



PEOPLE OF ACTION: JOIN THE CAMPAIGN

# People of Action Campaign

- **Highlight the impact we make around the world** to help communicate Rotary's story
- Tell Rotary's story **in a consistent and compelling** way
- Allow Rotary clubs to **localize ads** for relevance

# Campaign Narrative

- Highlight Rotarians as **People of Action**
- Where others see problems, Rotarians see **solutions**, possibilities for **their community**
- **Share vision** with fellow members and community partners/experts to **exchange ideas** about potential, lasting solutions
- **Mobilize** others to **take action** to bring those ideas to life

# What Do You See?

- Basic, boring image. No ACTION, no FUN



# Apply POA Template

- Applying the template to images lacking ACTION



# People of Action!

- Choosing an IMPACTFUL image, showing the ACTION of the verb chosen





# People of Action!



**Rotary District 5950** is at Mayo Civic Center.

Published by Jeff Hage [?] · March 15 at 3:14 PM · Rochester · 🌐

The Polio Pigs were hungry at NCPETS- and Rotarians were stellar in the job they did feeding them with cash money!



# People of Action!





# People of Action!



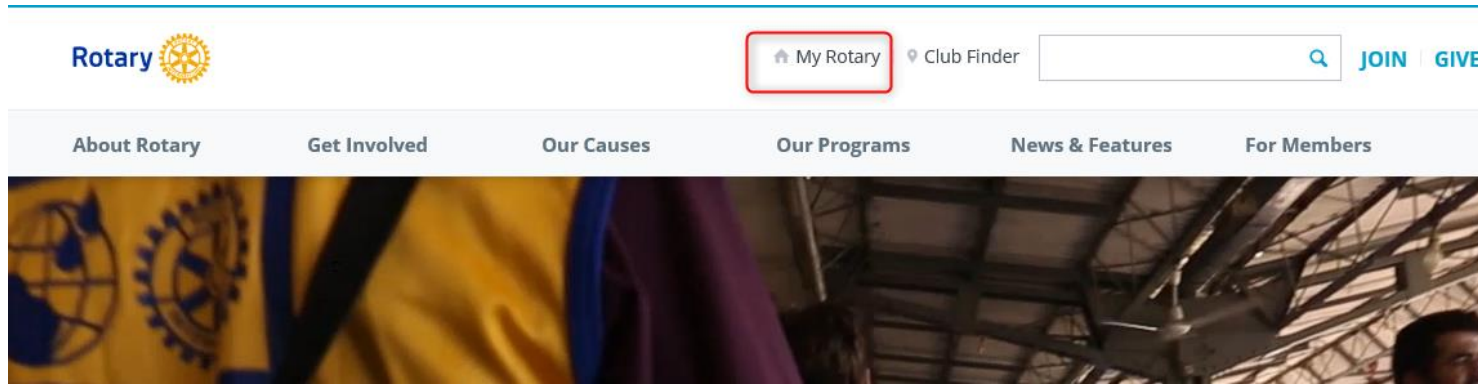


# People of Action!



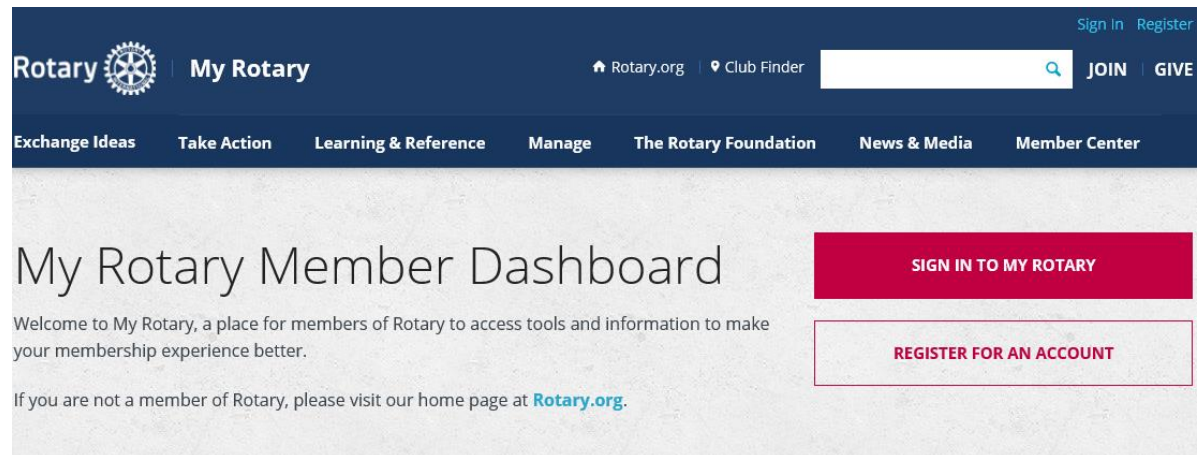
## Accessing Resources

- Go to Rotary.org > My Rotary



OR

- Go directly to MyRotary.org



- Sign In or Create an Account

# Sign In

Sign-in Email \*

Forgot email? ?

Password \*

Forgot password?

☒ Remember me ?

SIGN IN

Why Create An Account?

Signing in to My Rotary gives you a customized experience and easier access to tools and information that are relevant to you.

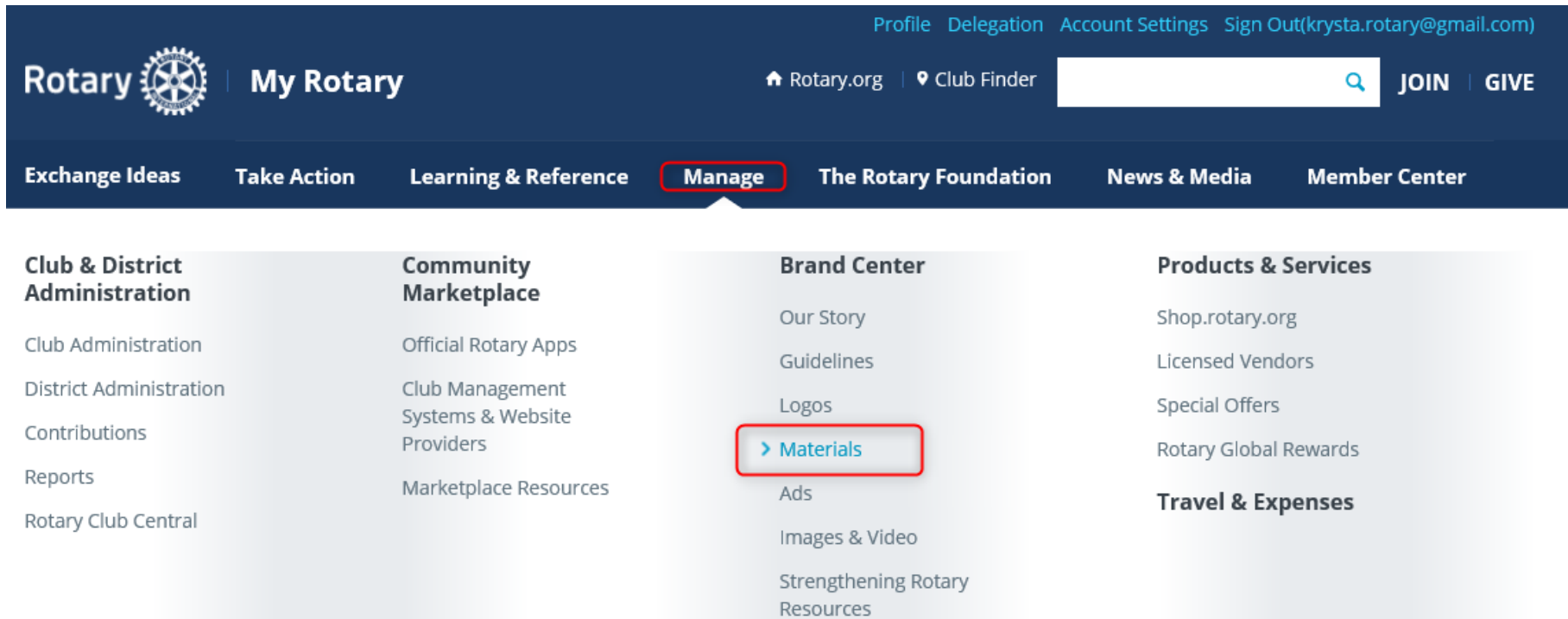
Anyone can create an account and sign in. Existing Member Access users can re-register with their current user ID. For tips on registering and using the site, see our [website resources](#). For assistance, [contact us](#).

