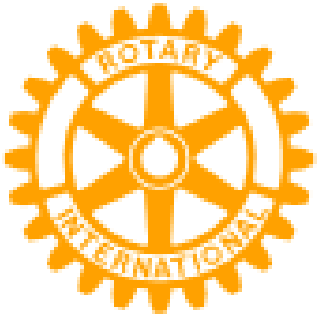
ROTARY DISTRICT 7910: THANKS FOR JOINING THE MEETING!

We'll start soon. Before we do, here are some hints to make the meeting successful:

- **The first time you click a meeting link, Zoom will download an app**. After the download, you may need to re-click the link, depending on your technology.
- **Please mute your microphone, except when speaking.** The mute control is on the lower left of your computer screen (in the black strip at the bottom – you might have to hover your mouse in that area to see it). It may be positioned elsewhere on smartphones.
- **Please sit where your face is lit, and where there are no lights or windows behind you** – this will make it easier to see your face.
- If possible, **please be in a quiet space** during the session.
- **Make sure your entire face is visible by your camera** (foreheads aren't very interesting).
- **No audible side conversations please** (there's a chat box that you can use for individuals or everyone, in the black strip at the bottom of your screen).
- **If you're using an iPhone, please close all other apps.** Zoom won't function well if there is a lot of other stuff running.
- **Be considerate of whomever is talking and don't interrupt.** That will make managing the meeting easier.

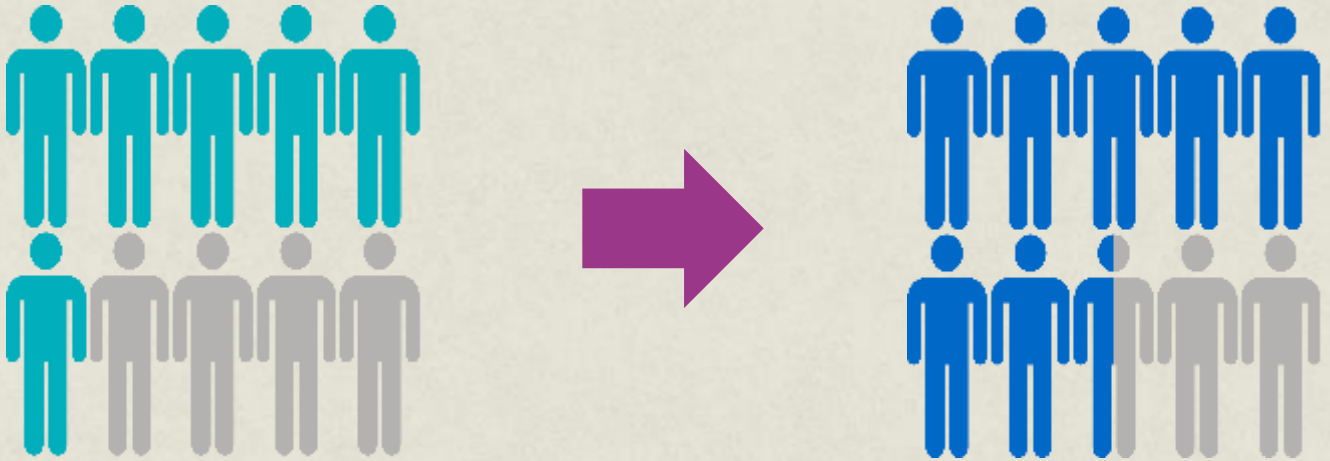
2020 DISTRICT 7910 ASSEMBLY: PUBLIC IMAGE AND SOCIAL MEDIA

Rotary



PEOPLE OF ACTION

Global Awareness is HIGH



2011

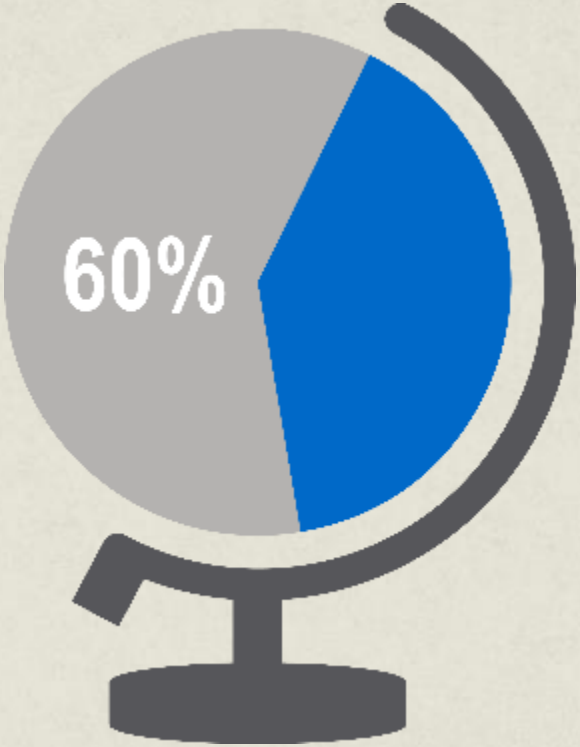
60%

2015

75%

Rotary

Understanding of Rotary is LOW



Understanding of Rotary was at 35%

60% surveyed unfamiliar with a local Rotary club

Rotary

Elevating Rotary's Public Image

Increased understanding builds interest, engagement, and advocacy

People of Action is designed to increase understanding!

