



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 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?

People of Action is the latest 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
- Outdoor ads
- Online ads
- Radio ads and scripts
- Social media images
- Style guide
- Style guide at a glance

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.

The campaign ads and messaging are ready to be shared. Go to the **Brand Center** to find images that you can use to promote your club to your community. 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. Completing this worksheet will help make writing your ad easier and more effective. To begin, answer the following questions:

- 1. What are we trying to accomplish?**
Describe the problem or challenge in your community that your club is helping to solve.
How did you know it was an issue in your community?
- 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 photo will best illustrate your story?**
What action is it showing? 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.



STEP ONE: 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 one of the predetermined action verbs 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



The predetermined action verbs have been cleared for legal purposes. To avoid legal issues, we highly recommend against creating and using any other action verbs not found in this guide.



STEP TWO: CHOOSE AN IMAGE OR TAKE A PHOTO

Imagery is critical to showing that we are people of action. Through our images, we want to feature authentic moments of Rotarians working side by side with the community and project beneficiaries. Documentary-style photography generally meets this expectation better than portraits, handshaking, or group photos, which do not show Rotarians in action. Staged snapshots of people do not portray people of action.

To bring the campaign to life in the best way, depict your club in powerful images that capture the public's attention and ignite real emotion. This is what will make our campaign successful. Here's a checklist for how the photos should look and feel:

- The image represents genuine, unstaged moments of Rotarians at work.
- It shows a clear visual narrative that represents the headline.
- Subjects' faces and actions should be positive, happy, and engaging.
- Work with warm and natural lighting. Often, natural light in the early morning and late afternoon achieves the best results.
- Make sure you represent the diversity of your club in age, ethnicity, and gender. Highlight these qualities in your photos. You want people in your community to see themselves in the photo — this will help grab their attention.
- If the project has beneficiaries on-site, capture some images of Rotarians interacting with the beneficiaries to represent the work of the project.
- Ask yourself, "Will people in my community connect with what they see in the photo?"

You don't have to be a professional photographer to do this. When you're taking photos, just keep the following in mind: You want to use powerful images that capture your viewers' attention and inspire interest and an emotional reaction.

For more assistance with photography, download the **People of Action Style Guide** from the **Brand Center**.

Don't forget! Be sure to get written consent or release forms signed by anyone appearing in your photos. If children are in the photos, obtain and keep copies of written permission from their parents or guardians. If you did not take the photograph, get permission for its use from the photograph's owner.



Rotary unites dedicated professionals from the Golden area and around the globe with one common goal: to do more good. Like organizing a food program for more than 400 students in need so they arrive at school healthy and ready to learn. Helping to eradicate hunger in Golden, Colorado, that's what people of action do. **Learn more at rotaryclubofgolden.org**

STEP THREE: 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:** What did you do that was meaningful for your community? In the example ad on this page, the Rotary Club of Little Rock, Arkansas, USA, is helping reduce illiteracy rates in the area by donating dictionaries and promoting the value of reading to elementary students in the community every year.
- **Offer statistics or other proof of your impact:** How did you go about accomplishing your project? Provide evidence that your club took action to help others. Example: "Each year, the Rotary Club of Little Rock donates dictionaries and shares its love for reading with students in nearly 100 elementary school classrooms." While this is an ongoing project, the club offered proof of the work it's doing to improve literacy rates in the area.
- **Issue a call to action:** What do you want your audience to do when they see your ad? For example, "Learn more at littlerockrotary.com" prompts viewers to visit the club website and learn more about the Rotary Club of Little Rock, whether it's to get more information about the project or discover what Rotary is in general.

Keep in mind that you must cover these three essential elements in your body copy. Otherwise, your ad may 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 affected 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 print 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.

For more information on using templates from the Brand Center, how to add photos and text, and important things to remember when uploading photos, download the **Rotary Brand FAQ** from the **Brand Center**.

IDENTIFYING YOUR CLUB IN THE CAMPAIGN



Club billboard

Location of
club identifier

Consistency is at the heart of the Rotary brand message and this campaign. It helps manage perceptions, instill confidence, and build on Rotary's collective successes. Consistency in the way you talk about Rotary and the way you portray Rotary's visual identity will ensure that we enhance the public's collective understanding of who we are.

You'll notice that there is no use of club logos in the People of Action campaign materials. However, you still have ways to identify your club throughout this campaign, and that's important. Showing your community that Rotarians are people of action, by bringing your local story to life, is a vital part of the campaign.