CREATE ACCOUNT



# Accessing Resources

- Go to Manage > Brand Center > Materials



The screenshot displays the Rotary My Rotary website interface. At the top, the Rotary logo and "My Rotary" text are on the left. On the right, there are links for "Profile", "Delegation", "Account Settings", and "Sign Out(krysta.rotary@gmail.com)". Below these are links for "Rotary.org" and "Club Finder", followed by a search bar, "JOIN", and "GIVE". A dark blue navigation bar contains several menu items: "Exchange Ideas", "Take Action", "Learning & Reference", "Manage" (highlighted with a red box), "The Rotary Foundation", "News & Media", and "Member Center". Below this bar, the "Manage" section is expanded, showing four main categories: "Club & District Administration", "Community Marketplace", "Brand Center", and "Products & Services". The "Brand Center" category is further expanded, listing "Our Story", "Guidelines", "Logos", "> Materials" (highlighted with a red box), "Ads", "Images & Video", and "Strengthening Rotary Resources". The "Products & Services" category lists "Shop.rotary.org", "Licensed Vendors", "Special Offers", and "Rotary Global Rewards". The "Travel & Expenses" category is also visible.

**Rotary** | My Rotary

Profile Delegation Account Settings Sign Out(krysta.rotary@gmail.com)

Rotary.org Club Finder [Search] JOIN GIVE

Exchange Ideas Take Action Learning & Reference **Manage** The Rotary Foundation News & Media Member Center

**Club & District Administration**

- Club Administration
- District Administration
- Contributions
- Reports
- Rotary Club Central

**Community Marketplace**

- Official Rotary Apps
- Club Management Systems & Website Providers
- Marketplace Resources

**Brand Center**

- Our Story
- Guidelines
- Logos
- > Materials**
- Ads
- Images & Video
- Strengthening Rotary Resources


**Products & Services**

- Shop.rotary.org
- Licensed Vendors
- Special Offers
- Rotary Global Rewards

**Travel & Expenses**

# Accessing Resources

- Go to People of Action > Learn More




**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](#)



**LOGOS**

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)

# Accessing Resources

- Select View Resources for pre-made material
  - Includes videos, logos, guidelines, images, flags, banners
- Select Create Your Own to access templates

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](#)


# Accessing Resources

- Templates for Facebook and Print Ads


## CREATE YOUR OWN

 No filters



1 - 5 of 5 View per page 20  [< Previous page](#) **1** [Next page >](#)



Logo Template




Promotional Cards:  
Rotary's Programs for  
Young Leaders



People of Action Facebook  
post

People of Action print ad



Rotary Club Brochure



# Accessing Resources

- Templates for Facebook > Create
  - Select Language, Action Verb and Preset photo or Custom to upload a local image

People of Action - Facebook \*


Zoom: Fit Window



Language:

Option:

Background: ☐ Preset ☐ Custom



Using this template

Use this template to create a People of Action post for your club's Facebook page. Select an action verb, upload a photo or choose from the images provided.

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

Language:

Option:

Background:

