



PROMOTING YOUR CLUB AS PEOPLE OF ACTION

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1. People of Action

The People of Action narrative provides a simple, consistent answer to the question, What is Rotary? It rallies us around a single idea: telling — and showing — the world that we are people of action.

People of Action is more than a marketing campaign — it's who we are

It's a way we can talk about ourselves so that the public sees Rotary as we do: volunteers who use their connections and expertise to take action and solve problems in their communities and around the world. Presenting Rotarians and Rotaractors as people of action helps others understand us and helps us build connections with potential members, volunteers, and supporters.

Strengthening our brand and enhancing our public image

People's awareness of Rotary varies widely around the world. Although many have heard of Rotary, few fully understand what we do or how we make a difference.

How can we increase people's understanding of Rotary?

- We can't assume that community members know about the good work that clubs and districts do. We need to tell people about our projects, the action we take, and the impact we make.
- Showing that we address needs in our communities builds a positive image of our clubs and our members.
- People of Action messaging gives us a powerful tool to show our communities how we're making a meaningful difference.

By telling a story using the People of Action narrative, you have created a consistent and compelling way to describe Rotary and to share the impact your club makes in your community.

— Vicki Puliz, RI director in 2021-23, past district governor of District 5190, and member of the Rotary Club of Sparks, Nevada, USA

2. Telling your People of Action story

An effective People of Action story shows Rotary members as achievers: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. It presents us as people who get things done and enjoy working, growing, and learning together.

Elements of an engaging People of Action story

Focus on relevant community challenges

Show how you got involved and worked on a challenge that people in your community care about — homelessness, for example. Use information from your community assessment and project evaluation to demonstrate how you helped your community.

Describe the action you took

Explain the major ways in which your club or district intervened to address the issue. In this example, Rotary members constructed a cluster of very small houses to reduce homelessness in their community.

Show collaborations or partnerships

Demonstrate the strength of your club's connection to the community and its ability to achieve results by showing how you work with other local organizations.

Include the beneficiaries

Show the people or organizations that are affected by what your club does in order to emphasize the life-changing results that Rotary projects can have.

Illustrate the positive impact on the community

Describe the difference you made in the community to create an emotional connection to your story and to your club.

Your project doesn't have to be complex or be funded by a district or global grant to be a People of Action story. It doesn't even have to involve physical action. Many of our best stories are about making a connection or inspiring others.

Next, let's look at another example of a People of Action story and its elements.



Climate challenges are drastically affecting the ecosystem of New Providence Island in the Bahamas. Years of storm damage and coastline erosion have threatened the shores. As this has happened, tide levels have been reaching farther inland. Low-lying countries such as the Bahamas have suffered and will continue to do so.

In December, the Rotary Club of East Nassau, the Rotaract Club of East Nassau, and other local Rotary members worked with the Bahamas National Trust to plant red mangrove seedlings to strengthen and preserve the mangrove system at Bonefish Pond National Park in New Providence. The mangroves will protect the island from weather-related destruction and shoreline loss.

“When the sea levels go down, you’ll see our work,” says Adrian White, of the East Nassau Rotary club. “When the sea levels go up, our work will still be there, protecting our country.”

In addition to protecting the shoreline for future generations, red mangroves serve as a habitat for fish species that support the country’s fishing industry. The club is planting more mangroves this month.

People of action are effective problem-solvers. The story identifies the community's challenge, explains the action taken by Rotary members and participants, illustrates collaboration, describes who benefits, and shows the overall impact.

3. Selecting images and wording

Choosing images

Positive images of members as people of action will capture the public's attention and spark interest in Rotary. When you take or select photographs to accompany your story, remember these tips to create stronger People of Action messages.

- Show real-life, everyday moments.
- Capture a sense of motion or action.
- Show people working together or connecting.
- Use warm lighting and natural colors.
- Represent the diversity of your club and community
- Use images with just a few people that viewers can see well.
- Use a different camera angle or cropping choice to catch people's interest.

Some images don't convey a strong People of Action message. Avoid using photos with:



Large crowds of people



Poor lighting



People posing or looking directly at the camera



People who are shaking hands



Someone standing at a lectern



A blurry focus



A screenshot of a videoconference



Just one person

If you're assembling a collection of photos, try to use a variety of the strong images we talked about. It's also OK to include one or two photos showing details of your project or the impact. But make sure that most of the photos show people engaged in action. You can find more tips and recommendations in the [Brand Center](#).

Photo consent

Be sure to get consent in writing from anyone who appears in your photos. If children are in the photos, obtain and keep copies of the written permission you get from their parents or guardians. If you didn't take the photo, get permission to use it from the person who did.

For more information about photo releases and licensing, read [What you need to know about creating promotional content](#).

