



BRAND ASSESSMENT CHECKLIST

Your Rotary brand is part of everything you do! Consider how club members and others are experiencing your Rotary club's brand by assessing the elements of your club meetings, other club events, and how you create awareness and engage the public.

Club Meetings

- Regular communications to club members are a positive part of Rotary club brand
- Speakers and club programs are promoted to members and public in advance
- Clear signage and easy access to meetings
- Greeters who welcome members, visitors and guests
 - Aid visitors and guests in connecting with members
 - Members are recognized and welcomed
- Clear Rotary identity with up-to-date logo and visuals
- Acknowledgment and warm welcome for visitors and guests (including speakers)
- Information on Rotary and the club is provided to visitors and guests
- Club meeting
 - Quality of program
 - Quality of meal
 - Quality of venue
 - Look and feel of the meeting is consistent with your Rotary club brand
- Members give feedback and suggestions for improvement regularly
- Appropriate follow-up with guests

Club Events

- Clear Rotary identity on publicity and at the event with up-to-date visuals and voice
- Greeters who welcome members, visitors and guests
- Information on Rotary and the club is provided to visitors and guests
- Invitation to learn more and to engage with the club
- Quality and tone of event is congruent with your Rotary club brand

Public Facing

- Digital media and social media are up-to-date, including clear Rotary identity
- Descriptions of club activities focus on the "why"
- Photos show Rotarians in action, impacting the community
- Clear description of what the club does and why it matters
- Clear description of how to contact club leadership
- Invitation to learn more and to engage with the club
- Use People of Action assets to promote the club