

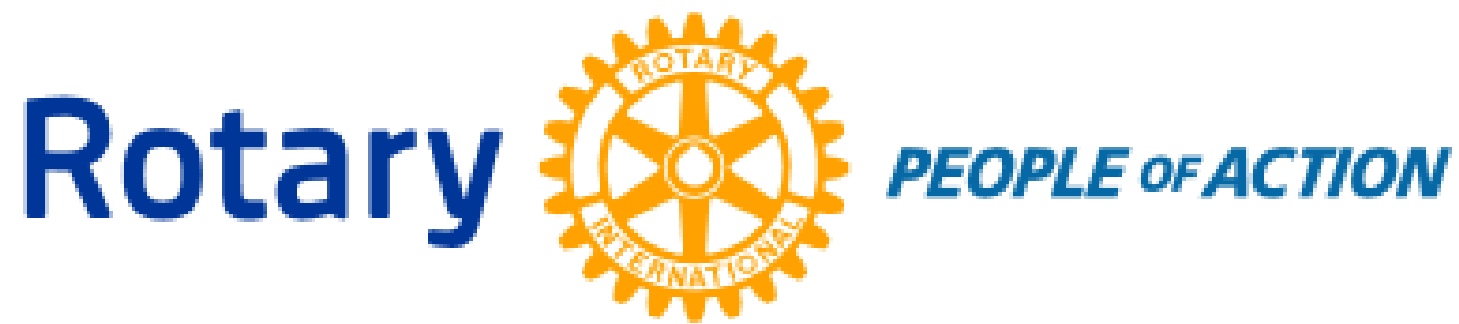
ROTARY DISTRICT 7910: THANKS FOR JOINING THE MEETING!

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



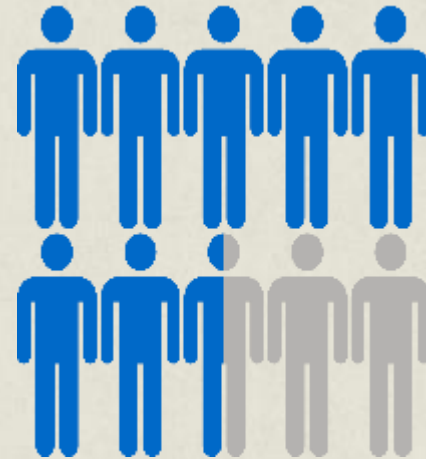


Global Awareness is HIGH



2011

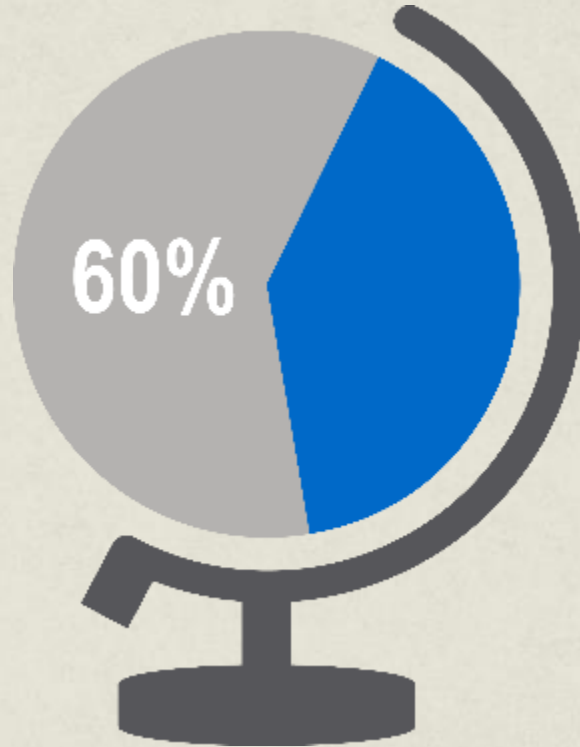
60%



2015

75%

Understanding of Rotary is LOW



Understanding of
Rotary was at 35%

60% surveyed
unfamiliar with a
local Rotary club

Elevating Rotary's Public Image

Increased understanding builds interest, engagement, and advocacy

People of Action is designed to increase understanding!



