

# TELLING ROTARY'S STORY

PDG GINA GROWDEN

Rotary Public Image Coordinator

Zone 8 2018-21



Public Image  
Australia (Z8)

# My Rotary Story



Public Image  
Australia (Z8)

# Opening of the Sydney Harbour Tunnel



# MY ROTARY STORY



The Rotary Club of Lane Cove established the Prostate Cancer Foundation and still supports it both financially and with representation on the board.



Public Image  
Australia (Z8)

PROSTATE  
CANCER  
FOUNDATION  
OF AUSTRALIA

*Not a charity but an investment in the  
future of our community*



# MY ROLE

## Rotary Public Image Coordinator Zone 8 (Australia)



Public Image  
Australia (Z8)

# WHAT IS PUBLIC IMAGE?

**The opinion that many  
people have of a person/  
organisation**

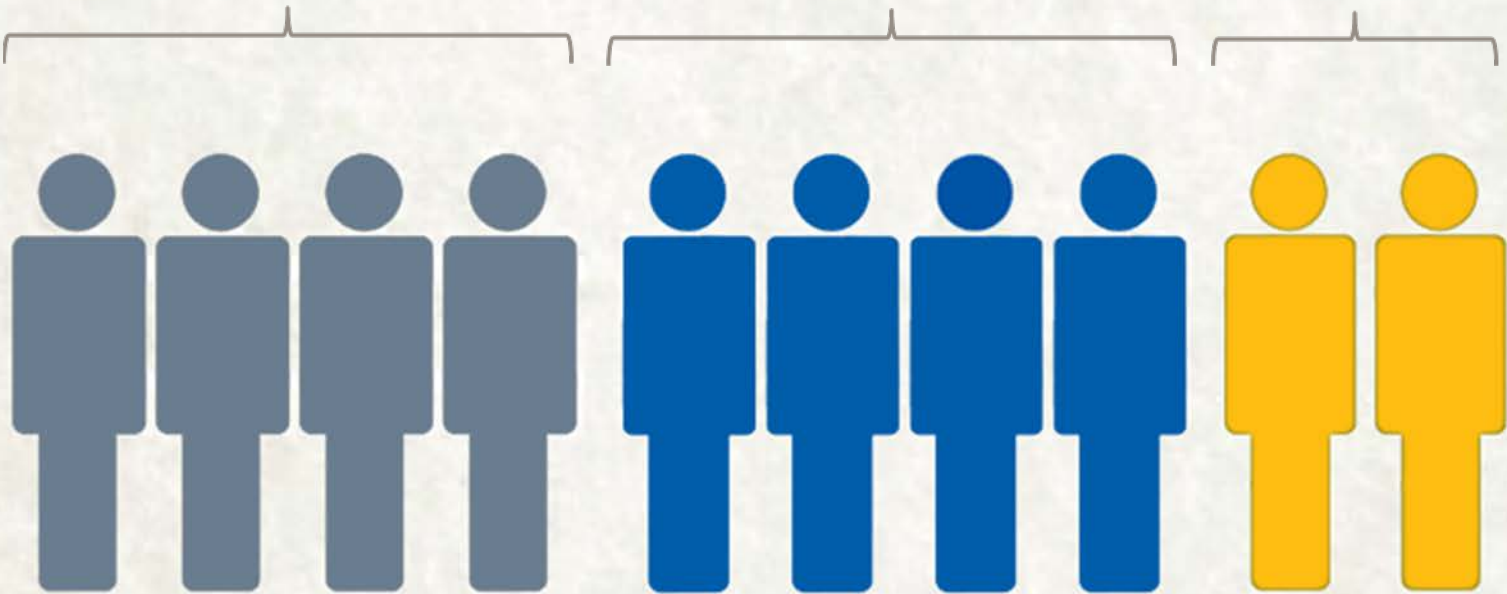


# 2016 Survey on Brand Recognition

**Never Heard  
of Rotary**

**Know  
Name Only**

**Some  
Familiarity**



# WHAT DOES THIS DO FOR OUR PUBLIC IMAGE?





# Or This?

Road sign at Beacon Hill



# DISTRICT 9685 WEBSITES

- **53%** of District 9685 Websites have:
  - Out of date information
  - Old Rotary logos
  - Old RI themes
  - Not using the correct branding
  - Links don't work



# D9685 Website Pages

## East Gosford (18015)

Welcome to our Website!



We meet Wednesdays at 6:30 PM  
Elanora Hotel  
41 Victoria Street  
(Old Dining Room)  
East Gosford  
Australia



Area Governor:  
David Rivett



**Site Pages**

- To Contact us
- About Our Club
- Club News

**President Colin Gibbons**

**Rotary Club of Gosford City**

**Club Details**

Rotary Club of Gosford City meets every Wednesday for Breakfast at the (Oxley Hotel)

**Arrive 7:00am Start 7:15am End 8:30am**

Mann St  
Gosford NSW 2260 Australia

**Map**

**Rotary Club of Gosford City**

Home

Login

April 2018

Latest Club News

Club Details

Rotary Club of Gosford City meets every Wednesday for Breakfast at the (Oxley Hotel)

**Arrive 7:00am Start 7:15am End 8:30am**

Mann St  
Gosford NSW 2260 Australia

**Map**



Publ Aust

**9 April 2018**

**Club of**

**Rotary Serving Humanity**

**PRESIDENT'S MESSAGE**

**SPECIAL POINTS OF INTEREST:**

- Kate Gray.

I hope everyone had a good long weekend, I know I enjoyed the phone not presentation on the trip around Oz.

Parramatta. It will begin with registrations at 8.30am and formal start at 9.00am.

