members on an annual basis to ensure the message is current.

Annex C

RCNS PI Instruction 3 – Club Runner (CR) - My CR & EMail Services

Intro. All Club members are required to be familiar with our different communication tools. This **document** aims to help you with your need to use our Club Runner (CR) capabilities – data-base information and email services. These are important and useful services that we ought to take advantage of.

This **instruction** aims to help with your familiarity with logging into '**My ClubRunner**'.

- Did you know that it's CR that provides the Club with a Website & Bulletin design function? We will cover that later on – for now, [click here](#) to access our web site (www.norfolksunrise.org). Click on Member Login in the top right corner to access member-only features and the Club's CR data-base;
- if you're new (ie yet to log-in to CR) or have forgotten your CR username or password;
 - new members will note that CR assigns a new password upon registration; the new member is sent a CR e-mail with their password automatically assigned;
 - if you are having difficulty with signing in (username, password issues etc), most situations are may be resolved by visiting the guide at [this link](#); or
 - otherwise, contact me or our Club Secretary at nancysherwin@sympatico.ca.
- looking for your personal details? See the top-left for 'Edit My Profile' to review or change;
- looking for a Club document, form, or minutes of the Board meetings? Search on 'Club Documents' in CR;
- looking for some interesting Club photos or graphics? Search in the 'Photo Albums' either within CR or as shown on our web-page;
- looking for an up-to-date Directory of our Club members? There are any number of useful membership-related reports you can get at the CR site; and
- [Click here](#) to go to a selection of helpful articles concerning your use of ClubRunner (CR).

This **instruction** aims to help with your familiarity with, and use of the **CR EMail Services**. To access EMail Services you start by going to our club [home page](#) and logging-in. To do this;

- click the Member Login link near the top right. After you enter your login name & password it will return you back to our homepage. Go to **Member Area** at the top right;
- along the top of the screen, you will see several tabs. Click on the **My ClubRunner** tab, then click on **EMail Services**. You are now on the **Club Communication** screen. Here, you can compose emails & view emails you may have sent;
- sometimes you may try to **send a reply** email to an @clubrunner.email address and find that the email is rejected. The @clubrunner.email addresses are only used to identify the individual who sent you the email. A remedy for this error may be found by clicking [here](#);
- [Click here](#) to go to a selection of helpful notes concerning your use the CR communications email capability.

Please remember that our club web-site & Club Runner (CR) are our **principal** ways of managing Rotary information. CR itself has much to offer in the way of help – [click here](#) for access to the Members Guide to Club Runner. Alternatively, you can contact anyone on the PIC for help if needed.

Annex D

RCNS PI Instruction 4 – Club Runner (CR) - Personal Profiles & the Mobile App

Intro. This notice aims to help you with your use of the CR Mobile App (ie for use on your cell phone or tablets) as well as to encourage you to update your Personal Profile in the RCNS CR Data Base.

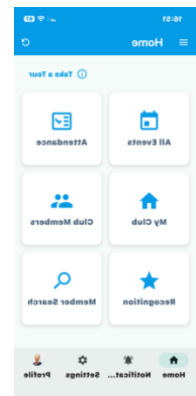
This **instruction** aims to help with you with, and use of your own **CR Personal Profiles**.

Everyone in the Club has an on-line, CR 'Personal Profile'. Normally, you would access it through our [RCNS website](#), then into 'Member Area' (top right corner). Alternatively, you may directly login to the CR page that will look [like this](#). Tab to 'My Club Runner', then to 'Edit Profile'. In some cases, the contents of member personal profiles are missing data and/or out of date; particularly if you're a new member. Once into 'Edit Profile', you will see that there are several tabs that group your personal information: 'Personal', 'Rotary', etc. Some things that may need a review incl;

- your profile picture (is it included?; out of date? are you happy with it? etc);
- under the Personal tab, check that all of your information is up-to date, that the key dates are correct and that you are happy with the content as shown etc;
- under the Rotary tab, see if your Member Designations are current; and
- [click here](#) for additional help with managing/editing your CR Personal Profile.

This **instruction** aims to help with your familiarity with, and use of the **CR Mobile Apps**. Did you know that you can get all sorts of useful RCNS information (website, membership data, event & schedule etc) on your cell phone?

