

# IS YOUR DISTRICT A ROTARY BRAND AMBASSADOR?



## Announcing The Zones 30 and 31 Brand Ambassador Awards for 2021-2022

Rotary. We Are People of Action.  
In Zones 30 and 31, we're recognizing districts that are actively engaged in promoting a positive public image for Rotary in their district and communities!

## DISTRICT AWARD CRITERIA

The Zones 30 and 31 Public Image Coordinators will recognize districts that meet the following criteria by June 30, 2022. Brand Ambassador award recipients will be announced at the Zones 30 and 31 Conference in 2022.

### MANDATORY ACTIVITIES

#### District Public Image Chair

- Complete the Learning Center public image courses
- Participate in at least one zone public image training session

#### District Website & Newsletter

- Uses the People of Action logo or header
- Incorporates People of Action overlays on photos
- Recognizes clubs, projects or Rotarians as People of Action
- Lists the District Public Image Chair
- Includes a link to the Rotary Brand Center and information on downloading People of Action assets

#### District Facebook

- Incorporates a People of Action logo or header
- Includes at least 2 posts using the People of Action Photo overlays and People of Action hashtags

### OPTIONAL ACTIVITIES

Must achieve three of the following six goals:

- Allocate funds in the district budget for public image activities
- Promote at least one Rotary Day of Service in your district
- Register and promote at least three club or district World Polio Day events and activities
- Submit at least two Rotary service project stories to the zone public image team
- Invite a member of the zone public image team to present at a district event or training
- Successfully nominate a club or Rotarian for a non-Rotary award in your community



For more information about the Brand Ambassador Award and the People of Action campaign, contact your Rotary Public Image Coordinator:

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