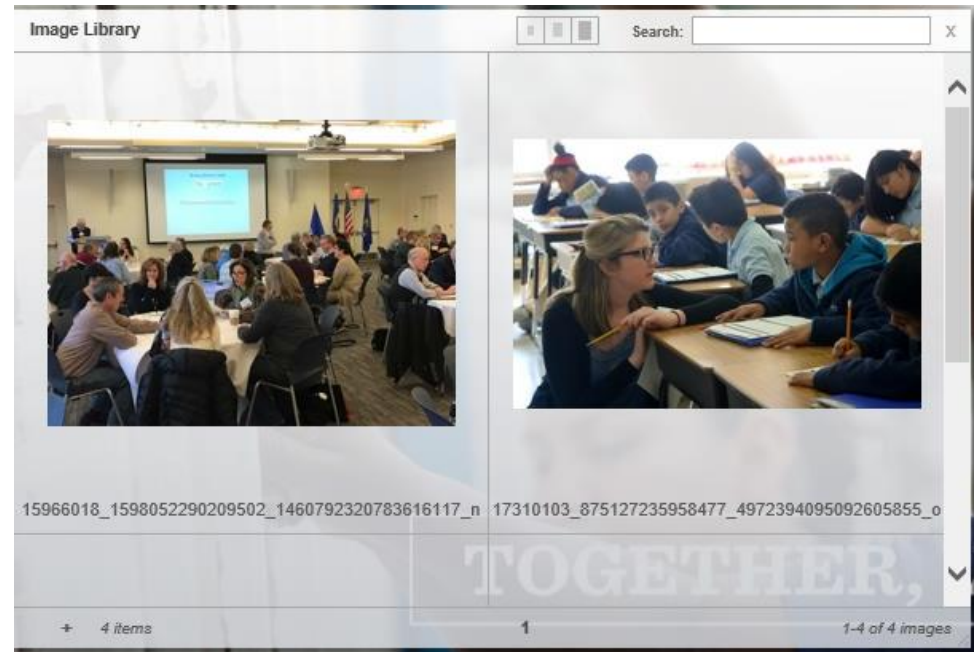
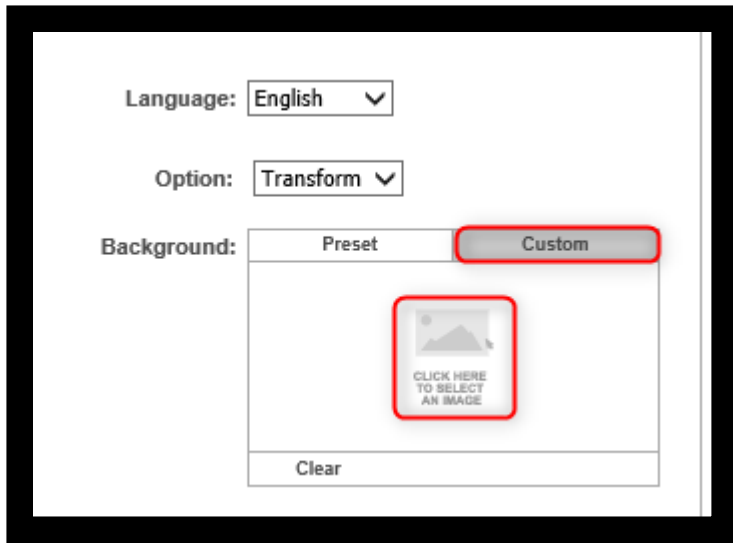
☐ Preset