Rotary

People of Action Narrative

Position Rotarians as
People of Action

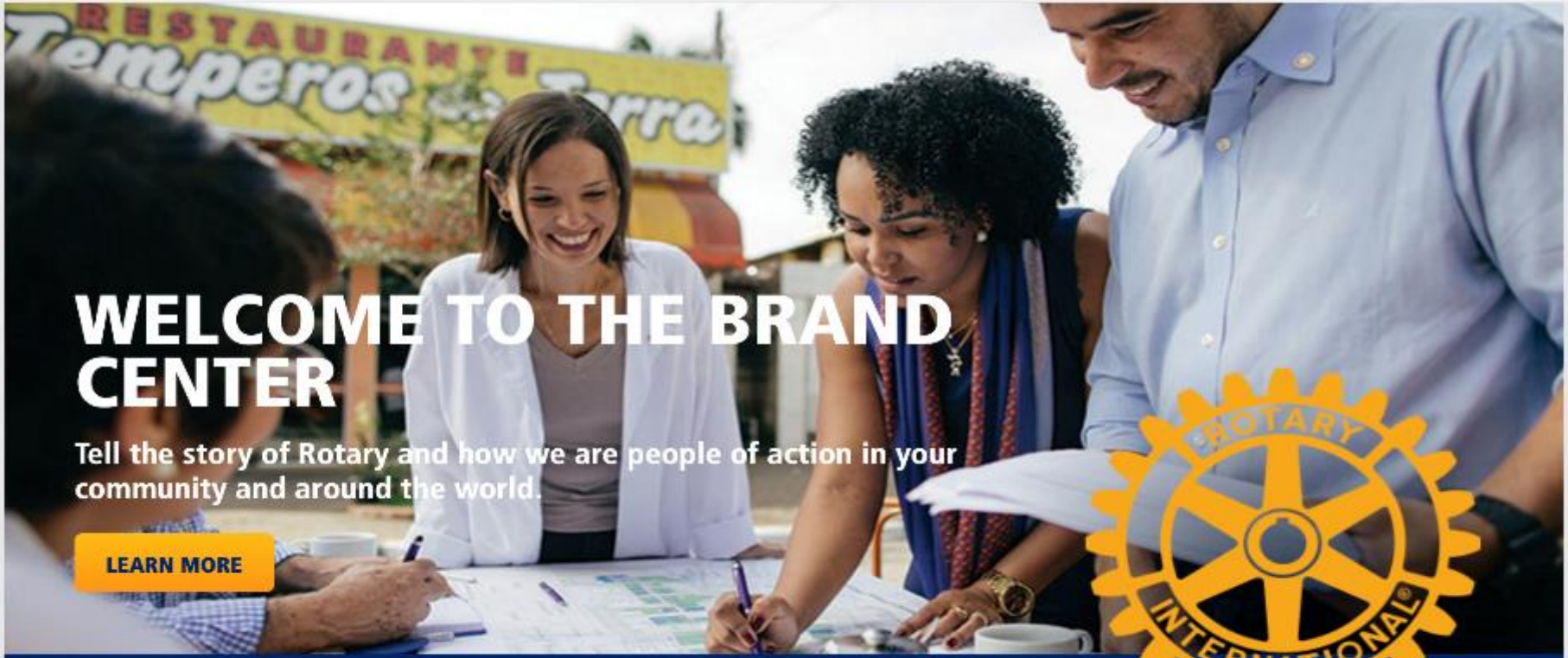
- Where others see problems, Rotarians see **solutions**, possibilities for **our community**
- We share a vision with fellow members and community partners, and experts and **exchange ideas** about potential, lasting solutions
- We mobilize others to **take action** to bring those ideas to life

Rotary

TOGETHER we see a world where **PEOPLE** unite and take action to **CREATE** lasting **CHANGE** across the globe, in our communities, and in ourselves.