- before you can do so, you will need to have the software (application - 'app') downloaded onto your mobile phone. This software is available from your App Store by searching for CR and downloading the app - it is available in both iOS and Android forms - very easy;
 - For iPhones, Click: [Download on iTunes App Store](#) (free); and
 - For other Android phones: [Download on Android App Store](#) (free).
- once downloaded, you'll need to log-in to the CR account you established earlier;
- once logged in, you will be able to see;
 - all RCNS member contact information,
 - links to our stories, events, speakers, executives etc,; and
 - general RCNS and District website information.
- [click here](#) for a short 1-minute YouTube video on the CR Mobile App



This is it for the introductory overviews provided to you for matters related to CR. If questions remain, there is an excellent [30 minute, overview video of CR](#) that you might want to review so that you are getting as much value out of our club and/or corporate information management software as possible. Moreover, you can contact anyone on the PIC for help if needed.

Annex E

RCNS PI Instruction 5 – Club Runner (CR) - Web-Page & Weekly Bulletin

Intro. There is a need to strengthen our club member's familiarity with our basic information management policy and communication platform practices. Important aspects of this include the use of our Club data/information base (Club Runner) and our use of weekly bulletins to get timely information out to our members and friends.

This **instruction** aims to help with your familiarity with, and use of, our CR WebSite;

- Purpose - this is our **primary, central platform to show the RCNS' club information** we wish to share with others, data kept in our CR records, club stories and member-related data etc. It is a '*pull*' document ie you need to seek it out to find out its contents. **If you have only one point of information about the club, this will be it;** it is a portal to all other information platforms;
- Audience - available to the general public as well as club members & friends of the club;
- Updates - happen on an 'as-required' basis but at least several times a week;
- Administrator – PIC Chair is the web-master. Contact him/her if you have any content proposals or questions;
- Click [here](#) to open our Club WebPage and see the format/content, current as at this writing; and
- Members will note a "Members Only" access point (upper right hand corner) where you can log in and find a trove of useful information.

This **instruction** aims to help with your awareness, and use of, our RCNS Bulletin; (The Sunriser).

- Purpose - the CR Bulletin 'The Sunriser' is a routine publication to update members concerning recent club news, the current schedule and the operations of the club. This weekly publication is our weekly news update; it '*pushes*' information to you; the information that you need to know each week;
- Audience - directed at the club members & certain selected friends-of-Rotary with an RCNS connection;
- Updates - published each Sunday evening; club members receive their copy of the most recent Sunriser by CR Email every Sunday at 6pm;
- Administrator – the Club Secretary is the publisher. Contact her/him if you have any content ideas or questions;
- Click [here](#) to open one of our most recent Sunrisers.

This PI Instruction should provide all of the info you need to take advantage of certain important components of our information management system. I encourage you to 'play-around' with the links and the information provided. I also encourage your feedback to me or any member of the PIC in respect of the ways in which we communicate internally to our members and/or externally to our friends, partners and the public.

Annex F

RCNS PI Instruction 6 – Print Media Release

Intro. All RCNS Press Releases are to be coordinated with the PIC prior to release to the various print media agents. The Chair of the PIC will ensure that a member of the PIC maintains the necessary links with the print media community.

A member of the PIC will coordinate a standing list of media connections to allow for the release of event advisories. That same member will also maintain a current list of local and non-local media outlets that Print Media Releases may be sent to.

Submissions should be short and concise. Address the five W's – who, what, why, when and where. The media editors will add value or request clarification if there is a need.

It should be noted that the print media community will insist on high resolution photography and maintains the right to alter submissions to meet their editorial needs. Name any persons in the photo and be sure you have considered privacy act perspectives (see [Annex A](#))

A submission may be made for an event that is planned and/or for an event that has happened. In each case, timeliness will be an important factor.

Suggested Contacts and Media Sites. A selection of Print and Audio Media sites follows;

- **Post Media.** (includes Simcoe Reformer, Delhi and Tillsonburg News); Editor Kim Novak; Email at reformer.newsroom@sunmedia.ca and/or nortillnews@postmedia.com
- **Port Dover Maple Leaf.** Editor Paul Morris; EMail at news@portdovermapleleaf.com
- **Simcoe Advocate.** Editor Chris Abbott; Email Contact chris@granhaven.com
- **Port Rowan Good News** (per month). Email: prgn@live.ca Editorial Submissions Email: prgncditor@live.ca
- **Hamilton Spectator.** Contact JP Antonacci; Email at jpantonacci@thespec.com
- **Brantford Contacts.** Emails at brantford.news@sunmedia.ca and/or bexpositor@postmedia.com
- **Simcoe Radio Station – 98.9 myFM** <https://www.norfolktoday.ca/home>; phone 519-426-7700. To submit local NEWS story:<https://www.norfolktoday.ca/submit-local-news/> To submit an EVENT listing: <https://www.norfolktoday.ca/submit-an-event/>