**UPPER BLUE SUNRISE**

**UPPER BLUE MOUNTAINS SUNRISE ROTARY**

**Start with Rotary and good things happen.**

**Rotary. Humanity in motion.**

**rotary.org**

**BLUE MOUNTAINS ROTARY PROJECT PLAN**

See what we do... maybe you can be involved, click on: [Trello](#)

**Upper Blue Mountains Sunrise**

**Rotary Club of Epping, NSW**

**Service Above Self**

**Welcome to our Club!**

**Clean Up Australia Day - Terrys Creek**

**Speakers**

**Past Speakers**

No Meeting  
Apr 02, 2018 5:00 PM  
Easter Monday

**Why Join Rotary?**

**Friendship**  
In an increasingly complex world, Rotary provides one of the most basic - really, the need for friends and fellowship.

**Business Development**  
One of the original reasons for Rotary's beginning was everyone needs to network. Rotary consists of a club.

# Public Image is EVERY ROTARIAN'S responsibility



Public Image  
Australia (Z8)



# WHY IS ROTARY STRENGTHENING OUR PUBLIC IMAGE?

We do not get the  
recognition we deserve



Public Image  
Australia (Z8)

WHY ARE WE ENHANCING OUR PUBLIC IMAGE?

We have a great Story to tell  
**BUT**



We need to tell it more simply and  
**consistently**



Public Image  
Australia (Z8)



*Not earning full credit for  
our good work means it's*

**HARDER TO  
REACH OUR  
FULL POTENTIAL**

# TELLING OUR ROTARY STORIES



Public Image  
Australia (Z8)



# ROTARY INTERNATIONAL WEBSITE

**[www.rotary.org/myrotary](http://www.rotary.org/myrotary)**



Public Image  
Australia (Z8)

# ROTARY INTERNATIONAL WEBSITE – ROTARY.ORG

My Rotary | My Rotary

→ ↻ 🏠 🔒 https://my.rotary.org/en

Profile Delegation Account Settings Sign Out(gina.growden@bigpond.com)

Rotary

My Rotary

🏠 Rotary.org 📍 Club Finder 🔍 JOIN GIVE

Exchange Ideas

Take Action

Learning & Reference

Manage

The Rotary Foundation

News & Media

Member Center

Join Us!

Refer a new member

Rejoin or change clubs

International Convention

Register

Rotary Global Rewards

Online tools

Rotary Club Central

Brand Center

Rotary Showcase

Rotary Ideas

Learning Center

Discussion Groups

Awards & Recognition

Awards

Donor Recognition

Products & Services

Shop.rotary.org

Licensed Vendors

Rotary Credit Card

Community Marketplace

Official Rotary Apps

The Rotarian

Regional Magazines

Resources & reference

Profile/Account Settings


Membership Materials

Club & District Administration

Calendar

Official Directory

Brand Center



Rotary 2017 peace champions

unite and take action to create lasting change – across the globe, in our communities, and in ourselves. [Read more on our strategic plan >](#)



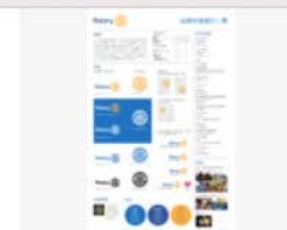
People of Action  
Campaign Guidelines



有關「採取行動的人」的  
常見問題



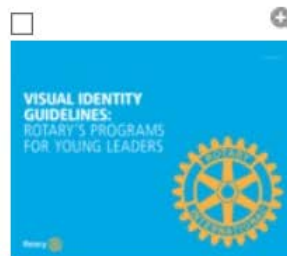
People of Action FAQ



品牌形象簡介一覽



訊息指南



Visual Identity Guidelines:  
Young Leaders



Quick Start Guide for Club  
Websites



Ideas book: Our Identity  
in Action



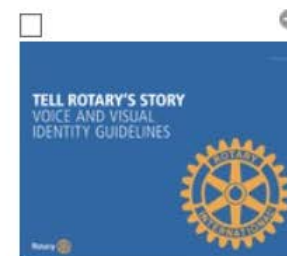
Messaging Guide



Rotary Brand FAQs

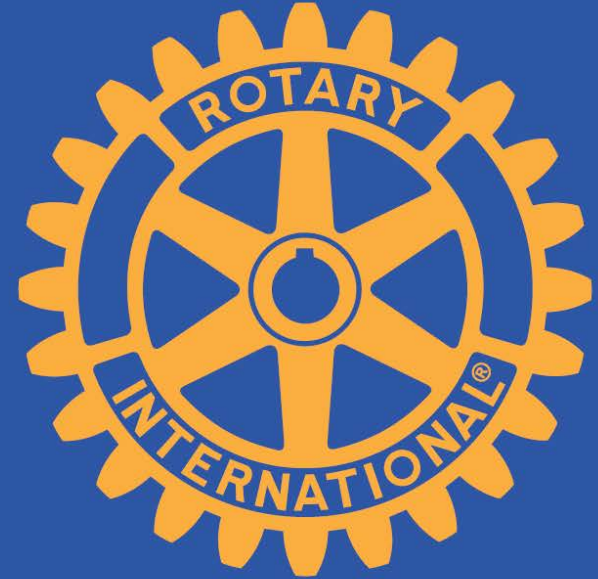


Identity at a Glance



Voice and Visual Identity  
Guidelines

# MESSAGING GUIDE



547E-EN—(317)



Public Image  
Australia (Z8)



# OUR VOICE

## BRINGING ROTARY'S BRAND STORY TO LIFE

### ESSENCE



#### REINFORCE OUR REASON FOR BEING

Rotary brings together leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

### VALUES



#### REFLECT OUR BELIEFS AND BEHAVIOR

- We build lifelong relationships
- We honor our commitments
- We connect diverse perspectives
- We apply our leadership and expertise to solve social issues

### VOICE



#### COMMUNICATE IN OUR VOICE

- Smart
- Compassionate
- Persevering
- Inspiring

## ROTARY'S BRAND VOICE

### OUR VOICE IS...

### THIS MEANS...

### WE ARE...

### BUT NOT...

**SMART**



We look at problems from different angles and apply our expertise to solve social issues in ways that others cannot. Our communications are insightful.