Rotary

Rotary



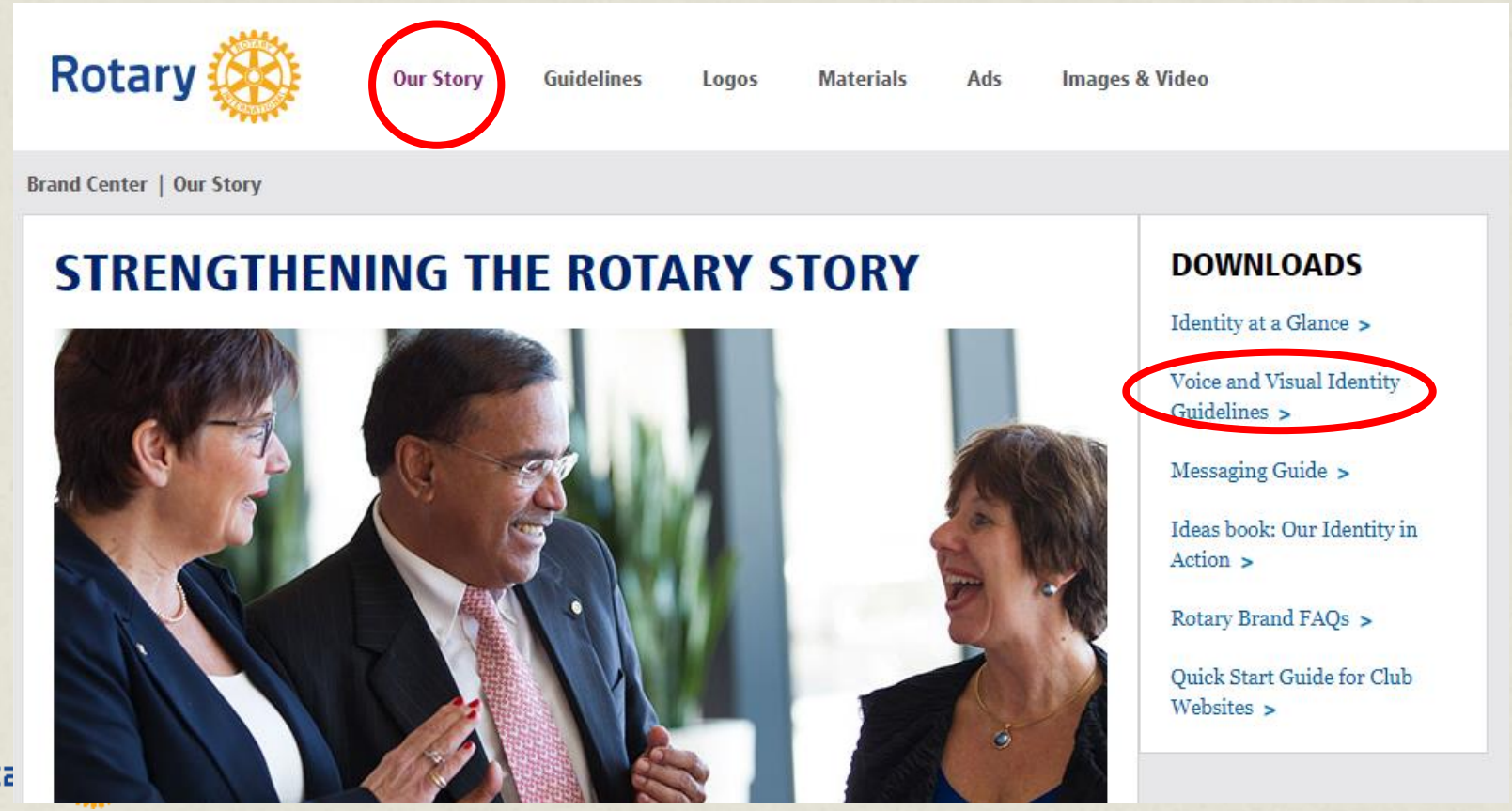
WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

LEARN MORE

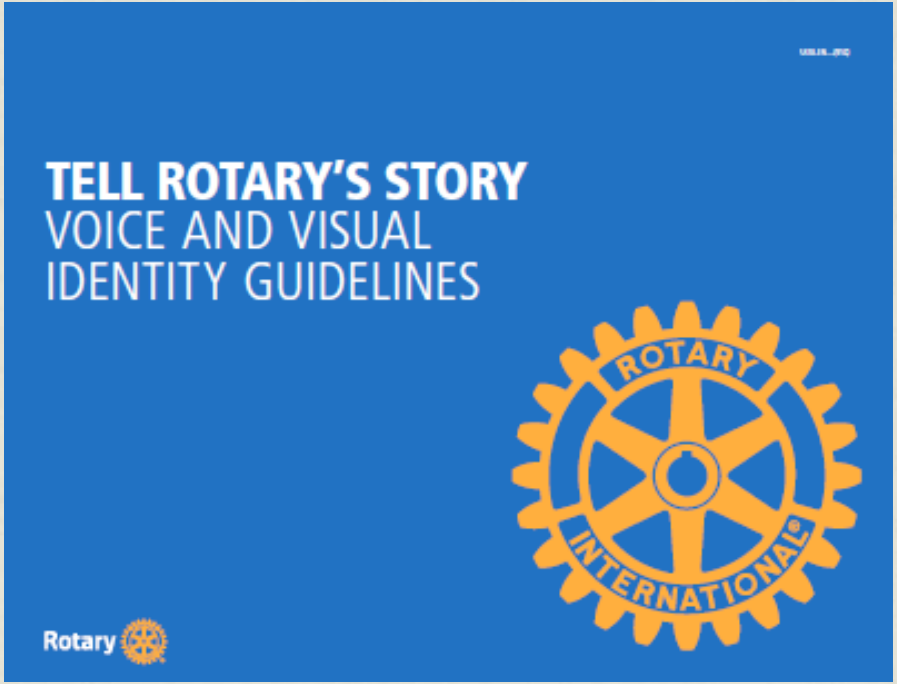
Join Leaders. Exchange Ideas. Take Action.

