



## PEOPLE OF ACTION: OVERVIEW

People of Action is a research-based public image campaign that is designed to tell Rotary's story in a consistent and compelling way. More than an advertising campaign, it's a tool member can use to show the impact that Rotary clubs make. The campaign portrays Rotarians as people of action — professional, community, and civic leaders who share a passion for taking action to improve the world around them. The campaign supports Rotary's vision and reflects its essence.

*Our vision:* Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

*Our essence:* Rotary joins leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

### PROMOTING THE PUBLIC IMAGE OF ROTARY

The People of Action campaign focuses on raising awareness and understanding of Rotary. Although many people recognize the Rotary name, our research tells us that too many prospective members and supporters don't understand who we are or what we do. People of Action's power to increase public understanding of Rotary relies on clubs to show how they make a difference in their communities. When clubs tell People of Action stories, they bring Rotary's vision to life in a tangible and relevant way.

### RESOURCES

Positive images of Rotarians as people of action are critical to capturing the public's attention and igniting real passion for Rotary. Clubs should use photos that portray authentic instances of Rotarians working side by side with other community members. The wide array of resources on the [Brand Center](#) can help you tell your Rotary stories:

- People of Action Campaign Guidelines
- Rotary Public Relations Guide
- Quick Start Guide for Club Social Media Pages
- People of Action Style Guide

### PEOPLE OF ACTION MATERIALS

You can also find these on the Brand Center:

- Print ads
- Graphics to share on social media
- Video and radio ads
- Digital ads
- Outdoor ads
- Roll-up banners
- A photo library
- Templates for creating your own print, digital, and social media ads that feature your club in action

Be sure to check the [Brand Center](#) often for new campaign materials.

## TELL YOUR STORY

Telling the public your People of Action story is the most important part of the campaign. Start by creating People of Action posts for your social media pages. It's a simple and effective way to promote your club to your followers. Use the hashtag #PeopleofAction to make it easy for people to find your club's posts.



## FIND OUT MORE

Learn more about the People of Action campaign at the [Brand Center](#). You can also email us with your questions or comments:

- Send general questions about the People of Action campaign to [pr@rotary.org](mailto:pr@rotary.org).
- Share your People of Action stories with RI at [pr@rotary.org](mailto:pr@rotary.org).
- Send questions about design to [graphicdesign@rotary.org](mailto:graphicdesign@rotary.org).
- Send questions about creating People of Action materials that are relevant to your area of the world to [globalcommunications@rotary.org](mailto:globalcommunications@rotary.org).