**Knowledgeable**  
**Perceptive**  
**Confident**

**Obscure**  
**Disconnected**  
**Arrogant**

**COMPASSIONATE**



Tackling tough challenges in communities worldwide requires empathy. Our communications champion real people, with stories and experiences that are relatable and universal.

**Thoughtful**  
**Sincere**  
**Engaging**

**Lofty**  
**Sentimental**  
**Weak**

**PERSEVERING**



We find lasting solutions to systemic problems at home and abroad. Our communications express our commitment when we speak with clarity and conviction.

**Bold**  
**Purposeful**  
**Courageous**

**Reckless**  
**Close-minded**  
**Stubborn**

**INSPIRING**



Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. Our communications convey hope, enthusiasm, and passion.

**Upbeat**  
**Hopeful**  
**Visionary**

**Hyper**  
**Zealous**  
**Impractical**

Here are a couple of examples to demonstrate how our voice strengthens our message:

EXAMPLES	BEFORE (without Rotary's voice)	AFTER (in Rotary's voice)	WHY IT'S EFFECTIVE
Invitation to prospective members to visit a local club	<p>Rotary is ordinary people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things.</p> <p>Learn more at <a href="http://rotary.org">rotary.org</a>.</p>	<p><b>It's amazing what we can accomplish when hearts and minds work together. See how leaders from countries, cultures, and occupations around the world are taking action — to enhance health, empower youth, promote peace, and improve their community.</b></p> <p><b>Join leaders at a Rotary club near you.</b></p>	<ul style="list-style-type: none"> <li>• Is active, inspiring, and inviting</li> <li>• Balances compassion (hearts) and intelligence (minds)</li> <li>• Defines leadership by mindset (diverse perspectives) and action</li> <li>• Clarifies our impact</li> <li>• Includes a clear call-to-action</li> </ul>
Excerpt from <a href="http://Rotary.org">Rotary.org</a>	<p>Rotary's Anniversary</p> <p>Rotary's 108th anniversary marks a year of both achievements in the fight to eradicate polio and a stepped-up commitment to finish the job. You can help by learning how to use advocacy to encourage governments to fund the vital work of polio eradication.</p>	<p><b>Another year, another chance to make history</b></p> <p><b>We're closer than ever to eradicating polio. But even as we celebrate our 108th year of community impact, we're reminded that there is much to do. Become an effective advocate for government funding so together we can finish the job.</b></p>	<ul style="list-style-type: none"> <li>• Headline is inspiring versus descriptive</li> <li>• Highlights Rotary's persevering spirit</li> <li>• Is more compassionate and human (i.e., uses the collective "we")</li> <li>• Has a clear call-to-action</li> </ul>

The need to give a  
**CONSISTENT MESSAGE**  
and to portray an easily identifiable  
**VISUAL IDENTITY**  
is **VITAL** for strengthening  
Rotary's Public Image

# CONSISTENT MESSAGING

- Tell a compelling story
  - How you bring leaders together
  - Exchange ideas
  - Take action to improve your community
- More conversational & authentic—avoid “Rotary speak”
- More consistent visual identity



Public Image  
Australia (Z8)

A poster for a Rotary Club food drive. It features a woman in a hairnet and gloves packing food into bags. The background is blue with a large yellow Rotary International logo in the top right corner. The text is white and bold, reading: "NO ONE IN OUR COMMUNITY SHOULD GO HUNGRY. WITH OUR HELP, NO ONE WILL." In the bottom right corner, there is a white box with the following text: "Rotary Club [of/at] [Location] Food Drive", "Wednesday, 13 November", "11:00 a.m. – 3:00 p.m.", and "Nettelhorst Elementary School 1234 Green St."/>

**NO ONE IN OUR  
COMMUNITY  
SHOULD GO  
HUNGRY.  
WITH OUR HELP,  
NO ONE WILL.**

**Rotary Club  
[of/at]  
[Location]  
Food Drive**

Wednesday,  
13 November

11:00 a.m. –  
3:00 p.m.

Nettelhorst  
Elementary School  
1234 Green St.



TAKE ACTION: [www.\[rotarycluburl\].org](http://www.rotarycluburl.org)





# OUR VISUAL IDENTITY



# Our Masterbrand Signature

Rotary



Public Image  
Australia (Z8)

# Our Mark of Excellence

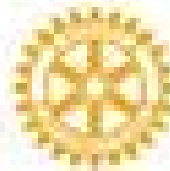


Public Image  
Australia (Z8)

# Use the correct branding



**Rotary**



Even Drake knows which is the right Rotary International logo to use from now on!

If you are still using the older version NOW is the time to jump on board with the new branding

# TELL ROTARY'S STORY

## VOICE AND VISUAL IDENTITY GUIDELINES







Our Story

Guidelines

Logos

Materials

Ads

Images & Video

[www.rotary.org/brandcenter](http://www.rotary.org/brandcenter)



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](#)



### MATERIALS

Use our customizable materials to promote your club, projects, and programs.