How to Access the Branding Guidelines



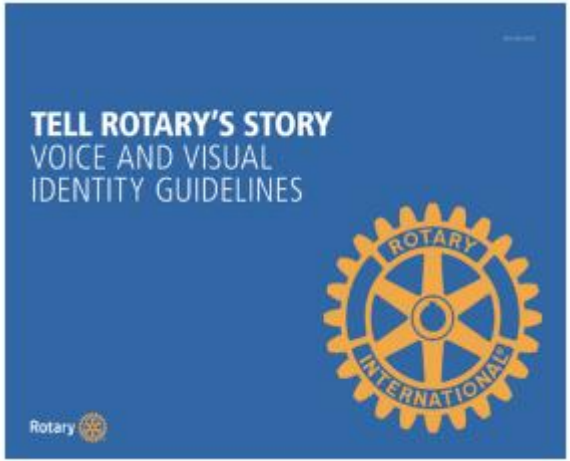
Voice and Visual Identity Guidelines

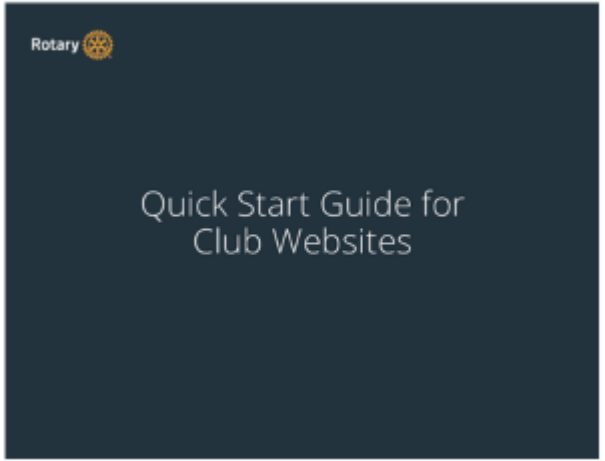
- Updated January 2020
- Download from Brand Center
- Guidelines for logo, colors, font, imagery, voice, messaging, and more



