Inspire, Inform, Engage:
Telling Our Rotary Story in Our Communities

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People of Action Campaign: Why it Matters
“I appreciate the press that comes out every week and covers it when we give away money and always does stories for us, and we really do appreciate that, but we have to improve our visibility in the community.”

“We don’t do any advertising really, and we don’t do anything that gets people in the community to know about all the things we’re doing.”

- 2017-18 Club President, West Virginia
People of Action Campaign: Who’s the Audience

- Increase awareness of our club’s projects and activities, with the media and within the community.
- Create awareness of the good our members are doing in the community.
- End Result: Attract diverse, service-minded members of our communities to join us.
People of Action Current Materials: What’s Available

The Path: Rotary.org > My Rotary > Brand Center

WELCOME TO THE BRAND CENTER
Tell the story of Rotary and how we are people of action in your community and around the world.


PEOPLE OF ACTION
Get everything you need from Rotary’s latest public image campaign.

GUIDELINES
Apply our messaging and visual guidelines to your communications to tell Rotary’s story in a consistent and engaging way.

LOGOS
Download high-resolution logos and Rotary graphics.
People of Action Current Materials: What’s Available

The Path: Rotary.org > My Rotary > Brand Center > People of Action

TOOLKITS

PEOPLE OF ACTION
Use these resources to increase public understanding of Rotary and drive engagement within your community.
View Resources
Create Your Own

WORLD POLIO DAY
Eradicating a disease is a big job and we need your help. Use these resources to help Rotary advocate, fundraise, and educate communities on the need to end polio now.
View Resources

ROTARY GLOBAL REWARDS
Use this kit to encourage other Rotarians to explore Rotary Global Rewards to find discounts and special offers, along with opportunities to give back to Rotary.
View Resources
The Current Materials: What’s Available

- “What We See” Video
  30-second video
  90-second video
  Script, voiceover and video without voiceover available

- 10 Images/Ads for Facebook Posts

- 10 Images (letter-sized) for posters, signs, banners and print ads

- Overlays with the People of Action message overlays that can be used with your club’s own photos
The Current Materials: What’s Available
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The Current Materials: What’s Available
TOGETHER, WE

PROMOTE PEACE

TOGETHER, WE

FIGHT HUNGER

TOGETHER, WE

EMPOWER

TOGETHER, WE

LEARN
TOGETHER, WE
TRANSFORM

TOGETHER, WE
SAVE LIVES
The Current Materials: What’s Available

- People of Action Campaign Guidelines
- People of Action Style Guide at a Glance
- People of Action FAQ
- Customizable Print ad template
- Customizable Facebook post template
- Banners for outdoor transit shelters
- Digital horizontal banners for websites
- Digital skyscraper (vertical) banners for websites
- Roll-up banners
- Outdoor billboards
- Social media ads
- Digital ads
- Sample campaign photos
The Current Materials: What’s Available

Key Messages to Diverse, Service-Minded People in Our Communities

- Where others see problems, Rotary members see solutions.
- Our 1.2 million members see opportunities and possibilities in their communities around the world.

Together, We Inspire
Together, We Connect
Together, We Transform
Together, We End Polio
Together, We Learn
Together, We Save Lives
Together, We Promote Peace
Together, We Fight Hunger
Together, We Empower
The Assets: How to Use Them

Example: Facebook post with local project and People of Action Ad/message

Download the ad from the Rotary Brand Center and upload it to your post.
Uses for the Ads/Images

- Boosted Facebook posts
- Horizontal and Vertical Website Banners

Community Events and Service Projects

- Vinyl Tabletop sign on a retractable tripod stand
- Standing vinyl poster on a retractable tripod stand

Add your club/district call to action, such as:

Metro East Community Rotary Club
Meet us 1st & 3rd Tuesday 6:30 PM
Edison’s Entertainment Complex, Edwardsville, IL
People of Action: Social Media Tips

Facebook Posts

- #Hashtags - #club, #Rotary, #PeopleofAction
- Personalization/relatability (first names)
- Beneficiaries featured, if using a local photo
- People of Action images/short Rotary videos (2 minutes or less)
- Good quality photos of beneficiaries or 2 or more Rotarians
- Community action/interaction happening in local photo
- Use of action verbs in the post: Teaching kids to read in (location)
- Use of People of Action message/key words
- Use of club name - Richmond Rotary - We Are #PeopleofAction!
- Call to Action – Join us, Check us out, Meet us at (location)
The Assets: How to Use Them

- Identify a Rotary member (ideally, a membership chair or public image chair) to create the post.  
  - feel free to use the example messages and ideas in this slide deck.

- Ask members of your club or district to share the post, and ask them to encourage others in their networks to share it.

- Ask members to share the post on online neighborhood/closed social platforms they belong to, as appropriate.
We are here to HELP

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