[LEARN MORE](#)

### WHAT'S NEW

Check out the new club brochure — edit the text and upload photos or choose from the images provided.

[View >](#)

### WE CAN HELP

Find answers to the most commonly asked questions on our [FAQ page](#). Need additional resources or wish to contact us?

[Learn more >](#)



Public Image  
Australia (Z8)

## OUR BRAND



Our Story

Guidelines

Logos

Materials

Ads

Images &amp; Video

Brand Center | Logos

## LOGOS



## ROTARY LOGOS

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

[VIEW](#)

## FOUNDATION LOGO

Use The Rotary Foundation logo in 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

Use the theme logos to promote the presidential theme and citation in your Rotary club or district communications.

[View >](#)

## ABOUT ROTARY LOGOS

Read an overview on how to use Rotary logos.

[Learn more >](#)

## FURTHER ASSISTANCE

If you can't find the logo you're looking for, contact Rotary staff.  
[graphics@rotary.org](mailto:graphics@rotary.org) >

# Create your Club logo

Logo Creator - print \*

Zoom:

**Rotary**   
Club (of/at) Location  
Optional text here

Language:

Club:

Logo:

Color:

Alignment:

Insert Text:

**SAVE**



**Rotary**

Public Image  
Australia (Z8)

## Create Your OWN Club / district LOGO



Public Image  
Australia (Z8)





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](#)

Front

Back






### OUR EVENTS

Date — event description, location, time.  
Date — event description, location, time.  
Date — event description, location, time.  
Date — event description, location, time.


Join our next meeting or service project.  
Contact our club president to schedule your visit.  
We look forward to meeting you!

**INSERT YOUR CLUB NAME**  
Insert name of your club president  
Insert phone number  
hello@[rotaryclubsite].org  
www.[rotaryclubsite].org





## INSERT CLUB NAME

**Rotary**  www.rotary.org

Language English

1. Left Panel

2. Middle Panel

IMAGE

Choose an image

Preset

Custom



TEXT

Sub heading OUR Events

Body text

Date — event description, location, time.  
Date — event description, location, time.  
Date — event description, location, time.  
Date — event description, location, time.

Join our next meeting or service project.  
Contact our club president to schedule your visit.

Club name

Insert Your  
Club Name

Contact

Insert name of your club president  
Insert phone number  
hello@[rotaryclubsite].org  
www.[rotaryclubsite].org

3. Right Panel

## Using your own photos

Under the bar for the panel you're working on, choose the **Custom** tab, then click on the **gray graphic** in the **IMAGE** box to open the Image Library. Click + (the plus sign) in the lower left corner and **Browse** for images on your device. Choose one and **Upload** it. When your photo appears in the Image Library window, click on it. The photo will appear in the brochure.

## Using the provided images

Under the bar for the panel you're working on, choose the **Preset** tab. Click on the **photo** in the **IMAGE** box to see a panel of image options, and choose one. The photo will appear in the brochure.

**Note:** Some text boxes can be edited and others cannot.

SAVE

Front

Back



## PEOPLE OF ACTION

Our club is a proud part of this community and of Rotary International. Rotary is a global network of more than 1.2 million members who believe that great things happen when dedicated minds come together. We are community and business leaders representing different professions, experiences, and perspectives but with a shared desire to connect with others to address the challenges affecting our community and communities around the world.

Our club offers opportunities for our members — and those interested in making a difference — to get involved. Through meetings, social events, and volunteer projects, our members learn about the issues facing our community and communities all over the world, partnering with local, national, and global experts to exchange ideas about potential solutions and to draw up action plans to respond. Along with these opportunities to serve, members also are able to regularly network, resulting in lifelong friendships and business connections.

## MAKING A DIFFERENCE

Solving real problems takes real effort, commitment, and vision. Rotarians work to protect communities from preventable disease, keep women and children healthy, improve education and economic outcomes, create safe water and sanitation infrastructure, and make our community and the world a more peaceful place.

We are working with various partners on the following projects:

- Local project name — project description, outcome/impact
- Local project name — project description, outcome/impact
- International project name — project description, outcome/impact
- Ending polio — Partnering with the Bill & Melinda Gates Foundation, the World Health Organization, and UNICEF to end polio, once and for all

## GET INVOLVED

Becoming a member enables you to meet your community's leaders and to make an impact both here and around the world. We invite you to visit our club and find out more about us and the opportunities we offer to get involved.

Our members have found that it's a truly rewarding experience.

My experience with our club has been immensely valuable. I've made lifelong friends and important connections that have helped me succeed in my business.

— Club member

My experience with our club has been immensely valuable. I've made lifelong friends and important connections that have helped me succeed in my business.

— Club member

Language: English

### 1. Left Panel

#### IMAGE

Choose an Image

Preset

Custom



#### TEXT

Sub heading: People of Action

Body text

Our club offers opportunities for our members — and those interested in making a difference — to get involved. Through meetings, social events, and volunteer projects, our members learn about the issues facing our community and communities all over the world, partnering with local, national, and global experts to exchange ideas about potential solutions and to draw up action plans to respond. Along with these opportunities to serve, members also are able to regularly network, resulting in lifelong friendships and business connections.

### 2. Middle Panel

### 3. Right Panel

#### Using your own photos

Under the bar for the panel you're working on, choose the **Custom** tab, then click on the gray graphic in the **IMAGE** box to open the Image Library. Click + (the plus sign) in the lower left corner and **Browse** for images on your device. Choose one and **Upload** it. When your photo appears in the Image Library window, click on it. The photo will appear in the brochure.

#### Using the provided images

Under the bar for the panel you're working on, choose the **Preset** tab. Click on the photo in the **IMAGE** box to see a panel of image options, and choose one. The photo will appear in the brochure.

