



PEOPLE OF ACTION – FREQUENTLY ASKED QUESTIONS

What is the reason for the People of Action campaign?

Rotary's People of Action public image campaign aims to provide a simple, consistent answer to the question, What is Rotary? It's the next step in our initiative to strengthen Rotary's global brand. The goal of the campaign is to rally Rotarians around a single idea: showing the world that we are people of action.

Although many people recognize the Rotary name, our research tells us that too many prospective members and supporters don't understand who we are or what we do. Nearly 60 percent of those surveyed weren't aware of the Rotary clubs in their communities.

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 our communities to connect, inspire, and transform.

What materials does the campaign include?

A wide range of People of Action campaign materials are available for download on the Brand Center:

- People of Action Campaign Guidelines
- People of Action Style Guide
- Print ads
- Graphics to share on social media
- Videos and
- Radio ads
- Digital ads
- Outdoor ads
- Roll-up banners
- Templates for creating your own print, digital, and social media ads

Be sure to check the [Brand Center](#) often for new campaign materials.

Can clubs and districts modify campaign materials to create their own People of Action ads?

The campaign is designed to make it easy for clubs and districts to localize it for their communities. Campaign guidelines in the [Brand Center](#) give step-by-step instructions for creating your own ads. They also include tips for selecting photos.

If you have questions about localization, write to globalcommunications@rotary.org.

Who can answer questions about the graphic elements used in the campaign?

Answers to questions about fonts, colors, etc. can be found in the People of Action Style Guide, available for download from the [Brand Center](#). You'll also find tips for creating powerful images that show Rotarians in action.

If you have questions about the design of campaign materials, write to graphicdesign@rotary.org.

Can I create my own ad using a verb that's not part of the campaign?

No. The headlines: Together, We Connect; Together, We Inspire; Together, We Transform; Together, We End Polio were created for the campaign because they reflect key Rotary themes. Maintaining a consistent, compelling message is important for raising awareness and improving understanding of Rotary.

As the campaign continues, we'll add more Together, We headlines. You'll soon have more headlines to choose from, along with more assets and templates.

Where can my club or district get help telling our People of Action stories or creating powerful ads?

The People of Action Campaign Guidelines, available on the [Brand Center](#), include step-by-step instructions and easy-to-use templates for telling your club's story and creating ads that promote Rotary and your club. You'll also find tips on developing media plans, buying ads, and getting media outlets to donate ad space.

What is Rotary's financial investment in the campaign?

Advertising campaigns have two components that cost money: creating the ad and placing it in a media outlet. Rotary invests in creating ads and supporting materials but cannot pay for media placements around the world.

We encourage you to use your local connections when planning and placing ads. Ask local media outlets if they offer low-cost or free placements. Find tips on developing media plans, buying ads, and getting media outlets to donate ad space in the People of Action Campaign Guidelines.

I have some great stories for People of Action. How can I get my club or district featured in the campaign?

We want to hear your people of action stories! If you'd like us to consider featuring your club or district project in future promotions, tell us about it. Write to globalcommunications@rotary.org.

Who can answer my questions about People of Action?

- For general campaign questions, write to pr@rotary.org.
- For design questions, write to graphicdesign@rotary.org.
- For localization questions, write to globalcommunications@rotary.org.
- For Brand Center questions, complete the [Contact Us form](#) at My Rotary. Select Brand Center as the subject.

For more information about People of Action, see the People of Action Campaign Guidelines, available for download from the [Brand Center](#).