

Question	Answer
<p>What is the timing of the release of the ads and other campaign assets? Can I start sharing information now?</p>	<p>The People of Action campaign materials (ads and other communication assets) will be available on Brand Center starting in July 2017. These ads will focus on building understanding of what Rotary is and the impact Rotary makes, and will help position us as People of Action. Over the next two years, Rotary will build on this foundation. The second wave of assets will be designed to help build an understanding of the Rotary club experience. The third wave will build an understanding of Rotary six areas of focus. Yes, you can start spreading awareness of this campaign now. Rotary will have more resources available to share in July.</p>
<p>Where can I find a copy of the presentation? And can I start using it in my upcoming presentations?</p>	<p>You can download the slides from the Regional Leaders Workgroup. The presentation is located under Best Practices, then RPIC, and then Presentations. Please feel free to adapt this presentation to your region and incorporate it into future trainings.</p>
<p>Where can I find the 90-second sneak peek?</p>	<p>The new public service announcement (PSA) is part of Joe Otin's video from International Assembly. The PSA starts at 9:52 and runs until 11:21. This video is will be available for download on the Brand Center at the start of the new Rotary year.</p>
<p>How can we use these new assets to help current Rotarians view themselves as People of Action?</p>	<p>You can leverage existing meetings, trainings, and events as opportunities to spread the word about the new campaign. Additionally, the new Messaging Guide incorporates the People of Action campaign. By using and sharing this resource, you help shape the way Rotarians communicate about themselves and their work.</p>
<p>How should this campaign filter down to Rotaract and Interact clubs? Will there be a slightly different iteration of engagement materials using those logos?</p>	<p>You can help Rotary engage with youth programs by sharing the campaign assets – like the video – to promote this new initiative. There is currently no specific campaign for Rotaract or Interact, but future waves of assets will explore how to involve Rotary's programs for young leaders.</p>
<p>Is there a hashtag we should be using?</p>	<p>Rotary's Social Media team is currently working on a first-year launch plan and hashtag. We will share this hashtag with you when it is available. Be sure to follow Rotary's social media channels to be the first to know!</p>
<p>Where do I send People of Action stories?</p>	<p>pr@rotary.org</p>
<p>How does this campaign work with the new club flexibility initiatives?</p>	<p>The second wave of campaign assets will be designed to help build an understanding of the Rotary club experience and dispel misperceptions about Rotary clubs.</p>

<p>Do you have a template for club Facebook pages?</p>	<p>Rotary does not currently have a template for club Facebook pages. The Quick Start Guide for Club Websites and the Voice and Visual Identity Guide on the Brand Center are helpful starting documents for creating a consistent visual identity for clubs. You may also refer to the Rotary Social Media presentation in the Regional Leader Workgroup, under Best Practices, then RPIC, and then Presentations.</p>
<p>Is there a logo for public image?</p>	<p>No, please use the existing Rotary Masterbrand signature to continue to enhance Rotary's voice and visual identity.</p>
<p>Why am I still seeing the Rotary Masterbrand being use incorrectly?</p>	<p>If clubs in your region have not already incorporated Rotary's new voice and visual identity into their communication materials, then the Voice and Visual Identity Guide is the best place to start to help our clubs have a consistent look and feel. This guide explains how to present Rotary's colors, typefaces, Masterbrand signature, and mark of excellence.</p>
<p>Is there a People of Action logo?</p>	<p>The Rotary Masterbrand Signature will be present on everything that we do. However, in addition to the existing Rotary Masterbrand Signature, Rotary is working with our creative agency to develop campaign guidelines specific to People of Action.</p>
<p>Has there been any change in RI's restriction of the use of the Rotary Masterbrand in personal stationery and business cards (i.e. member of Rotary)?</p>	<p>With the launch of the campaign, Rotary will release specific campaign guidelines; however, Rotary's Voice and Visual Identity guidelines will remain the same. There are no changes to Rotary's guidelines for using the Masterbrand signature.</p>
<p>Can we have a Rotaract Public Image Coordinator?</p>	<p>At this time, there are no Rotaract Public Image Coordinators. We would encourage RPICs and their assistants to work with district and club leaders to incorporate youth where appropriate in meetings, activities, and in the People of Action campaign.</p>
<p>Is there extra budget provided for these trainings and this campaign? Is there a plan to reintroduce public image grants for districts?</p>	<p>You can continue to use your RPIC budget in accordance with the Regional Leader's Manual and the guidelines provided by your staff specialist. There are no additional allocations for the People of Action campaign. At this time, there is not plan to reintroduce public image grants.</p>