**Note:** Some text boxes can be edited and others cannot.

SAVE

# EVENT PLANNING GUIDE



[WWW.ROTARY.ORG/MYROTARY](http://WWW.ROTARY.ORG/MYROTARY)



Public Image  
Australia (Z8)

5

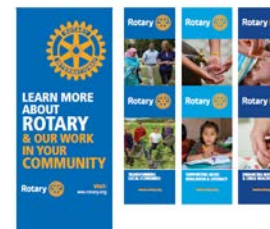
## EVENT RESOURCES

A range of handy event resources are available on the Brand Center, Rotary Shop, and My Rotary.

### OFFICIAL LOGOS



### ROTARY AND AREAS OF FOCUS ROLL-UP BANNERS



© If you need help getting started, or get stuck planning, we're here to assist. Email [pr@rotary.org](mailto:pr@rotary.org).

### CLUB BROCHURE TEMPLATE



### OTHER PRO

- Prospect
- Discover



### ADDITIONAL BRAND CEN

- Newslett letterhea
- Thank-yc
- Event pn in the br cards, di

**NO ONE IN OUR COMMUNITY SHOULD BE COLD THIS WINTER. WITH OUR HELP, NO ONE WILL.**

**Rotary Club [of/at] [Location] Coat Drive**

Wednesday, 13 November  
11:00 a.m. – 3:00 p.m.  
Nettelhorst Elementary School  
1234 Green St.



# PEOPLE OF ACTION



Public Image  
Australia (Z8)

# PEOPLE OF ACTION CAMPAIGN



# PEOPLE OF ACTION CAMPAIGN



Acknowledgements  
to RC Woy Woy



Public  
Austr





## PEOPLE OF ACTION CAMPAIGN



TOGETHER, WE

# TRANSFORM

Rotary unites problem solvers around the globe to do more good. Like providing job training and supporting local entrepreneurs to help revitalize the places we call home. Connecting to make communities stronger — that's what people of action do. Learn more at [Rotary.org](https://www.rotary.org).

Rotary  PEOPLE OF ACTION



TOGETHER, WE

# END POLIO

Rotary believes healthy communities are strong communities. That's one reason we've worked tirelessly to help immunize 2.5 billion children against polio. Bringing the world closer to eradicating a deadly disease — that's what people of action do. Learn more at [Rotary.org](https://www.rotary.org).

Rotary  PEOPLE OF ACTION



# PEOPLE OF ACTION CAMPAIGN GUIDELINES



EN—(817)



Public Image  
Australia (Z8)



## 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?

### THREE STEPS TO CREATING A PRINT AD

You've answered the important background questions, and you know the story you want to tell. Now it's time to create an ad that will best represent your club and your People of Action message — and grab the attention of your target audience. Here's a three-step process to develop a People of Action print ad that's specific to your club and community.

#### 1) SELECT AN ACTION VERB FOR YOUR HEADLINE

"Together, We ..." is part of the headline for this campaign and must be used in all People of Action ads. To finish the headline, select an action verb that best represents your message. Think about what your club was trying to achieve, or how you approached the local challenge you decided to address. Which action verb best describes what you did? Please choose from the following list:

- Connect
- Transform
- Inspire
- End polio

#### 2) CHOOSE AN IMAGE OR TAKE A PHOTO

Imagery is critical to demonstrating that we are people of action. We want to showcase the action and the people we are helping through our work. You don't have to be a professional photographer to do this. When you're capturing images, just keep the following in mind:

- Take and use pictures that are composed in a way that supports the claim that we are people of action.
- Avoid "grip and grin" photos (those that show two people shaking hands and smiling).
- Remember, the headline is "Together, We ...". A shot of an individual will only rarely be appropriate.
- Make sure you represent the diversity of your club and the people you are serving in age, ethnicity, and gender.
- Ask yourself, "Will people in my community connect with what they see in the photo?"

You want to use powerful images that capture your viewers' attention and make them feel an emotion.

#### 3) DEVELOP BODY COPY

The body copy, or the main part of your ad, will tell your story in a brief, informative, and inspiring way. This is where, in as few words as possible, you will:

- Make your claim
- Offer statistics or other proof of your impact
- Issue a call to action

Keep in mind that you should cover these three essential elements in your body copy. Otherwise, your ad will come across as confusing, incomplete, or misleading.

To make sure you develop a clear and inspiring message, refer back to the "Tell Your Club's People of Action Story" worksheet to determine one or all of the following:

- What were the outcomes of your project?
- How many people did the project affect?
- What are some other relevant statistics?
- What changes resulted from the project?
- What specific examples show how you touched the lives of people in your community?

Don't forget to include your call to action, or the message that tells readers what you want them to do when they see your ad. Do you want them to learn more? Attend a meeting? Support your cause? Join your club?

Now it's time to start writing. Once you've answered the essential questions in "Tell Your Club's People of Action Story," refer to "Three Steps to Creating a Print Ad" to create your ad. Then use the design template in the Brand Center to combine your copy and the image you've chosen into a professional-looking ad. The final result should look similar to the ad shown on the left.

