

CALGARY | PEOPLE OF ACTION

CALL FOR VOLUNTEERS

PHOTO & VIDEO SHOOT BRIEFING



A CALL FOR VOLUNTEERS

WHO ARE WE LOOKING FOR?

Rotary and Rotaract Members:

- We're looking for Rotary and Rotaract members to serve as “actors/models” for a **2-Day People of Action video/photo shoot**.
- We'd like to show a **diverse group members in age, gender, and ethnicity** reflective of the Calgary community.

Children:

- We'd like to recreate imagery around mentorship and literacy opportunities to reflect some of the local Rotary projects in Calgary.
- If there are members volunteering who have children or grandchildren willing to participate in the shoot and have availability, we'd love to recreate images of members mentoring, reading to, or teaching children.
- Children's ages should range from **9-15 years** and will need an adult to accompany them and be present at the shoot.

Image Releases:

- All volunteers who are cast will need to sign a Rotary image release form to participate.
- For children, the release form must be signed by their legal guardian.



DATES AND NEXT STEPS



WHEN AND WHERE?

We're looking for availability of Rotaract and Rotary members to participate in a **~6-hour shoot** between the hours of **8am – 6pm** at either of two our filming locations on these dates:

- **Location 1: Saturday, 10/5**
 - **Where:** Marmie's House 2420 40 Street Southeast, Calgary, AB
 - **Who:** Rotary & Rotaract members and children/grandchildren ages 9-12
- **Location 2: Sunday, 10/6**
 - **Where:** The Rotary Mattamy Greenway (location address TBD)
 - **Who:** Rotary & Rotaract members

Please send your availability per date and location along with a photo of yourself, your name, and the name of your club to:

- Chad Hason, chad@agencyatlas.ca.

IMPORTANT / PLEASE NOTE:

- Not everyone who volunteers for the shoot will be cast as there's limited spots available.
- Casting will be determined by availability and creative requirements for the shoot.

PHOTO & VIDEO BRIEFING

OVERVIEW AND BACKGROUND

THE OPPORTUNITY



- As the **2025 Rotary International Convention** approaches and the spotlight on Rotary in Calgary intensifies, we have a prime opportunity to increase the awareness of Rotary and the fantastic work being done by Rotary and Rotaract members in and around Calgary through a paid media campaign targeted at the general public.
- Video and photography will be used by Rotary International and made available to local Rotary and Rotaract clubs to enhance Rotary's public image on club web pages and social media. Additionally, photography may be used in print and digital ads as part of Rotary's People of Action campaign.

THE OPPORTUNITY

The Rotary International marketing team would like to invite local Rotary and Rotaract members to participate in a photo shoot to recreate local projects in a way that captures the essence of the impact Rotary makes in Calgary through the lens of projects like these:

- **Marmie's House:** Provides a safe after-school space and activities for underserved children 9-15 years old in the community of Forest Lawn.
- **Rotary Carl Smith Stay in School Program:** Provides mentorship and financial rewards to local youth, enabling access to higher education. Students are selected in grade 6 and matched with a mentor until grade 12 to support their efforts to complete high school.
- **Rotary Mattamy Greenway:** A pathway connecting 55 Calgary communities in all four quadrants to ultimately create the world's longest urban pathway and park system. The pathway serves as a year-round destination for cyclists, cross-country skiers, runners, walkers, nature lovers, and kids of all ages to play outdoors.



CREATIVE APPROACH - PHOTOGRAPHY & VIDEO



Rotary International will stage a variety of scenarios that represent projects in various ways. Consistent with our people of action campaign format, we will show how together Rotary and Rotaract members connect, transform, inspire, and learn – making an impact in Calgary and around the world.

- **Photography:** Still photography will be taken for use in People of Action Ads.
- **Video:** Live video footage will be used to create a People of Action video.
 - Participants will not have speaking lines, as we plan to lay the footage collected over a scripted voice over and music.
 - Please review this [video example](#) from a similar shoot in Houston.

PEOPLE OF ACTION

OVERVIEW AND EXAMPLES



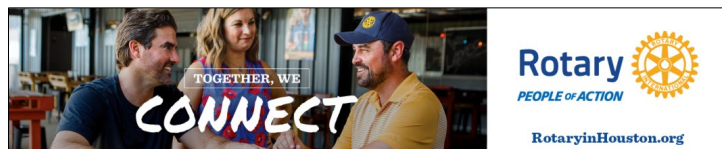
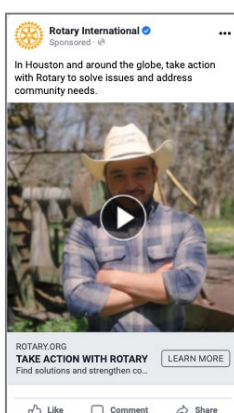
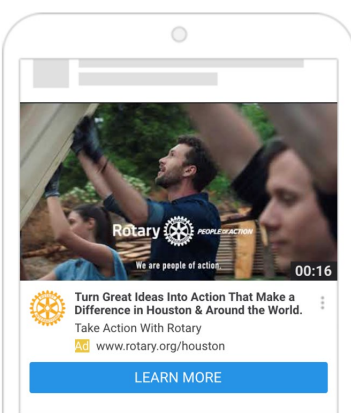
BACKGROUND | PEOPLE OF ACTION

PEOPLE OF ACTION CAMPAIGN OVERVIEW

- People of Action is Rotary's public image campaign, aiming to raise awareness and understanding of Rotary among the general public. By featuring Rotary and making a difference in their own communities, we can raise our public image and inspire others to get involved.
- While many people have heard of Rotary, most do not understand who we are or what we do.
- People of Action shows Rotary members as leaders working in their communities to inspire growth, transform challenges into opportunities, connect, and celebrate what's possible.
- By showing Rotary members making a difference in their communities, we can raise public image and inspire others to get involved.
- The campaign highlights the dual impact that membership has on Rotary members and the impact Rotary members have on their communities.
- In print and digital media, the campaign highlights different aspects of Rotary's impact through headlines that begin with "Together, we" followed by specific verbs. The verbs include connect, inspire, transform, end polio, empower, mentor, and save lives.



PEOPLE OF ACTION AD EXAMPLES





THANK YOU!