Rotary

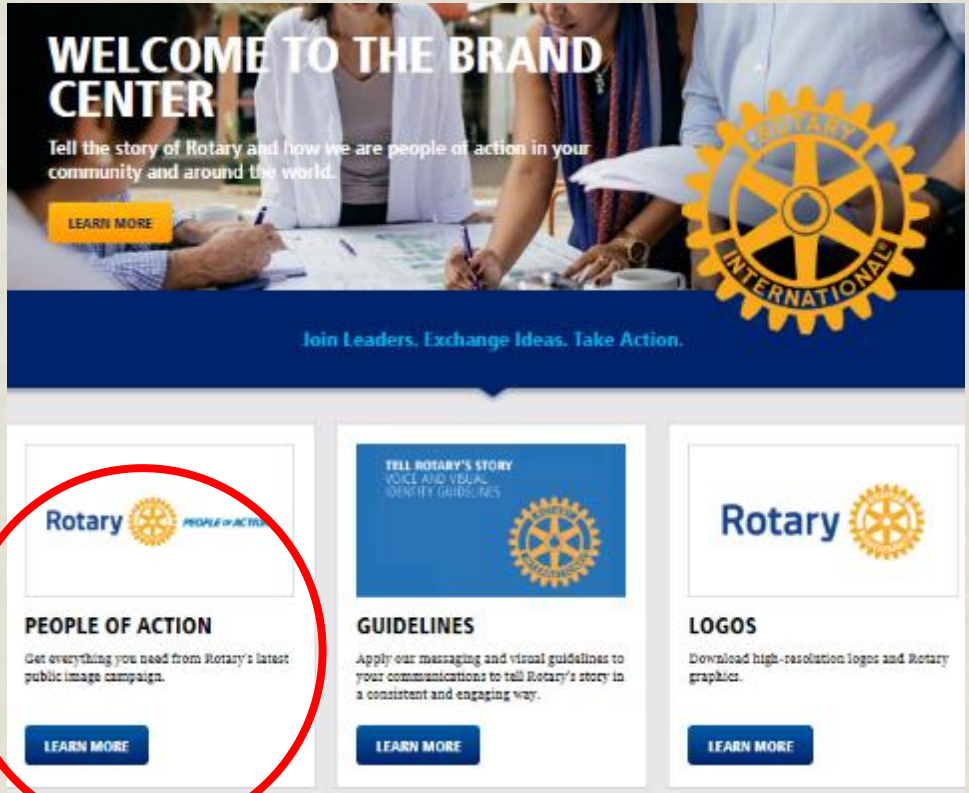
Resources | Guidelines





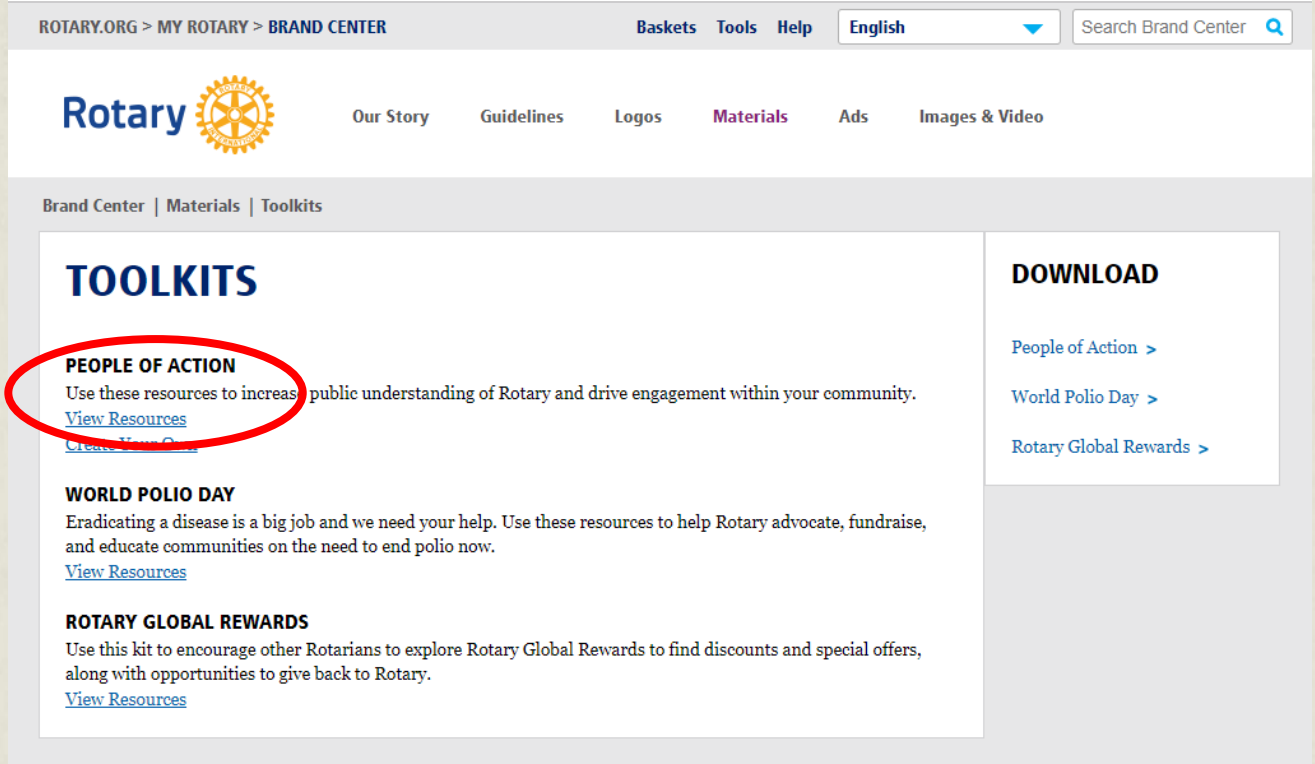
Rotary

People of Action Resources



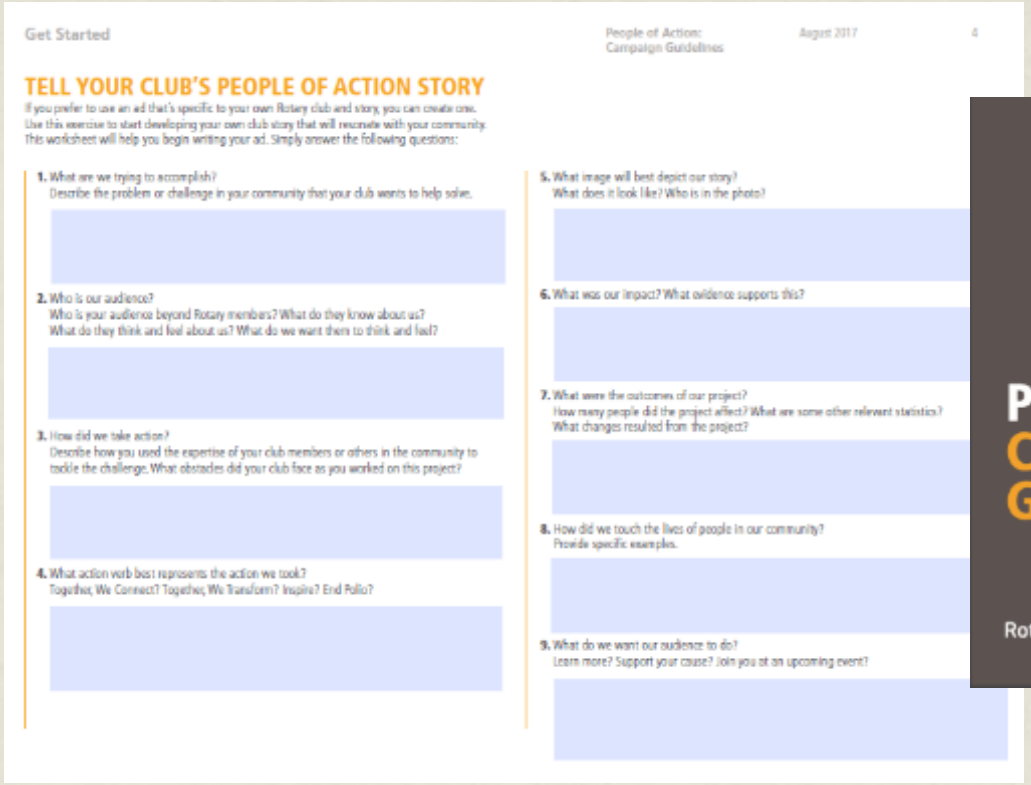
Rotary

People of Action Resources



Rotary

Framework for Telling Your People of Action Story



Get Started

People of Action: Campaign Guidelines August 2017 4

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. This worksheet will help you begin writing your ad. Simply answer the following questions:

1. What are we trying to accomplish?
Describe the problem or challenge in your community that your club wants to help solve.

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 image will best depict our story?
What does it look like? Who is in the photo?