# CREATE YOUR OWN

## Head

## Body

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English Search Brand Center

Rotary Our Story Guidelines Logos Materials

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](#)

**PEOPLE OF ACTION**  
Use these resources to increase public understanding of  
[View Resources](#)  
[Create Your Own](#)


[World Polio Day >](#)  
[Rotary Global Rewards >](#)

# CREATE YOUR OWN


People of Action - Print \*

Media:  Zoom:

Language:

Option:  

Background:



Text: Rotary believes education is a right. Our more than one million members across the globe unite to educate and uplift students through scholarships and service. Inspiring the next generation—that's what people of action do. Learn more at [Rotary.org](#)

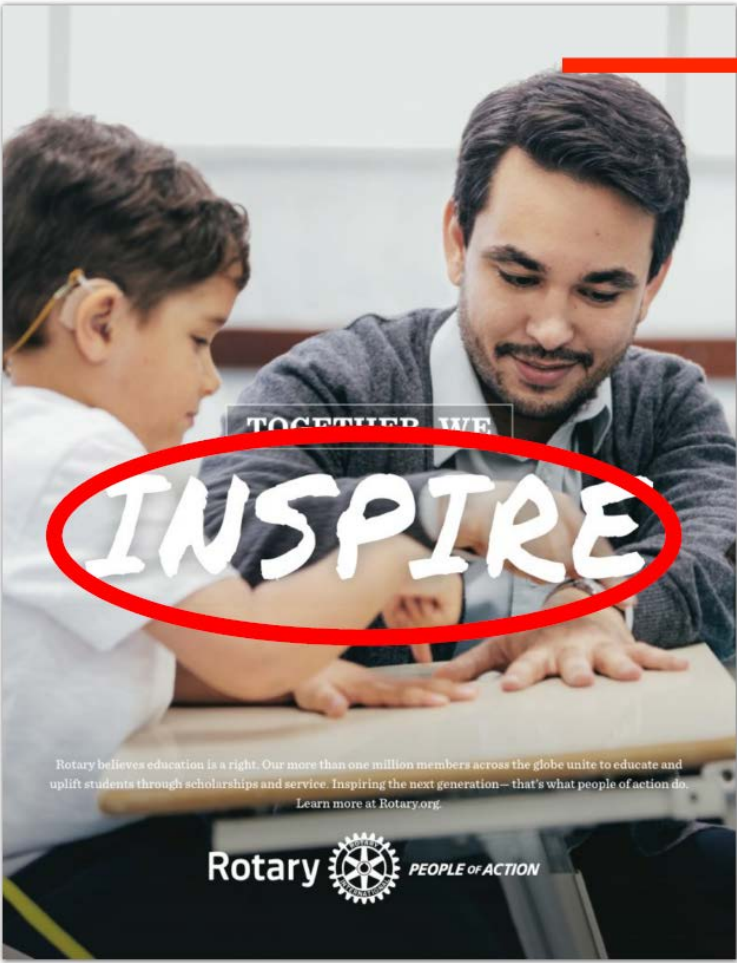
Using this template

Use this template to create a People of Action print ad. Select an action verb, upload a photo or choose from the images provided, add your copy and end with a call to action.

Send questions to: [graphics@rotary.org](mailto:graphics@rotary.org)

By using the CREATE button and uploading copy and photos to the ad, you warrant that you are the owner of or have a right to use the copy and photos and you have obtained permission from each adult and the parent or guardian of each minor in the photos to use their images in the ad.


**SAVE**



TOGETHER WE

**INSPIRE**

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Rotary  PEOPLE of ACTION

# CREATE YOUR OWN

People of Action - Print \*

Media: US Letter (8.5 in x 11 in) Zoom: Fit Window

Language: English

Option: Inspire

Custom

Text: Rotary believes education is a right. Our more than one million members across the globe unite to educate and uplift students through scholarships and service. Inspiring the next generation—that's what people of action do. Learn more at Rotary.org

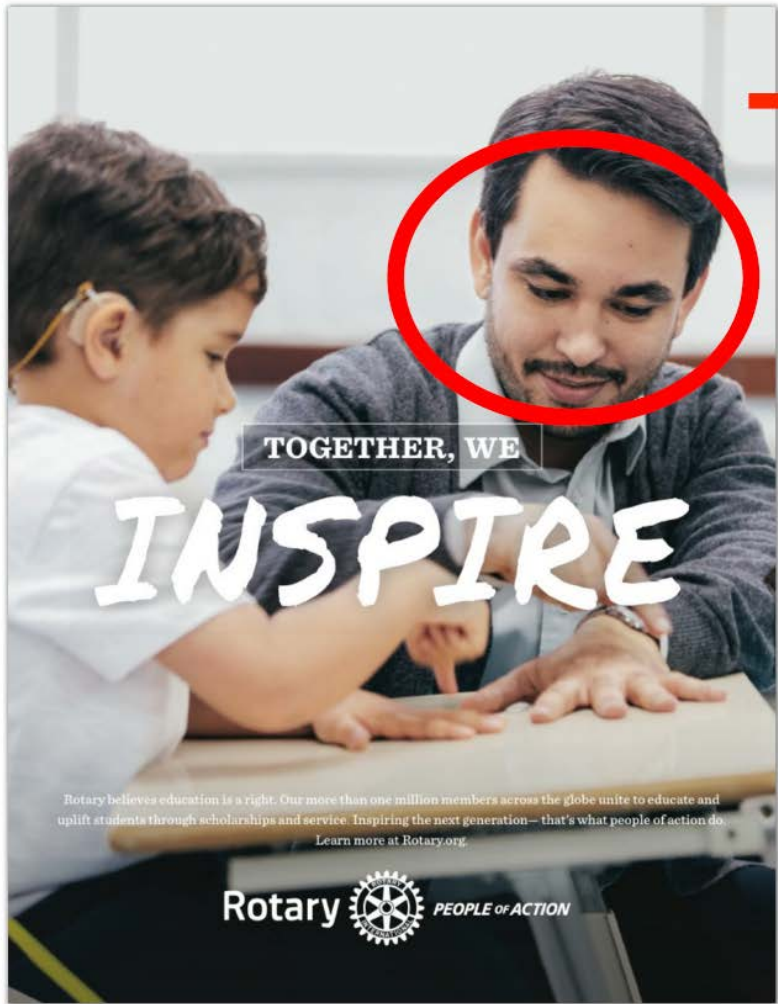
Using this template

Use this template to create a People of Action print ad. Select an action verb, upload a photo or choose from the images provided, add your copy and end with a call to action.