☐ Custom



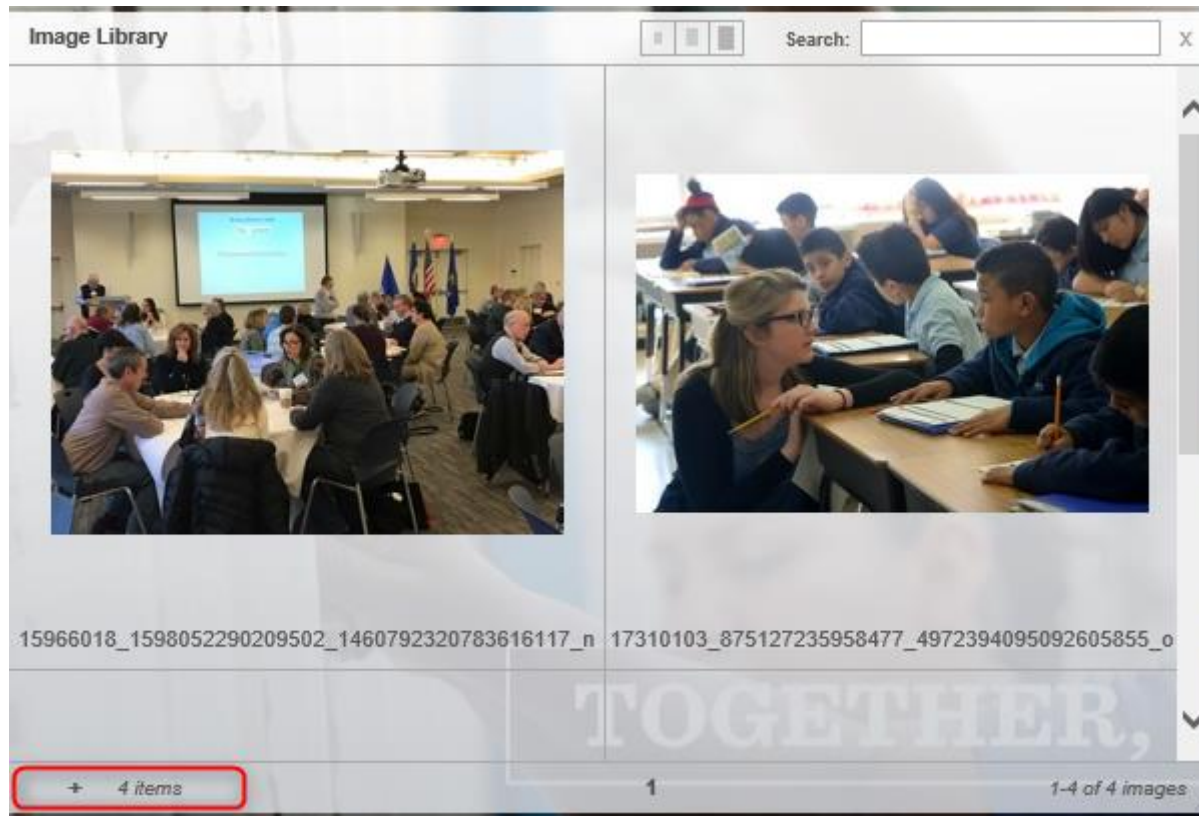
# Accessing Resources

- Click on Custom, then click in the center to choose an image
- Open the Image Library – if you've already uploaded photos, they will be stored in the library (you can remove them at any time)