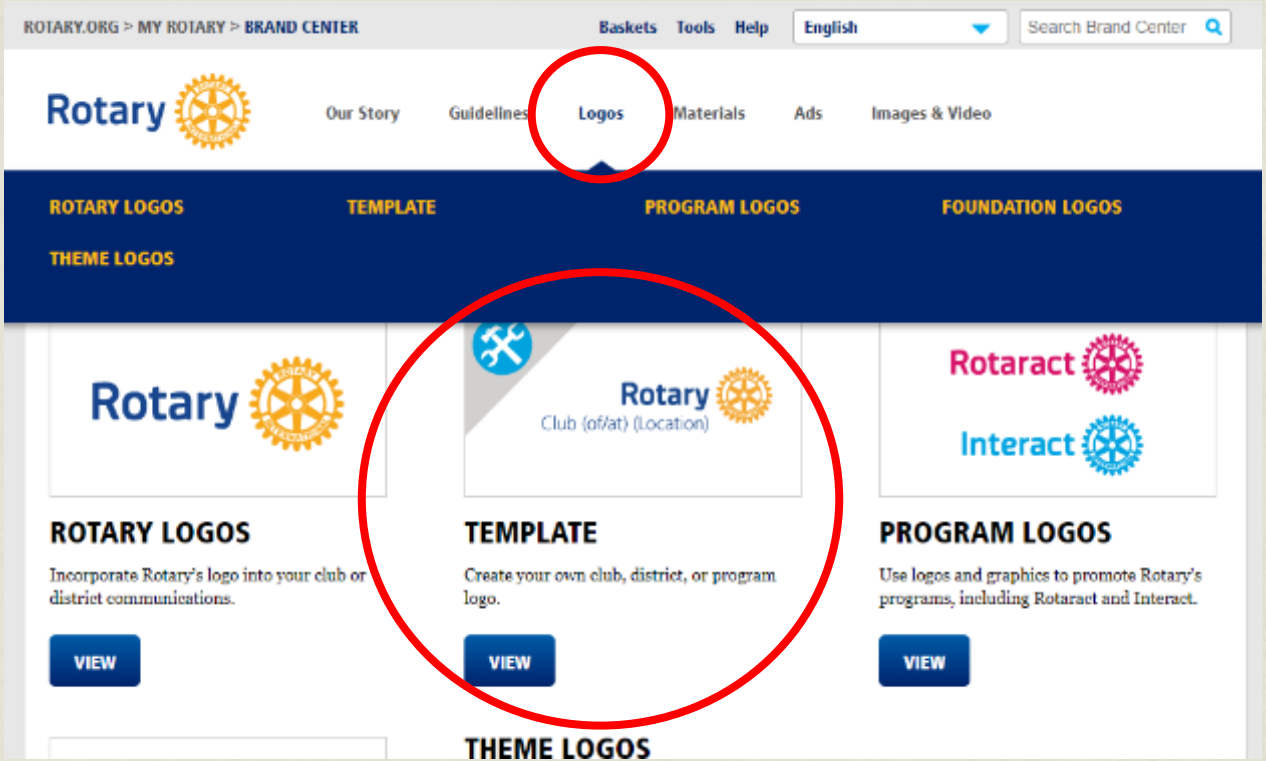
6. What was our impact? What evidence supports this?

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.

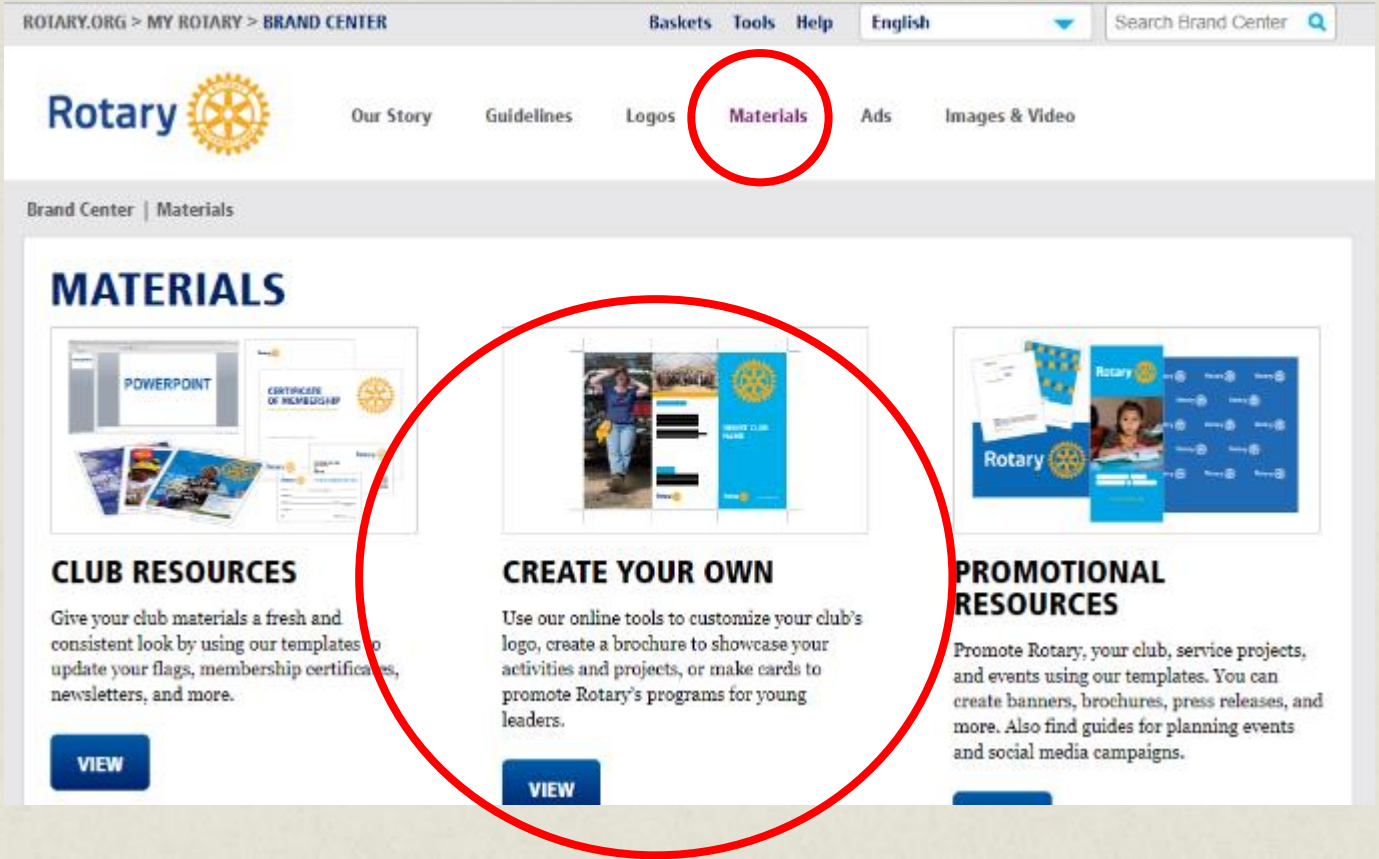
9. What do we want our audience to do?
Learn more? Support your cause? Join you at an upcoming event?

