

# PROMOTING YOUR CLUB AS PEOPLE OF ACTION

This Promoting Your Club as People of Action textbook is partly extracted from RI online Learning Center course. Please visit the Rotary Learning Center for further information needed on the Rotary website: [Rotary.org](https://www.rotary.org)

Translating Committee  
Rotary Centre in Thailand  
July 2023

# Promoting Your Club as People of Action

## Course Description

This course will show you how presenting your club as people of action helps to build awareness of your club and the impact you make in your community. You'll learn how to tell a compelling People of Action story, create powerful images through photography, and use the public image materials to show how your club is taking action to make the world a better place.

Rotary members are people of action who bring about change in our own communities and around the world. Learn how to build awareness of Rotary and the impact we make by using the People of Action framework to promote your club or district.

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# People of Action

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The People of Action narrative provides 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 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.

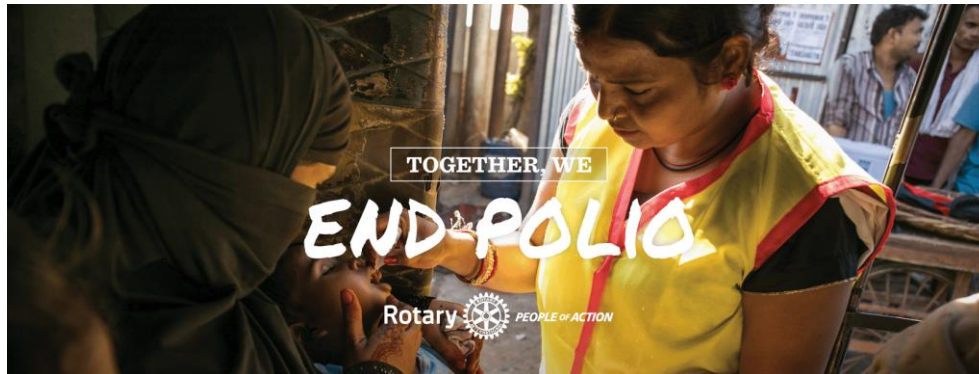
People of Action messaging gives us a powerful tool to show our communities how we're making a meaningful difference.



“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**

# 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

Select each plus sign to read more about what the most compelling People of Action stories do.

### 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.



In Seattle, [#Rotary](#) members are building 400 square feet tiny houses to provide shelter and stability for the homeless. [#peopleofaction](#)