Choosing People of Action verbs to go with your image

People of Action ads and social media posts use specific wording to ensure that every message is consistent with those shared by other clubs around the world. The ads and posts include "Together, We" along with one of these designated verbs or phrases:

- **Connect**

- **Empower**
- **End Polio**
- **Fight Hunger**
- **Inspire**
- **Learn**
- **Mentor**
- **Promote Peace**
- **Save Lives**
- **Transform**

Think about which one of these ideas pairs best with the goal or impact of your project and the image you've decided to use.

Select from only these options in your People of Action messages. We've checked to make sure other groups aren't using them. Only these choices are approved for Rotary use, so avoid using other verbs or phrases.

Now we have the beginning elements for our People of Action story. Let's learn how to create People of Action materials to share with the public.

4. Creating People of Action materials

Now that you've identified the elements of the story you want to use, selected photos, and thought about what People of Action verb fits best, it's time to go to the Brand Center on My Rotary to create your ads and social media posts.

Review the steps below to see how you can create and share your People of Action story.

1. Choose a form and an outlet

Decide what form your People of Action message will take, such as a print ad or a digital ad. Also choose the outlet you'll use to tell your story, such as your club website or a social media platform.

2. Select a template

For this example, we're creating a print ad. So choose the People of Action print ad template.

3. Create the item

Choose the relevant "Together, We" headline, add your photo, and customize the text with a few sentences that summarize the main elements of your club's People of Action story.

Note that your item is not saved in the Brand Center. Download it to your computer right away to make sure you have access to it whenever you need it.

4. Share your People of Action message

Post your ad in places around your community or submit it to a local publication to promote your club's activities that improve people's lives.

Select the image to see the text in the print ad.

Here are some other ways you can show your community that Rotary members are people of action:

Add a digital banner to your website.

Develop a social media ad.

Add one of the People of Action videos to your website.

Work with a local radio station to create a radio ad.

5. Sharing your People of Action story

As influencers in your clubs and communities, you can have a large impact and reach prospective members by sharing your People of Action stories on social media.

— Elizabeth Usovicz, RI director in 2021-23, past district governor of District 6040, and member of the Rotary Club of Kansas City-Plaza, Missouri, USA

Social media

Posting your People of Action story on your club's social media account is one of the easiest ways to share it with the public. Not only is it free, it also allows you to choose when and where you post it.

Think about your story and identify the elements that make it a People of Action story. Focus each of your posts on one or more of these elements:

- The challenge
- The action you took
- Your collaborations
- The beneficiaries
- The impact you made

On your social media posts, use the hashtags #Rotary and #PeopleofAction to help people who are interested find your posts.

Social media posts

Let's look at how the mangrove story can be made into five social media posts.

The challenge



Climate challenges are drastically affecting the ecosystem of New Providence. We needed to take action to preserve our island. Learn more about our work to protect the environment at [club's website]. #PeopleofAction #Rotary

The action you took



In one day, we planted 50 mangrove seedlings in Bonefish Pond National Park to help protect New Providence Island from weather-related destruction and shoreline loss. Learn how you can support our work to protect our environment at [club's website]. #PeopleofAction #Rotary

Your collaborations



The Rotaract Club of East Nassau and local Rotary members worked with the Bahamas National Trust to protect our coastline. “This is a good initiative for Rotaractors and Rotarians to lend a hand and protect their environment,” says Rotaract member Rechea Delancy. Learn how young people work with the community to make a difference at [Rotaract club’s website]. #PeopleofAction #Rotaract #Rotary

The beneficiaries



To help people who deal with flooding now and to preserve the environment for future generations, the Rotary Club of East Nassau planted mangrove seedlings at Bonefish Pond National Park. Learn how we take action to help people in the community at [club’s website]. #PeopleofAction #Rotary

The impact you made



Protecting our shoreline from storm damage and erosion in a way that supports the fishing industry and preserves the coast for the future — that's what people of action do. Learn more at [club's website]. #PeopleofAction #Rotary

Posting People of Action messages on your website

Add People of Action messages, materials, and videos to your club or district website. You can:

- Use the digital banner template to create a People of Action graphic
- Post People of Action videos
- Digital Horizontal Banner
- Digital Horizontal Banner

Think about all the ways that you can share your People of Action materials. In addition to your websites, use them in:

- Your club brochure
- Club or district newsletters
- Print ads posted in local shops
- Online and print ads in your local newspaper
- Outdoor ads and billboards in your community

6. Summary and resources

- You have the power to increase people's understanding of Rotary by showing your members as people of action – telling and showing the public how you make a positive difference in your community.
- When our 1.4 billion members share their people of action stories with the public, they bring Rotary's vision to life in the way that people can understand and relate to.

- Strengthening our public image can increase membership, engage volunteers, attract partners, and appeal to donor. It makes it possible for us to do even more good in the world.

You can find People of Action resources on My Rotary by going to the Brand Center. Continue to share your club's good work by using People of Action materials.

Rotary
District 3410