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



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



A photograph of three people of different ethnicities and ages smiling and leaning back against each other in a relaxed, joyful pose. On the left is a man with glasses and a light-colored button-down shirt. In the center is a woman wearing a pink hijab and a bright blue shawl. On the right is a woman with short dark hair, glasses, and a white patterned shirt. They are all looking towards the right side of the frame. The background is slightly blurred, showing some outdoor plants and a building.

**WHERE DO
WE START?**

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

Rotary  **Our Story** Guidelines Logos Materials Ads Images & Video

Brand Center | Our Story

STRENGTHENING THE ROTARY STORY



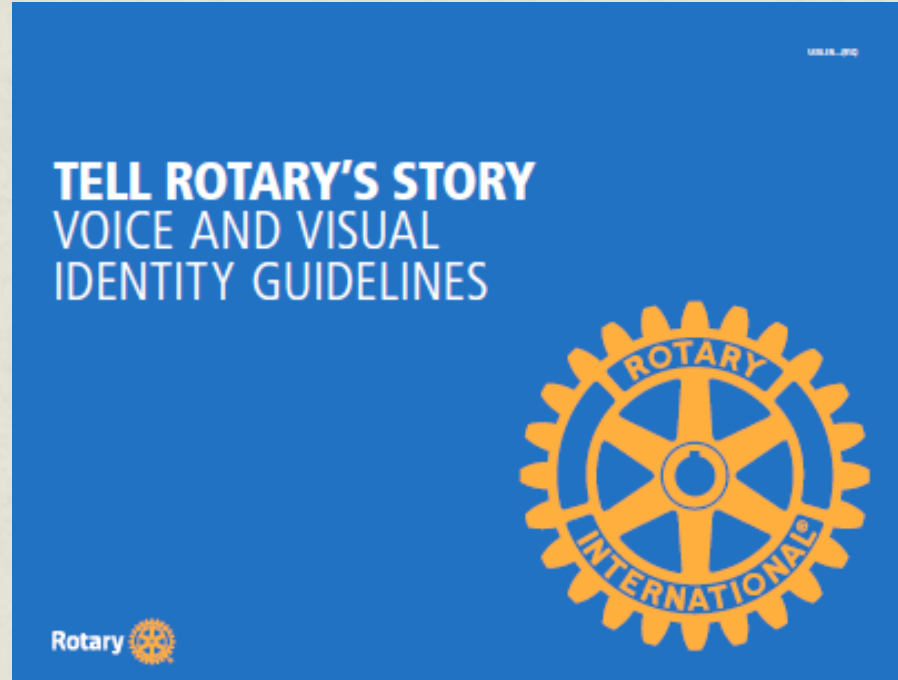
DOWNLOADS

- [Identity at a Glance >](#)
- [Voice and Visual Identity Guidelines >](#)**
- [Messaging Guide >](#)
- [Ideas book: Our Identity in Action >](#)
- [Rotary Brand FAQs >](#)
- [Quick Start Guide for Club Websites >](#)

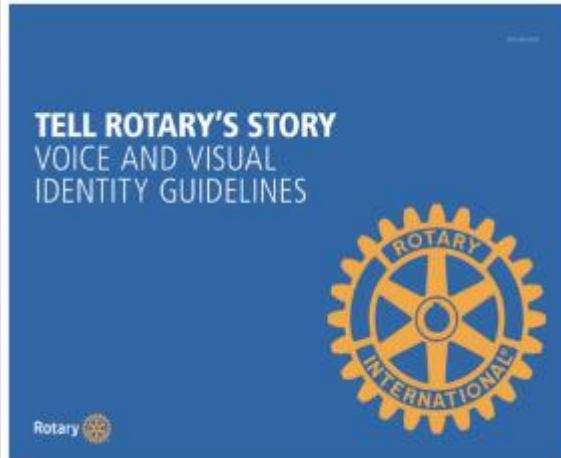
Rotary

Voice and Visual Identity Guidelines


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



Resources | Guidelines



People of Action Resources




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.




PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)


TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES



GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

[LEARN MORE](#)

Rotary 

LOGOS

Download high-resolution logos and Rotary graphics.


[LEARN MORE](#)

People of Action Resources

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English

Search Brand Center

Rotary 

Our Story Guidelines Logos **Materials** Ads Images & Video

Brand Center | Materials | Toolkits

TOOLKITS

PEOPLE OF ACTION

Use these resources to increase public understanding of Rotary and drive engagement within your community.

[View Resources](#)

[Create Your Own](#)

WORLD POLIO DAY

Eradicating a disease is a big job and we need your help. Use these resources to help Rotary advocate, fundraise, and educate communities on the need to end polio now.

[View Resources](#)

ROTARY GLOBAL REWARDS

Use this kit to encourage other Rotarians to explore Rotary Global Rewards to find discounts and special offers, along with opportunities to give back to Rotary.

[View Resources](#)

DOWNLOAD

[People of Action >](#)

[World Polio Day >](#)

[Rotary Global Rewards >](#)

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?



PEOPLE OF ACTION CAMPAIGN GUIDELINES


Rotary 

en-0001

Other Basics: Club Logo


ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English Search Brand Center

Rotary  Our Story Guidelines **Logos** Materials Ads Images & Video

ROTARY LOGOS TEMPLATE PROGRAM LOGOS FOUNDATION LOGOS


THEME LOGOS



ROTARY LOGOS

Incorporate Rotary's logo into your club or district communications.



VIEW



TEMPLATE

Create your own club, district, or program logo.

VIEW



PROGRAM LOGOS

Use logos and graphics to promote Rotary's programs, including Rotaract and Interact.

VIEW

THEME LOGOS

Other Basics: Club Brochure


ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English Search Brand Center

Rotary Our Story Guidelines Logos **Materials** Ads Images & Video

Brand Center | Materials


MATERIALS



CLUB RESOURCES

Give your club materials a fresh and consistent look by using our templates to update your flags, membership certificates, newsletters, and more.


VIEW



CREATE YOUR OWN

Use our online tools to customize your club's logo, create a brochure to showcase your activities and projects, or make cards to promote Rotary's programs for young leaders.

VIEW



PROMOTIONAL RESOURCES

Promote Rotary, your club, service projects, and events using our templates. You can create banners, brochures, press releases, and more. Also find guides for planning events and social media campaigns.

VIEW

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?)

HOW TO CREATE POWERFUL IMAGES

Our photography requires Rotarians to act as, depicting them in powerful images that capture the public's attention and ignite real emotions. This is where we make our campaign successful. Here's a checklist for how People of Action photos should look and feel:

- This image represents genuine, unstaged moments of Rotarians at work.
- It shows a clear visual narrative that represents the local issue.
- Subjects' face 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 photos — 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 photos?"

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

ENG

STYLE GUIDE

www.rotary.org

PEOPLE OF ACTION STYLE GUIDE AT A GLANCE

Overview

As each station uniquely displays the core message of the campaign, all stations should adhere to the same visual identity. Display the core message of the campaign, all stations should adhere to the same visual identity. Display the core message of the campaign, all stations should adhere to the same visual identity.

Apply all elements to the following pages and apply the same design to the rest of the campaign. The goal is to create a cohesive visual identity that is easy to use and understand. The goal is to create a cohesive visual identity that is easy to use and understand.