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SAVE





# CREATE YOUR OWN


People of Action - Print \*

Media: US Letter (8.5 in x 11 in) Zoom: Fit Window

Language: English

Option: Inspire

Background: ☐ Preset ☐ Custom



Text: Rotary believes education is a right. Our more than one million members across the globe unite to educate and uplift students through scholarships and service. Inspiring the next generation—that's what people of action do. Learn


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TOGETHER, WE  
INSPIRE

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Rotary  PEOPLE OF ACTION



Helping Little Rock's littlest students achieve big dreams means intervening early for school success. Each year, the Rotary Club of Little Rock donates dictionaries and shares its love for reading with students in nearly 100 elementary school classrooms. Reducing Arkansas's illiteracy rates and inspiring a love of learning — that's what people of action do. Learn more at [littlerockrotary.com](http://littlerockrotary.com)



Public Image  
Australia (Z8)





## My examples





# BE CREATIVE WITH PHOTOS







TOGETHER, WE

TRANSFORM

Rotary



PEOPLE OF ACTION



# TAKING BETTER PHOTOS





# WHAT YOU CAN DO



Public Image  
Australia (Z8)

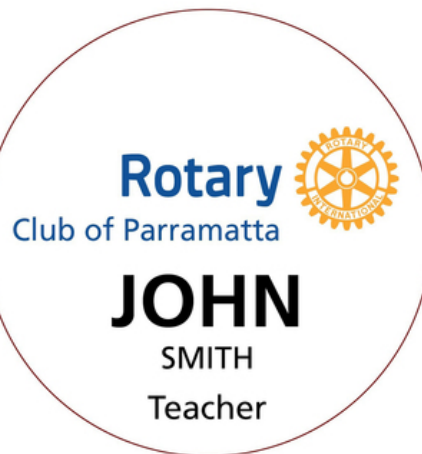
# Wear your Rotary pin with pride



**Rotary** | Public Image  
Australia (Z8)



# Update your merchandise



Public Image  
Australia (Z8)