### 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.*

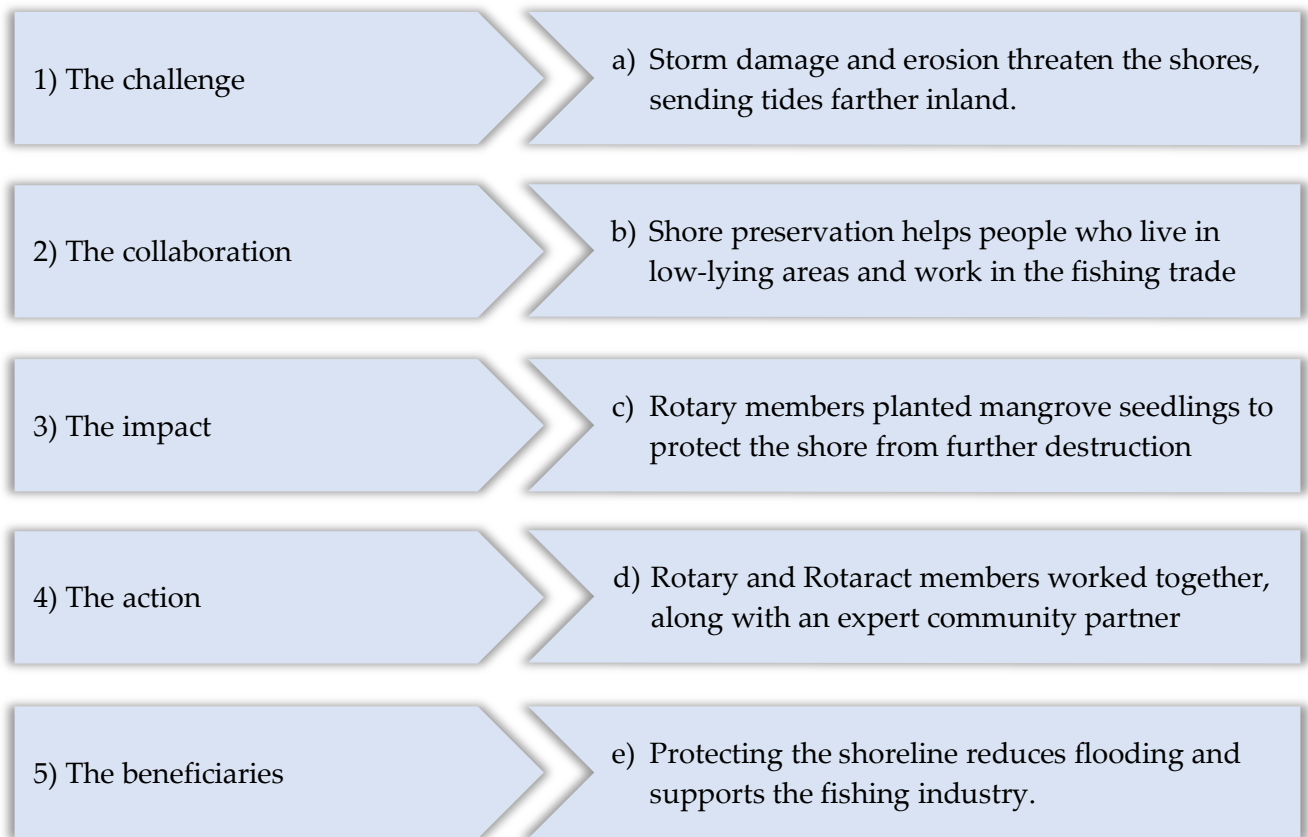
*In December, the Rotary Club of East Nassau, the Rotaract Club of East Nassau, and other local Rotary members worked with the Bahamas National Trust to plant red mangrove seedlings to strengthen and preserve the mangrove system at Bonefish Pond National Park in New Providence. The mangroves will protect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

Can you identify the People of Action elements in this narrative? Drag each element on the left to connect it to the part of the story that shows it.



Answers:

1) – a, 2) – d, 3) – e, 4) – c, 5) – b

Now, let's look at additional elements that can enhance your People of Action stories.

# Selecting images and wording

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## Choosing images

Positive images of Rotary 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.



### Tip 1

Show real-life, everyday moments.



### Tip 2

Capture a sense of motion or action.



### Tip 3

Show people working together or connecting.



### Tip 4

Use warm lighting and natural colors.





### Tip 5

Represent the diversity of your club and community.



### Tip 6

Use images with just a few people that viewers can see well.



### Tip 7

Use a different camera angle or cropping choice to catch people's interest.

## Summary

Use authentic, positive moments that show members working with each other or with the people who will benefit from the project. Allow space around the subject of the photo for the headline and story content. Think about images that will capture the public's attention.

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](#).



Review what you've learned so far about People of Action stories and images. Read the statements below and decide if they are elements that belong in a strong People of Action message.

	Yes	No
1) A photo shows two Rotarians greeting each other and shaking hands		
2) A photo shows Rotary members and community members working together.		
3) A photo shows a Rotarian giving a presentation from a lectern.		
4) The story explains how your club took action on a community challenge		
5) A social media post includes information about your speaker schedule		
6) A social media post shows your club planting a garden at a school.		

#### Answers

1) – No, 2) – Yes, 3) – No, 4) – Yes, 5) – No, 6) – Yes

Look at the next two photos and decide if they are appropriate for a People of Action story.



Would you use this photo in a People of Action story?

☐ Yes

☐ No

#### Answers – No

Photos of crowds — even if one person is at the center — without any action taking place are not a strong choice for a People of Action story.