Graphic Elements

People of Action Logo - Horizontal



People of Action Logo - Vertical



Typography

Primary Font

Secondary Font

Tertiary Font

Quaternary Font

Quintenary Font

Sixtenary Font

Seventenary Font

Eightenary Font

Ninenary Font

Tenenary Font

Elevenary Font

Twelftenary Font

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 potential donors. Television advertising is an effective way to increase awareness and build what Rotary accomplishes in your community. Here are some tips on how to use the People of Action TV ads to promote your club:

- Many television stations provide public service programs, short ads and messages — sometimes aired at no charge for community organizations. Contact local stations and ask for the public service director, community affairs director. Show them the video and ask them to air it for free.
- Each video is available in two versions: 30- and 60-second spots. Use the 30-second spots along with 25- and 15-second spots that leave five seconds at the end to add information about your local Rotary club or district. The 30- and 60-second spots can be localized with the help of the TV station or a video editing facility.
- If you use the 30- or 60-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:

Emerson LightHouse Rotary Club
emerson.org

HOW CAN CLUBS USE SOCIAL MEDIA TO TELL THEIR People of Action Stories?

Leverage Through Social Media

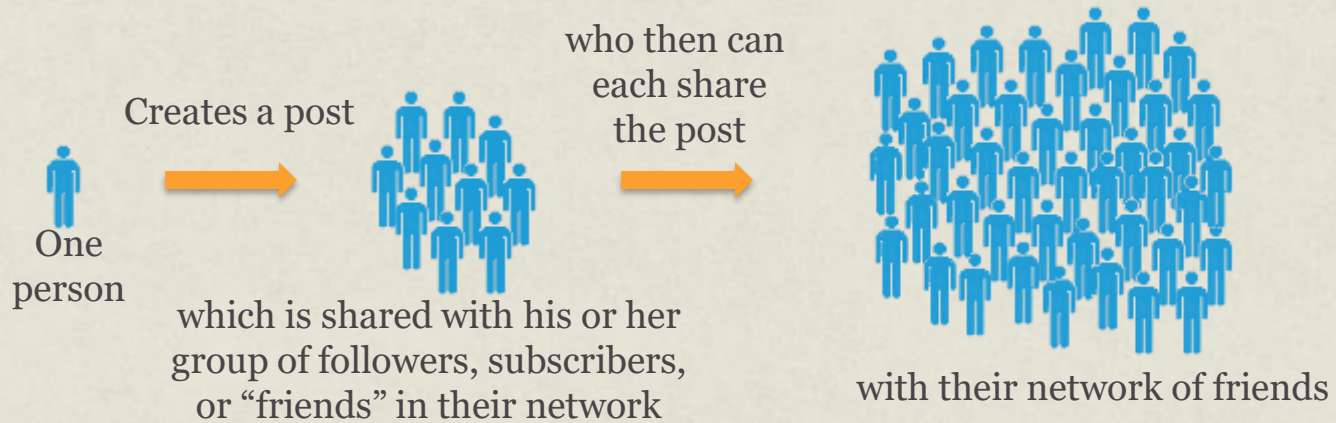


Versus



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

Platforms to Consider



Facebook

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



LinkedIn

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



Twitter

Rotary International
End Polio Now
Rotaract
RI General Secretary John Hewko

Other social sites

Instagram
YouTube
Snapchat
SlideShare
Vimeo
Miappi



HOW TO BE A ROTARY BRAND AMBASSADOR

The Masterbrand and the Mark of Excellence

Rotary



Correct Use of the Masterbrand



In Context



Rotary Club of Evanston
Concert in the Park

June 20
5pm
Evanston, IL



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!



A photograph of two women in a professional setting. The woman on the left is Black, wearing a blue shirt and a lanyard with a badge. The woman on the right is white, wearing a white blouse. They are both looking towards the left side of the frame, appearing to be in a discussion or presentation. The background is slightly blurred, showing an office environment with a water cooler and some furniture.

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

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

Which is the “Trusted” Brand?



Which is the “Trusted” Brand?



Which is the “Trusted” Brand?

amazon



amazon.com[®]



Which is the “Trusted” Brand?



This is OUR TRUSTED Brand



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

DEMO!

Questions?

Laura Spear

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Assistant Rotary Public Image Coordinator, Zone 32

Rotary International Communications Committee

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508-353-8228 cell