A growing means of promoting events (before the fact) is through event advisory platforms as managed by the above noted sites. A special contact in our local Norfolk Area would be [‘Around the Community’](#) as managed by Dan Wiest email at danwiest@hotmail.com

Other possibilities include certain First Nation media outlets as well as the media platforms in the vicinities of the other Rotary Clubs in the area (ie Dunville, Welland etc etc)

Media Release Sample. A sample/format for a Media Release is given at the next page;

Sample/Format for a Print Media Release



Rotary Club of Norfolk Sunrise
Box 31 Simcoe ON N3Y 4K8

MEDIA RELEASE

For Immediate Release

October ??, 2025

Rotary Marks World Polio Month

The Rotary Club of Norfolk Sunrise (RCNS) is marking World Polio Month this October, calling on the local community to recognize the significant progress made in the fight to end polio and help provide the crucial funding and advocacy needed to finish the job.

World Polio Day, recognized globally on October 24th, draws attention to the worldwide effort led by Rotary and its partners in the Global Polio Eradication Initiative (GPEI). Since 1985, Rotary has been a driving force, contributing over \$2.1 billion and countless volunteer hours, helping to reduce polio cases by 99.9% worldwide. Polio, a paralyzing and potentially deadly infectious disease, remains endemic in only two countries: Afghanistan and Pakistan.

"This World Polio Month, we celebrate the fact that because of the decades-long commitment of Rotarians, health workers, and governments, millions of people who would otherwise have been paralyzed are walking today," said Mary Mercato RCNS Co-President. "However, as long as polio exists anywhere, it remains a threat everywhere. We cannot stop now."

To mark the occasion, the RCNS is joined with ???? in a ceremonial flag raising at the Norfolk County offices – all in an effort to promote the raising of community funds and awareness.

Every dollar raised by Rotary is currently matched 2-to-1 by the Bill & Melinda Gates Foundation, effectively tripling the impact of each donation. Funds support immunizations, surveillance, and operations needed to reach every last child in high-risk areas.

Community members are encouraged to support Rotary's End Polio Now campaign by attending the Clubs website (www.norfolksunrise.org) to donate directly to this ongoing fundraising program.

"We are this close to making history by eradicating the second human disease," RCNS Co-President Mary added. "We invite everyone in Norfolk County to stand with us and help ensure no child ever again suffers from this devastating disease."

The Rotary Club of Norfolk Sunrise (RCNS) is a local chapter of Rotary International, a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

Attachment: Photo with ?? viewing ?? with Rotarian ??, Chair of the ?? Committee.

For more information, please contact: RCNS Public Image Chair Jim Simpson at 289-680-0070 or jimandyndasimpson@gmail.com

Annex G

RCNS PI Instruction 7 - Social Media

Intro. This document covers our Social Media sites ie FaceBook, InstaGram & LinkdIn. These two social media sites complement, as well as add to, our primary information platform (the [RCNS Website](#)). Nonetheless, they are **not** directly linked with CR and are used mainly to connect with our outside-the-club audiences.

This **instruction** aims to help with your familiarity with, and use of our **FaceBook (FB) page**.



- Purpose – our priority social media platform provides us with a popular site to engage the broader public audience. It is used to generate some dialogue and to show Club news and photographs as well as to advertise our Club’s fundraising events of interest to the broader community and to provide updates concerning the important/ongoing good works we do;
- Audience - open to the general public;
- Updates - happens on an as required basis;
- Administrator - Cathy Harrop is the FB Administrator. A small number of other specifically designated members have publishing rights. Contact the Administrator if you have content you wish published or you have any questions; and
- Click [here](#) to open our FB page and to see the content.

This **instruction** aims to help with your familiarity with, and use of our **InstaGram (IG) page**.

- Purpose – similar and complementary to our FB page except that it dwells more on photographic information;
- Audience - open to the general public;
- Updates - happens on an as required basis;
- Administrator – again, Cathy Harrop is the IG Administrator. A small number of other specifically designated members have publishing rights. Contact the Administrator if you have content you wish published or you have any questions; and
- Click [here](#) to open our IG page and see the content as at this writing.

This **instruction** aims to help with your familiarity with, and use of our **LinkedIn (LK) page**.