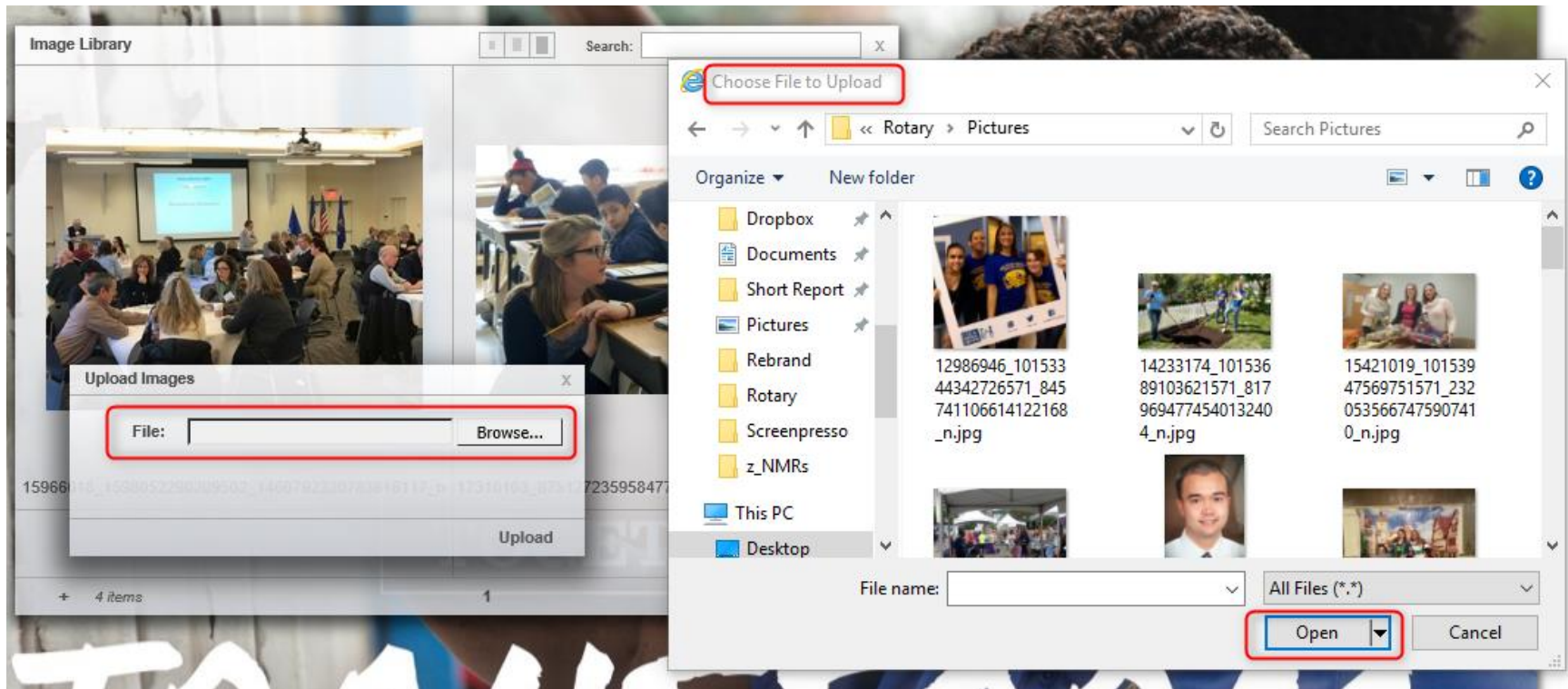
# Accessing Resources

- To add a new photo, click on the small plus sign (+) in the lower left corner



# Accessing Resources

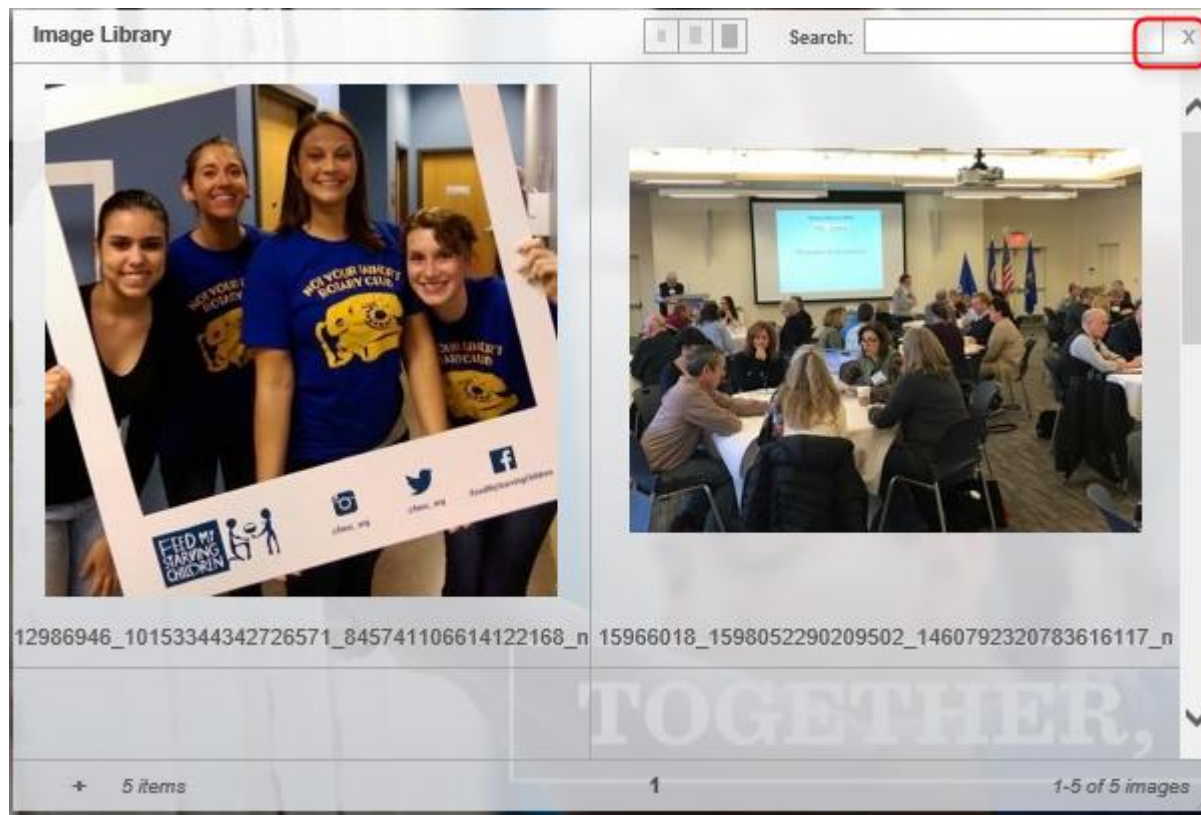
- A dialogue box will open to browse for a file to upload > click Browse, find the picture you want to use and click Open > Click Upload





# Accessing Resources

- Image is now available in the Image Library
- Click the x in the upper right corner to close



# Accessing Resources

- This will bring you back to the template

People of Action - Facebook \*


Zoom: [Fit Window](#)



Language:

Option:

Background:



## Using this template

Use this template to create a People of Action post for your club's Facebook page. Select an action verb, upload a photo or choose from the images provided.