Other Basics: Club Logo



Rotary

Other Basics: Club Brochure



Rotary

Rotary PEOPLE OF ACTION

TELLING YOUR STORY: 5 QUESTIONS TO ANSWER

1 **WHAT ARE YOU 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 YOUR 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 YOU TAKE ACTION?**
What did your club do to help solve the problem or challenge and what action verb best represents the action you took? (Together, We Connect? Together, We Transform? Inspire? End Polio?)

Rotary

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, consiste
answer to the question, What is Rotary? It's the next step in our initiative to streng
Rotary's global brand. The goal of the campaign is to rally Rotarians around a singl
idea: showing the world that we are people of action.

Although many people recognize the Rotary name, our research tells us that too ma
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

Rotary PEOPLE OF ACTION

STYLE GUIDE

HOW TO CREATE POWERFUL IMAGES

- This image represents genuine, unstaged moments of Rotarians at work.
- It shows a clear visual narrative that represents the issue/idea.
- Subjects' focus 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 that represent the work of the project.
- Ask yourself, "Will people in my community connect with what they see in the photo?"

Rotary

PEOPLE OF ACTION STYLE GUIDE AT A GLANCE

Overview

Graphic Elements

Rotary PEOPLE OF ACTION

Rotary PEOPLE OF ACTION

Rotary PEOPLE OF ACTION

Rotary PEOPLE OF ACTION

Typography

Sentinel

Colors

PERMANENT

Rotary

Using the People of Action campaign: television ads

Raising public awareness translates into more support for your projects,
with other community organizations, and increased interest among pote
Television advertising is an effective way to increase awareness and und
what Rotary accomplishes in your community. Here are some tips on ho
the People of Action TV ads to promote your club:

- Many television stations provide public service programs, short a
and messages — sometimes aired at no charge for community org
Rotary. Contact local stations and ask for the public service direct
community affairs director. Show them the video and ask them t
for free.
- Each video is available in two versions: 30- and 60-second spots
use, along with 25- and 85-second spots that leave five seconds a
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.
- 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

Leverage Through Social Media

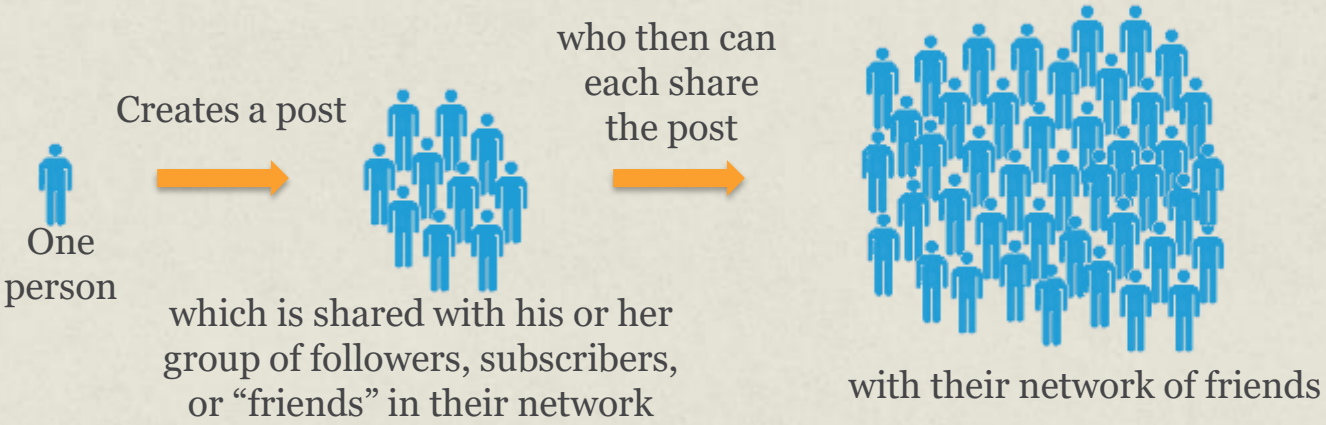
Rotary

Versus

Rotary

How Does Social Media Work?