Would you place this photo in a People of Action story?

☐ Yes

☐ No

### Answers – Yes

This is a real-life, everyday moment showing community members working together that would be a good choice for a People of Action story.

### 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.



# 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 to see how you can create and share your People of Action story.



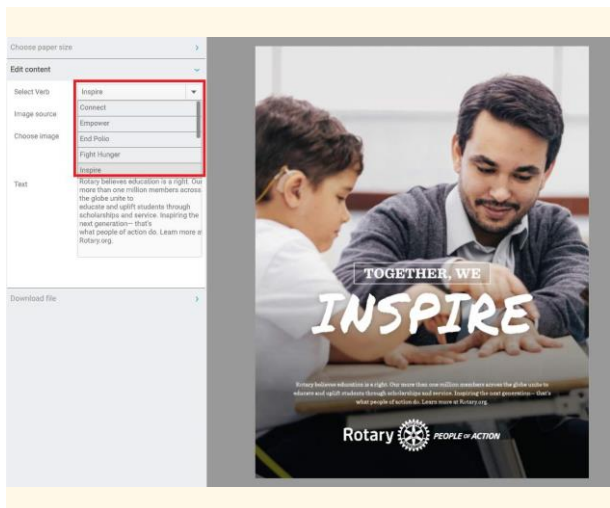
## 1. Choose a form and an outlet

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.

Choose paper size  
Edit content  
Download file



## 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. Refresh your screen to see the updated version and save it.

*Note that your item is saved in the Brand Center for only a short time. 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.



Now, review what you've learned about creating People of Action ads.

- 1) Why is it important that your People of Action ad use only the "Together, We" wording options in the Brand Center? (Choose all that apply.)
- A) These verbs will be consistent with the wording in the stories that clubs around the world are also sharing.
  - B) These verbs have been found to appeal to more people.
  - C) These verbs have been cleared for Rotary use.

#### Answer: A & C correct

These verbs have been cleared for use by legal experts, and your messaging will be consistent with the stories that clubs around the world are sharing.

- 2) I can keep the ads I created in the Brand Center template folder indefinitely.
- True
  - False

#### Answer: False

Your content is not saved in the Brand Center. Save created items on your computer to have long-term access to them.

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.

# 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.



### 1. 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*



## 2. 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*



## 3. 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*

## 4. 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*



## 5. 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*

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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



# Summary and resources



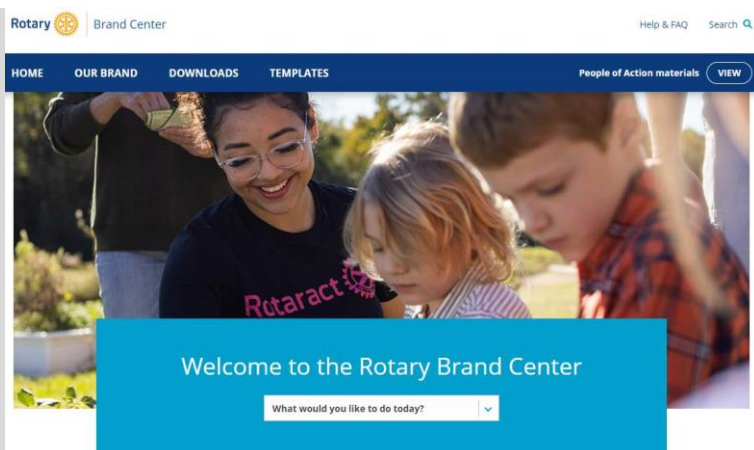
You have the power to increase people's understanding of Rotary by showing your members as people of action — telling and showing the public how you make a positive difference in your community.

When our 1.4 million members share their People of Action stories with the public, they bring Rotary's vision to life in a way that people can understand and relate to.



Strengthening our public image can increase membership, engage volunteers, attract partners, and appeal to donors. 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, like this sample video available in the Brand Center. Check your volume settings before you play the video.

<https://www.youtube.com/watch?v=8b3Ea2o9JYA>

