



PEOPLE OF ACTION CAMPAIGN GUIDELINES

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What's new at the Brand Center?

Be sure to check back often, as campaign resource materials will be added regularly.

1

INTRODUCTION

PROMOTE THE PUBLIC IMAGE OF ROTARY

What is Rotary? This seemingly easy question has many different answers, depending on who you ask. The new Rotary public image campaign aims to provide a simple, consistent answer and rally Rotarians around a single idea: telling — and showing — the world that we are people of action.

The good news is that a majority of people have heard of Rotary. Since 2011, when we started our global brand strengthening initiative, Rotary has boosted general public awareness levels from 60 to 75 percent. This is a strong foundation, but we still have work to do.

Although most of the public knows our name, our latest research tells us that too many prospective members or supporters do not fully understand Rotary. They don't know what we stand for and what we do in local communities. And nearly 60 percent of those surveyed said they were unaware that a Rotary club exists in their own community.

Now is the time to take the next step in telling our story. The new People of Action public image campaign strives to bring the Rotary story to life for those who don't know us. It does this by showing Rotarians as the people of action we are: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. Individuals who get things done and have a great time working, growing, and learning together. This campaign also motivates, engages, and inspires current and prospective members, as well as donors, partners, and supporters.

Narrowing the gap between awareness and understanding will take time. With help from this guide, you'll find ways to let your community and the world know that we are people of action.

WHAT IS THE PEOPLE OF ACTION CAMPAIGN?

The People of Action campaign is the new Rotary public image campaign. It is designed to build understanding of Rotary by answering:

- **What is Rotary?**
- **Who are Rotarians?**
- **What impact do Rotarians make in my community and around the world?**
- **How is Rotary different from other organizations?**

Through a variety of creative materials, the campaign shows Rotary club members as people of action. We know that Rotarians share a unique perspective and a passion for taking action to improve their communities and the world. Where others see despair, Rotarians see hope. Where others see problems, we see solutions. Where some might see challenges, we see opportunities.

This is our chance to show others how Rotary club members see what's possible in their communities and to highlight what we can achieve when we join together to bring those ideas to life.

CAMPAIGN MATERIALS OVERVIEW

People of Action campaign materials are available in all official Rotary languages in the Rotary Brand Center (rotary.org/brandcenter). More resources will be added periodically, including:

- Videos
- Print ads
- Social media graphics
- Outdoor ads
- Online ads
- Radio ads and scripts
- Campaign style guide
- People of Action social media guide

Go to the **Get Started** section to learn how to tell your own People of Action stories and create local campaign materials.

2 GET STARTED

To build the public’s understanding of what we do, we need to highlight the impact we make in our communities. The People of Action campaign helps us tell those stories.

Each People of Action ad is available in all Rotary languages. You also will find images that you can use to represent your club and community on the Brand Center in the coming months. For now, here are some examples of the ads that are available:



TELL YOUR CLUB'S PEOPLE OF ACTION STORY

If you prefer to use an ad that's specific to your own Rotary club and story, you can create one. Use this exercise to start developing your own club story that will resonate with your community. This worksheet will help you begin writing your ad. Simply answer the following questions:

- 1. What are we trying to accomplish?**
Describe the problem or challenge in your community that your club wants to help solve.
- 2. Who is our audience?**
Who is your audience beyond Rotary members? What do they know about us?
What do they think and feel about us? What do we want them to think and feel?
- 3. How did we take action?**
Describe how you used the expertise of your club members or others in the community to tackle the challenge. What obstacles did your club face as you worked on this project?
- 4. What action verb best represents the action we took?**
Together, We Connect? Together, We Transform? Inspire? End Polio?
- 5. What image will best depict our story?**
What does it look like? Who is in the photo?
- 6. What was our impact? What evidence supports this?**
- 7. What were the outcomes of our project?**
How many people did the project affect? What are some other relevant statistics?
What changes resulted from the project?
- 8. How did we touch the lives of people in our community?**
Provide specific examples.
- 9. What do we want our audience to do?**
Learn more? Support your cause? Join you at an upcoming event?

THREE STEPS TO CREATING A PRINT AD

You've answered the important background questions, and you know the story you want to tell. Now it's time to create an ad that will best represent your club and your People of Action message — and grab the attention of your target audience. Here's a three-step process to develop a People of Action print ad that's specific to your club and community.

1) SELECT AN ACTION VERB FOR YOUR HEADLINE

"Together, We ..." is part of the headline for this campaign and must be used in all People of Action ads. To finish the headline, select an action verb that best represents your message. Think about what your club was trying to achieve, or how you approached the local challenge you decided to address. Which action verb best describes what you did? Please choose from the following list:

- Connect
- Transform
- Inspire
- End polio

2) CHOOSE AN IMAGE OR TAKE A PHOTO

Imagery is critical to demonstrating that we are people of action. We want to showcase the action and the people we are helping through our work. You don't have to be a professional photographer to do this. When you're capturing images, just keep the following in mind:

- Take and use pictures that are composed in a way that supports the claim that we are people of action.
- Avoid "grip and grin" photos (those that show two people shaking hands and smiling).
- Remember, the headline is "Together, We ..." A shot of an individual will only rarely be appropriate.
- Make sure you represent the diversity of your club and the people you are serving in age, ethnicity, and gender.
- Ask yourself, "Will people in my community connect with what they see in the photo?"

You want to use powerful images that capture your viewers' attention and make them feel an emotion.