Multiplier Effect



How You Can Use Social Media

- Use your own social media to:
  - Engage non-members
  - Share timely information with updates, check-ins at events, or add photos to tell a story
  - Invite others into your conversation

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Platforms to Consider

Facebook

Rotary International
End Polio Now
Rotaract
Interact
Rotary Peace Centers
Rotary International President
RI General Secretary John Hewko

Twitter

Rotary International
End Polio Now
Rotaract
RI General Secretary John Hewko

Linkedin

Rotary International
Official Rotary Group
Rotary Reconnect Group
Rotary Peace Fellowships Group
Rotary Youth Exchange Group

Other social sites

Instagram
YouTube
Snapchat
SlideShare
Vimeo
Miappi

Rotary

HOW TO BE A ROTARY BRAND AMBASSADOR

The Masterbrand and the Mark of Excellence

Rotary

Correct Use of the Masterbrand

Rotary
Club of Concord

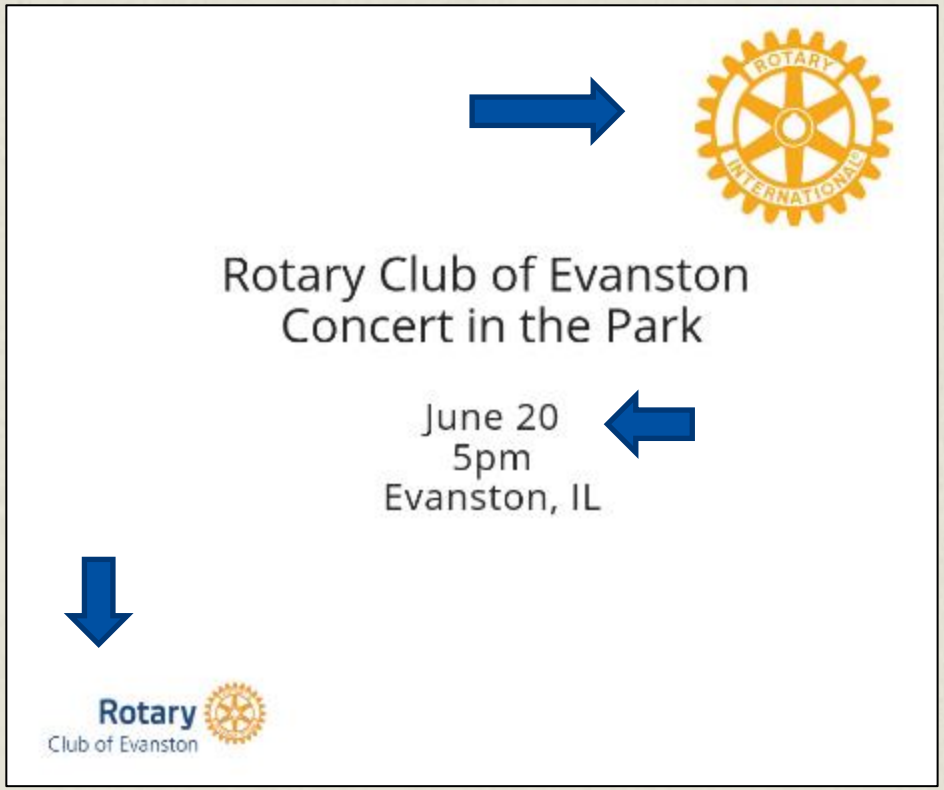
Rotary
District 7910

Hudson
Rotary
Club

Rotary | ESSEX

Rotary

In Context



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Presidential Theme

- Use only for internal Rotary events and communications for motivation
- Always use with the Rotary mark (logo)
- Changes every year; don't confuse the public!

Rotary | Rotary Opens Opportunities

WHAT YOU CAN DO TO

STRENGTHEN ROTARY

1. Appoint a Public Image team
2. Tell a consistent, compelling story
3. Use the tools in the Brand Center
4. Communicate People of Action
5. 1.2 million brand ambassadors

Rotary

Branding Philosophy

- Branding is the way by which an organization expresses its beliefs to the public
- Good branding tells a simple and concise story using as few words as possible
- Branding must always be consistent in order to be effective
- The best branding works without the viewer even knowing that it is working

Rotary

Which is the “Trusted” Brand?

Rotary

Which is the “Trusted” Brand?

Rotary

Which is the “Trusted” Brand?

Which is the “Trusted” Brand?

Rotary

This is OUR TRUSTED Brand

Rotary

Bring Our Brand to Life Checklist

- Brochures
- Flyers
- Banners
- Online – website and social media
- Slideshow presentations
- Posters
- Email signatures
- Signs
- Advertising
- Club website
- Club newsletter
- Event merchandising
- Recruitment materials

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Questions?

Laura Spear
District 7910 Public Image Chair
Assistant Rotary Public Image Coordinator, Zone 32
Rotary International Communications Committee

laura@spear.net – best way to reach me!
978-562-4521 home/business
508-353-8228 cell

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