

**Pictures: Show something awesome!**

By Laura Spear

Don’t use a cookie-cutter picture of people shaking hands, standing in a row, or presenting a large check. That is so old-school.  If you want to attract the attention of sponsors, donors, attendees, and potential younger members, show your club in action.

Per Rotary International, “Whenever possible, try to use shots depicting multiple Rotarians of
diverse ethnicities and age ranges. Refrain from focusing on an individual, unless he or she is profiled or featured in a story. ... When beneficiaries are depicted, they should appear actively engaged with Rotarians … .”

To **learn more** in **Rotary Voice and Visual Identity Guidelines**, [click here](http://rotary.org/brandcenter).

To**learn more** about **PR** for your club, click on the **Public Relations** section of the**navigation bar** of the [District 7910 website](http://rotary7910.org/).

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[Click here](http://youtu.be/R-SKt78vYiM)for an **excellent example** of a **club-event promotional video** by Concord President **Steve Kirk**.

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