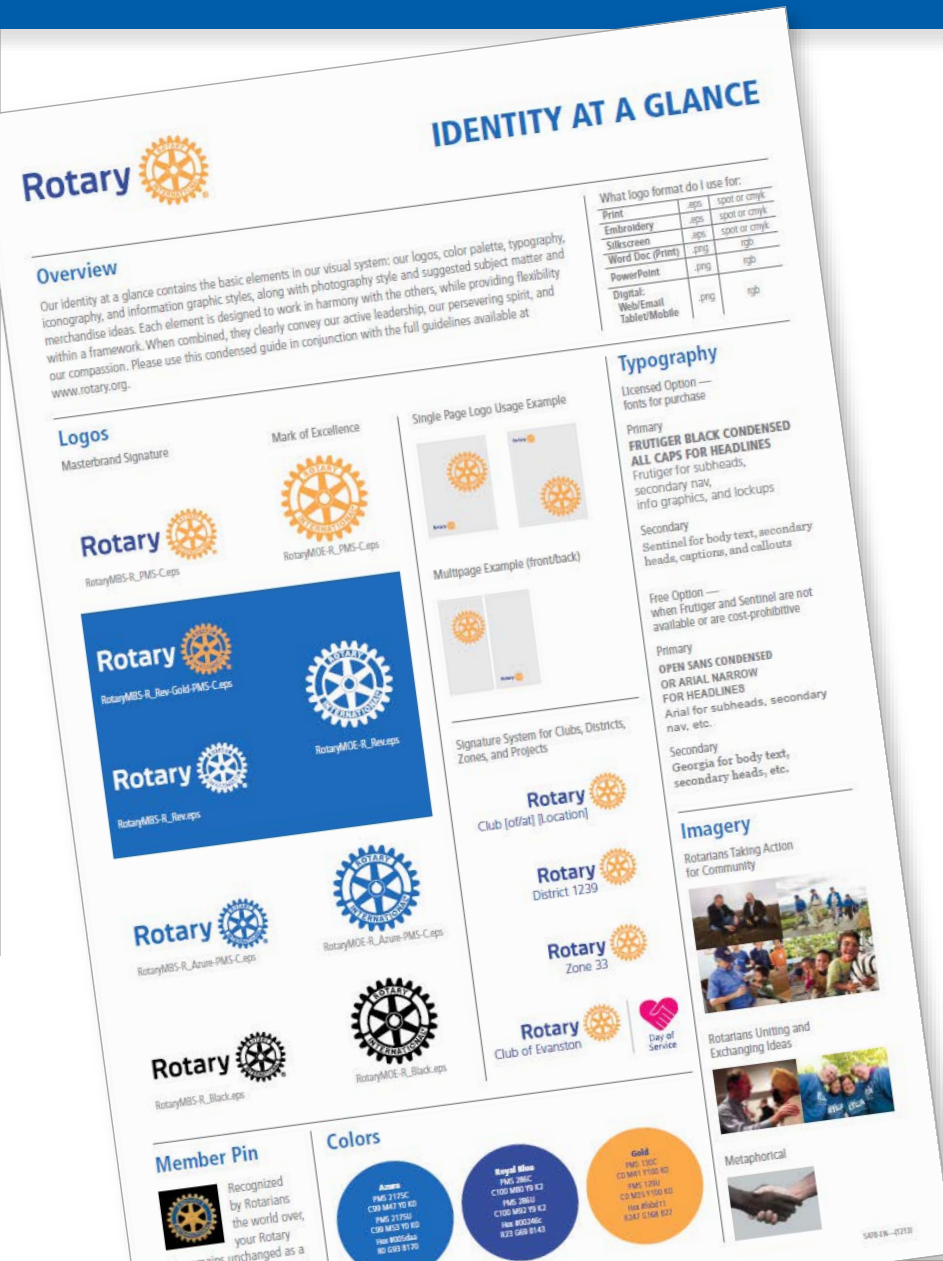
# Update your street signs



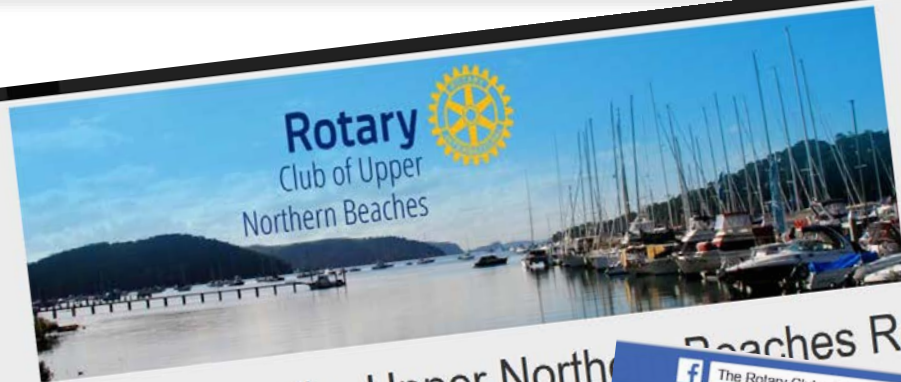


# ADOPT OUR VOICE AND VISUAL IDENTITY

- Download our guidelines
- Create your own club logo
- Use templates as a starting point
- Use images to inspire your own photos



# Update your Website & Facebook Pages



## Welcome to the Upper Northern Beaches Rotary Club

Doing good in the world. Serving our community. Having fun doing it!

Results of the 2018 Community Appeal Car Raffle [here!](#)

### Coming Events



### What We Do



Public Image  
Australia (Z8)



## PLAN AND BUDGET FOR MARKETING

- Plan for success NOW
- Map out your events
- Put the right team in place
- Give them a clear budget





# Tell compelling stories with consistent messaging

- Real people, real stories
- Tug the heartstrings
- Focus on the WHY, not the HOW
- Define your impact

**BRING ROTARY'S STORY TO LIFE**



Public Image  
Australia (Z8)



## CHANGE LIVES THROUGH ROTARY

Rotary clubs serve communities around the world, each with unique concerns and needs.

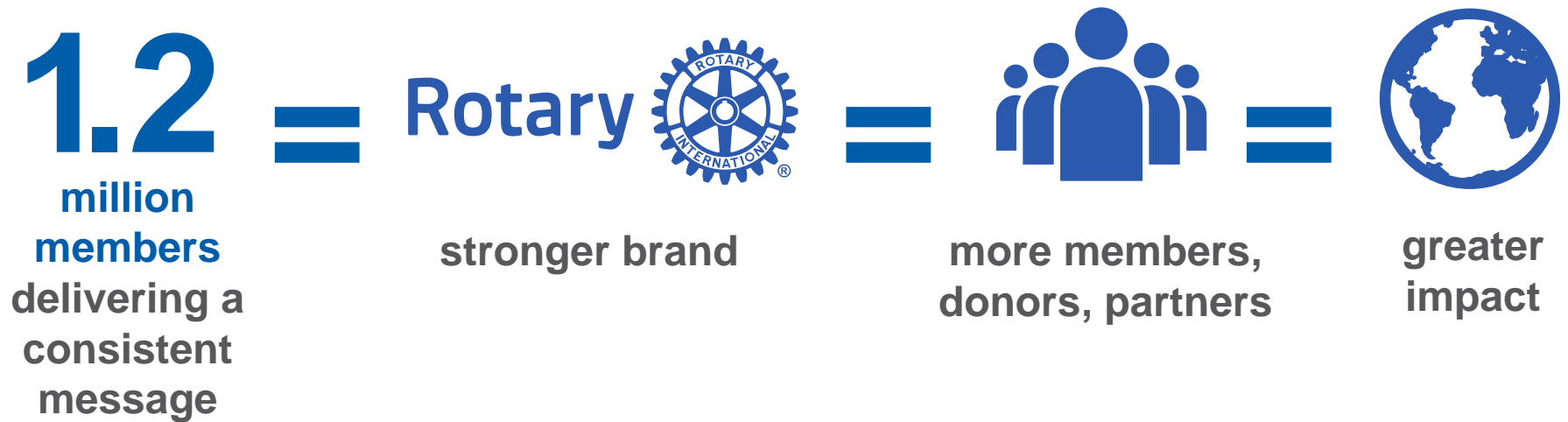
Generous support from friends like you funds local and international projects.

Help Rotary change lives. **MAKE YOUR GIFT TODAY.**



**TAKE ACTION:**  
[www.rotary.org/give](http://www.rotary.org/give)

# THE END RESULT







# TOGETHER WE - MAKE A DIFFERENCE



CONNECT

TRANSFORM

INSPIRE



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Australia (Z8)

# HARNESS THE POWER OF YOUR STORY!



Public Image  
Australia (Z8)