- Purpose – this platform provides us with a popular site to engage the wider business community;
- Audience - open to the business public;
- Updates - happens on an as required basis;
- Administrator – Paul Macko is the LK Administrator. Contact him if you have content you wish published or you have any questions; and
- click [here](#) to open our LK page and see the content as at this writing

After reading an RCNS social-media post, please press "Like"  and “Repost the Post” . ‘Likes’ show appreciation whilst ‘Reposts’ allow you to share the post with your own network

Note the RCNS does **not** use **X** (formerly Twitter) as a means of social-media communications. Similarly, we do **not** maintain a **YouTube** account although one exists for Rotary International.

Annex H

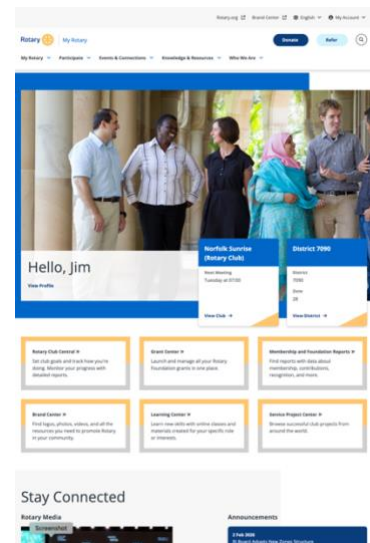
RCNS PI Instruction 8 – Corporate Hub – ‘My Rotary’

Intro. As all RCNS members know, the central hub for all Club information is at our RCNS website; www.norfolksunrise.org. It is the first place to go for whatever club information you may need. Complementing that RCNS website is the central focal point for all matters you may be interested in at the corporate or Rotary International level; www.rotary.org – ‘My Rotary’. It is important to note that once you have registered and signed-in (see below), it provides all Rotarians (ie YOU) with a huge amount of personal, club and corporate information.

‘My Rotary’ is the comprehensive digital ecosystem designed to unify the global network of Rotary International. It serves as a sophisticated member portal that bridges the gap between individual volunteers, local clubs, and the international headquarters. In an era where "Service Above Self" requires data-driven impact, ‘My Rotary’ provides the infrastructure to track, fund, and optimize every humanitarian effort

‘My Rotary’ Constituent Parts The platform is organized into distinct "Centers," each serving a specific strategic purpose:

- **Rotary Club Central:** This is the administrative engine. It allows club leaders to set annual goals, track membership trends, and monitor progress toward the Rotary Citation. Yes, our Club uses this feature.
- **The Learning Center:** A robust professional development platform offering hundreds of courses. It covers everything from technical training for club roles to soft skills like conflict resolution and public speaking.
- **The Brand Center:** A centralized toolkit for public image. It provides customizable templates for brochures, social media graphics, and logos, ensuring that every club maintains a professional and consistent visual identity. All RCNS members should be aware this exists.
- **The Grant Center:** The financial gateway where members apply for & manage District/Global Grants, ensuring transparency & accountability for Foundation-funded projects.
- **The Service Project Center:** A storytelling and data hub where clubs report their service hours, volunteer numbers, and project successes to a global audience. RCNS project leaders are required to input data here.



How to Register and Use ‘My Rotary’. Before you start, make sure you have the email address you provided to your Club Secretary. Your My Rotary account must match the email on file in the Rotary International database to sync your membership ID correctly.

Registration Steps - Visit the Website: Go to rotary.org/myrotary.

- **Find the ‘Sign-In/Register’ Button:** Look for the blue ‘Sign In/Register’ button in the top right corner.
- **Create Account:** On the sign-in page, click the ‘Create Account’ button.
- **Enter Your Details:** You will be prompted for your name and email. Tip: Use the same email address that receives your Rotary communications.
- **Verify Your Email:** Rotary will send you a confirmation link. Open your inbox, find the email (check spam if it’s missing!), and click the link within 24 hours.

- Set Your Password: The link will take you back to the site to choose a password and set up a security question.

Applications - Certain specific applications that should be considered;

- For General Members - start by ensuring your Member Profile is complete; this acts as your 'Rotary Resume,' tracking your donations, committee service, and awards. The 'Learning Center' offers a huge selection of tools to improve your knowledge of, and qualifications within, the Rotary tent.
- For the Secretary, Membership Chair and Club Officers - the primary workflow involves monthly check-ins on 'Rotary Club Central' to input service data and update membership rosters.
- For Event organizers - the 'Brand Center' and the 'Service Project Center' are important features to consider in your project planning.
- For Everyone - to stay engaged with the global community, use the 'Discussion Groups' feature to find partners for international projects or to share best practices with clubs across the globe.