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

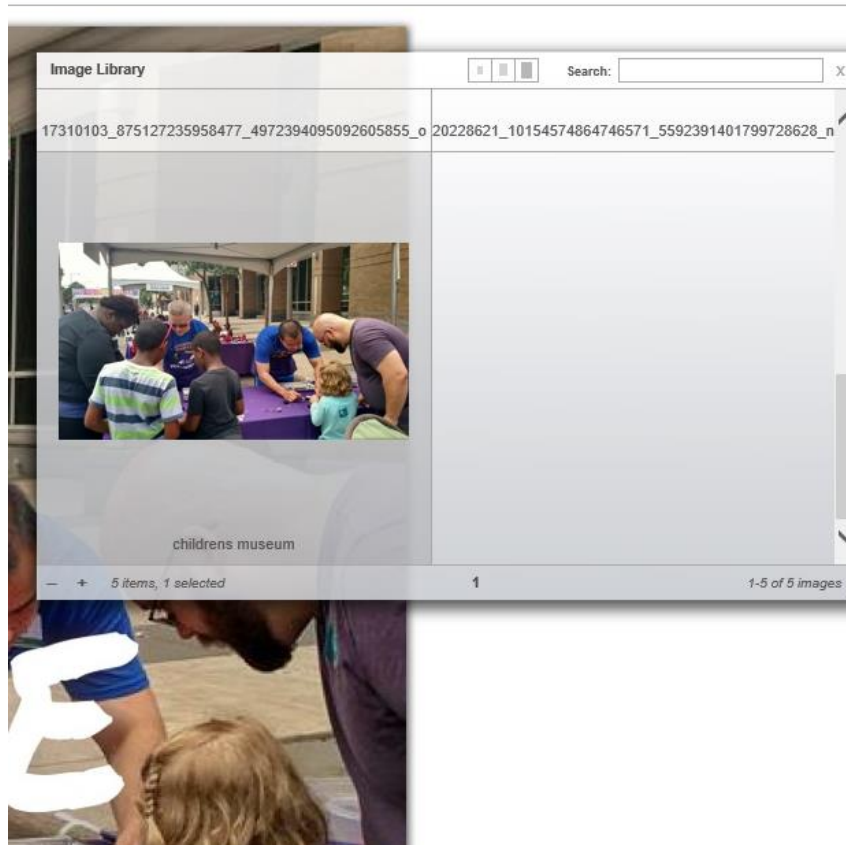
By using the CREATE button and uploading photos to the post, you warrant that you are the owner of or have a right to use the photos and you have obtained permission from each adult and the parent or guardian of each minor in the photos to use their images in the ad.

[SAVE](#)

# Accessing Resources

- Select Custom again > click in the middle to select an image > click on your image and you will see it populate in the custom box

**\*Note this image is not suitable for high resolution printing. Be aware of your image quality when printing**



Zoom: Fit Window

Language: English

Option: Inspire

Background: Preset Custom



Clear

Refocus...

This image is not suitable for 3rd party printing as it doesn't meet one or more of the following criteria's:

- Not high resolution.
- Not CMYK image.

The image should be suitable for desktop printing

## Using this template

Use this template to create a People of Action post for your club's Facebook page. Select an action verb, upload a photo or choose from the images provided.

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

By using the CREATE button and uploading photos to the post, you warrant that you are the owner of or have a right to use the 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.

# Accessing Resources

- Close the box by clicking the x in the upper right corner >  
Select Save & give it a title



Language:

Option:

Background:



Clear

Refocus...

This image is not suitable for 3rd party printing as it doesn't meet one or more of the following criteria's:

- Not high resolution.
  - Not CMYK image.
- The image should be suitable for desktop printing

## Using this template

Use this template to create a People of Action post for your club's Facebook page. Select an action verb, upload a photo or choose from the images provided.

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

By using the CREATE button and uploading photos to the post, you warrant that you are the owner of or have a right to use the 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

Save to My Templates...

Please limit file names to 255 characters or less.

Name:

OK



# Accessing Resources

- Once you click ok, you will need to refresh your browser to get your images. JPEG and PNG may require a few more refreshes to generate if the website is busy

[Our Story](#) [Guidelines](#) [Logos](#) [Materials](#) [Ads](#) [Images & Video](#)

Brand Center | [Create Your Own](#)

## PEOPLE OF ACTION - FACEBOOK

[Back to results >](#)



Refresh your browser to continue

Bitte Browser aktualisieren

Para continuar, refresca el navegador

Rafraîchir la page pour continuer

Rinfresca il browser per continuare

続けるにはページを更新(再読み込み)してください

계속하려면 페이지를 새로고침하세요

Atualize a página para continuar

### DESCRIPTION

Created Date	14/02/2018
Modified Date	14/02/2018
Expires In	29 Days

DOWNLOAD

PDF for high-quality print materials.