Helping Little Rock's littlest students achieve big dreams means intervening early for school success. Each year, the Rotary Club of Little Rock donates dictionaries and shares its love for reading with students in nearly 100 elementary school classrooms. Reducing Arkansas' illiteracy rates and inspiring a love of learning — that's what people of action do. **Learn more at littlerockrotary.com**

3) DEVELOP BODY COPY

The body copy, or the main part of your ad, will tell your story in a brief, informative, and inspiring way. This is where, in as few words as possible, you will:

- Make your claim
- Offer statistics or other proof of your impact
- Issue a call to action

Keep in mind that you should cover these three essential elements in your body copy. Otherwise, your ad will come across as confusing, incomplete, or misleading.

To make sure you develop a clear and inspiring message, refer back to the "Tell Your Club's People of Action Story" worksheet to determine one or all of the following:

- What were the outcomes of your project?
- How many people did the project affect?
- What are some other relevant statistics?
- What changes resulted from the project?
- What specific examples show how you touched the lives of people in your community?

Don't forget to include your call to action, or the message that tells readers what you want them to do when they see your ad. Do you want them to learn more? Attend a meeting? Support your cause? Join your club?

Now it's time to start writing. Once you've answered the essential questions in "Tell Your Club's People of Action Story," refer to "Three Steps to Creating a Print Ad" to create your ad. Then use the design template in the Brand Center to combine your copy and the image you've chosen into a professional-looking ad. The final result should look similar to the ad shown on the left.



FINAL PRINT AD CHECKLIST

If you work through the three-step process, you will create a strong People of Action ad. People of Action ads should always follow this framework:

- Your image
- Your action verb
- Your claim
- Your proof
- Your call to action

Now put the ad to the test. Can you answer yes to the following questions? If so, you are ready to create the final ad in the design template.

- Is my story tailored to my audience? Does it appeal to something important to them?
- Does it describe a transformation? Something meaningful?
- Do I offer proof of our impact?
- Have I included personal anecdotes, real-life examples, or stories that will touch my audience's emotions and grab their attention?
- Have I avoided Rotary jargon and acronyms?
- Is it short enough to keep my audience's attention?

Go to the **Share People of Action Ads With the Public** section to learn how to best place and promote your People of Action campaign materials.

Coming soon:

New options for the club logo template to make it easier to use your logo with the People of Action materials.

3

SHARE PEOPLE OF ACTION ADS WITH THE PUBLIC

Once you have selected the People of Action campaign ad you would like to use, or have completed the worksheets to create your own, you are ready to share it with the public.

To begin, organize a group of Rotarians with marketing experience to tailor the materials to your community, or work with a local graphic designer or agency. Just as important: develop a plan to place your ads online and in traditional media such as newspapers, magazines, and billboards.

Be sure to use your Rotary connections while planning and placing your ads. If you or another club member knows someone in the media or advertising industry, ask that person to help you secure no-cost placements of the ads.

The best ad placements vary for each country, and for each community within that country. Read the following ideas and tips for placement.



DIGITAL CHANNELS

- **Share campaign images on your Rotary club and district websites.** Club and district websites should include images from the new People of Action campaign. District websites can also explain how to access the campaign materials in the Brand Center. To post a campaign image on your website, simply download one of the People of Action banner ads from the Brand Center and follow your usual posting process.
- **Place images in your Rotary newsletter.** Ask your newsletter editor to include the People of Action image that you'd like to share.
- **Post on social media.** Creating People of Action posts for your social media pages is simple. Think of how you told your story on the previous worksheet. Focus on *one* of these areas for each social media post. To develop a post, follow these steps:
 1. Select the headline you used from the choices available.
 2. Select the image you used for your print ad — you can add your own or choose from the images available.
 3. Write your post — 1-2 sentences for Facebook or 90-120 characters for Twitter. Keep your copy concise and focused. Be sure to include a call to action, such as telling your audience to go to your club website and providing the link.
 4. Use the #PeopleofAction hashtag to increase discovery on your social media pages.
- **Encourage others to use the campaign materials.** Post, send, and share all of your People of Action ads. Motivate other Rotarians to do the same within their communities. The more people we have raising awareness of Rotary, the more our communities will understand Rotary, Rotarians, and the good we do.
- **Share success stories.** We want to hear your stories! Once you've launched a local People of Action campaign, tell us your story and show us pictures of how you used the ad materials. We may feature your work in internal global promotions. Write to our marketing staff at pr@rotary.org.



PRINT AND BROADCAST

- Place ads with your local newspaper, both in print and online. Contact your local newspaper or use your media connections to try to secure no-cost placements of the People of Action ads. Ask if the newspaper will print the ad in an upcoming print edition and post it on the paper's website for a certain period of time.
- Have your local radio station air an ad. Contact your local station or use your media connections to try to secure no-cost placements of the People of Action radio ads.
- Show the People of Action videos. Download the 30- and 90-second videos from the Brand Center and post them on your club's website. You can also share or link to the 30-second video on your club's social media channels, as well as feature the videos, or show them on a loop, at your Rotary events.
- Give ads to local public transportation agencies. Contact the advertising department of your community's public transit agency, or use your media connections to secure no-cost ad placements. People of Action ads are available in various sizes. Simply have them printed and give them to your contact or the appropriate transit officer.
- Provide local shops with ads. Ask if you can post print ads or leave brochures in local stores. Many business owners, if they're not already familiar with Rotary, are willing to help promote good causes and nonprofit organizations. Don't forget to ask club members who own businesses to display the ads as well.
- Seek design and planning help, if needed. For additional design and planning assistance, contact a local graphic designer or agency. You can also download other People of Action campaign materials in the Brand Center, including instructions on how to design your ads and best use the campaign.

Go to the **Contact Information** section to find out where to send any questions you have about People of Action.

CONTACT INFORMATION

Need help? Contact our marketing staff at pr@rotary.org with campaign questions or graphicdesign@rotary.org for design help.

Go to **Introduction** to return to the beginning of the document, or go to rotary.org/brandcenter to start creating your own People of Action materials.