CLUB IDENTIFIERS FOR PEOPLE OF ACTION MATERIALS

Here are ways you can identify your club when creating People of Action materials:

- **Prints ads:** Refer to your club in the body copy and add your club website in the call to action section of your ads.
- **Out of home ads:** For these larger, outdoor ads such as billboards, work with a graphic design professional or the advertising vendor to insert your club name and website under the People of Action logo lockup on the right of the ad.
- **Digital ads:** If you're posting digital ads on your club's website, you don't need to refer to your club in the ads — viewers are on your site. If you're posting digital ads on other sites, use the premade ads in the Brand Center and provide a link to your club website.
- **Social media campaigns:** If you're posting a People of Action image or digital ad on your club's social media page, you don't need to refer to your club — viewers are on your page. But if you're posting to reshare with others, you can identify your club by selecting a headline to match your image and place the campaign logo lockup on the bottom of the ad. Instead of including your body copy and call to action in the ad itself, write them as part of your social media post. Be sure to link your call to action and use the #PeopleofAction hashtag to increase awareness.

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 the **Style Guide** and **Style Guide at a Glance**, for photography and design guidance. See the Club Public Image Committee Basics course in the **Learning Center** for more help with planning.

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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



INTERNAL SHARING

Distribute your People of Action materials within the Rotary community.

- **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.
- **Share campaign videos on the Rotary club and district websites.** To add a video to your club or district website, go to **Vimeo.org** to obtain a link for streaming and follow your website's posting process. You can also play the videos on a continuous loop at your Rotary events.
- **Place images in your Rotary newsletter.** Ask your newsletter editor to include the People of Action image that you'd like to share.

EXTERNAL SHARING

Show your People of Action materials to the public.

- **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. Your copy should be concise, focused, and easy to understand. To post images, follow these steps:
 1. Select the headline you used from the choices available.
 2. Select the image you used for your ad. You can add your own or choose from the images available.
 3. Write your post, keeping 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 raise awareness of Rotary, the more our communities will understand Rotary and the good we do. All the materials for the ad campaign, as well as other public image resources, will be in the **Brand Center**.

PRINT AND BROADCAST



Raising public awareness translates into more support for your projects, stronger links with other community organizations, and increased interest among potential members. Here are effective ways to increase awareness and understanding of what Rotary accomplishes in your community:

- **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.
- **Use out of home ads or give ads to local public transportation agencies.** Contact your local outdoor advertising vendor or the advertising department of your community's public transit agency to place the ads. You can also use your media connections to try to secure a low-cost ad placement. Work with the agency or vendor to get the ad printed. All People of Action billboards and out of home ads can be downloaded from the Brand Center.
- **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.
- **Have your local radio station air an ad.** Here are some tips on how to customize the People of Action radio ads to promote your club:
 - Contact your local station or use your media connections to try to secure free placements of the People of Action radio ads. Offer the preproduced radio ads and a copy of the scripts — some stations may be willing to record the ads themselves.
 - The radio ad also has a split-audio feature, meaning the narration track is split from the other sounds, such as the background music. This allows a voice-over artist to rerecord the script in whatever language or dialect is appropriate.
 - Work with the radio station to select the right person to read the script. You want the person to sound confident, inspiring, and welcoming.
 - Localize the ad by including your club contact information.
For example: Connect with the Evanston Lighthouse Rotary club at evlrc.org.



- **Show the People of Action videos.** Here are some tips on how to customize the People of Action TV ads to promote your club:
 - Many television stations provide public service programs, short announcements, and messages — sometimes aired at no charge for community organizations like Rotary. Contact local stations and ask for the public service director or the community affairs director. Show them the video and ask them if they will air it for free.
 - Each video is available in two versions: 30- and 90-second spots that are ready to use, along with 25- and 85-second spots that leave 5 seconds at the end for you to add information about your local Rotary club or district. The 25- and 85-second spots can be localized with the help of the TV station or a video editing facility.
 - The 30- and 90-second videos are also available without a voice-over. These videos also have a split-audio feature, meaning the narration track is split from the other sounds, such as the background music. This allows a voice-over artist to rerecord the script in whatever language or dialect is appropriate.
 - If you use the 25- or 85-second versions, consider using the five extra seconds of blank space to add a message including the name of your club and your website. For example:

EVANSTON LIGHTHOUSE ROTARY CLUB
evlrc.org

- Ask the television station about including Rotary's digital ads in its online and social media platforms.
- **Additional ideas for low- or no-cost advertising:** Investigate whether there are opportunities for your club to advertise on parking meters, taxi boards, balloons, blimps, and grocery shopping carts, as well as community bulletin boards or at your local movie theater.



Don't forget to share; 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.

Go to the **Contact Information** section to find 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.