DOWNLOAD

JPEG for Word documents, presentations, and web use.

DOWNLOAD

PNG outputs as transparent file

EDIT

**Keywords** [Ad Types](#), [Advertising](#), [Asset Type](#), [Online](#), [People of Action](#), [Topics](#)



# Accessing Resources

- Select the image type you want (or all three!)

[Our Story](#)[Guidelines](#)[Logos](#)[Materials](#)[Ads](#)[Images & Video](#)

Brand Center | [Create Your Own](#)

## PEOPLE OF ACTION - FACEBOOK

[Back to results >](#)



Refresh your browser to continue

Bitte Browser aktualisieren

Para continuar, refresca el navegador

Rafraîchir la page pour continuer

Rinfresca il browser per continuare

続けるにはページを更新(再読み込み)してください

계속하려면 페이지를 새로고침하세요

Atualize a página para continuar

### DESCRIPTION

**Created Date** 14/02/2018

**Modified Date** 14/02/2018

**Expires In** 29 Days

DOWNLOAD

PDF for high-quality print materials.

DOWNLOAD

JPEG for Word documents, presentations, and web use.

DOWNLOAD

PNG outputs as transparent file

EDIT

### TEMPLATE EXPIRATION

Please note: This template will be permanently deleted from your profile 30 days after your last change.

**Available Until** 16/03/2018

☐ I have acknowledged this message


DOWNLOAD

CANCEL



# Accessing Resources

- Save the file where you like
- Your templates can be accessed again by choosing Materials > Create Your Own > My Templates

[Our Story](#)[Guidelines](#)[Logos](#)[Materials](#)[Ads](#)[Images & Video](#)

Brand Center | Create Your Own

[Templates](#)[My Templates](#)

**FILTERS**

ASSET TYPE (5) ▾

AD TYPES (2) ▾

TOPICS (2) ▾

## CREATE YOUR OWN

*i* No filters

1 - 5 of 5

Brand Center | Create Your Own

[Templates](#)[My Templates](#)

**FILTERS**

ASSET TYPE (5) ▾

AD TYPES (5) ▾

TOPICS (5) ▾

*i* No additional keywords are available


## MY TEMPLATES


*i* No filters


1 - 5 of 5


View per page 20 ▾


< Previous page 1 Next page >

  
Processing...

  
People of Action - Connect  
2

  
People of Action - Connect


  
People of Action - Facebook





# Accessing Resources

- Create a Print Ad the same way


## CREATE YOUR OWN

 No filters


1 - 5 of 5 View per page 20  [< Previous page](#) **1** [Next page >](#)




Logo Template




Promotional Cards:  
Rotary's Programs for  
Young Leaders



People of Action Facebook  
post



People of Action print ad



Rotary Club Brochure




# Accessing Resources

- Select Language, Action Verb, Image and then create your Ad Text. Click Save and give it a title

People of Action - Print \*



Media:  Zoom:

Language:    
Option:    
Background:    
  
Text:

## 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 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 to My Templates...

Please limit file names to 255 characters or less.

Name:

# Accessing Resources

- Once you click ok, you will need to refresh your browser to get your images. JPEG and PNG may require a few more refreshes to generate if the website is busy

[Our Story](#) [Guidelines](#) [Logos](#) [Materials](#) [Ads](#) [Images & Video](#)

Brand Center | [Create Your Own](#)

## PEOPLE OF ACTION - FACEBOOK

[Back to results >](#)



Refresh your browser to continue

Bitte Browser aktualisieren

Para continuar, refresca el navegador

Rafraichir la page pour continuer

Rinfresca il browser per continuare

続けるにはページを更新(再読み込み)してください

계속하려면 페이지를 새로고침하세요

Atualize a página para continuar

### DESCRIPTION

Created Date	14/02/2018
Modified Date	14/02/2018
Expires In	29 Days

DOWNLOAD

PDF for high-quality print materials.

DOWNLOAD

JPEG for Word documents, presentations, and web use.

DOWNLOAD

PNG outputs as transparent file

EDIT

**Keywords** [Ad Types](#), [Advertising](#), [Asset Type](#), [Online](#), [People of Action](#), [Topics](#)



# Accessing Resources

- Select the image type you want (or all three!)

[Our Story](#)[Guidelines](#)[Logos](#)[Materials](#)[Ads](#)[Images & Video](#)[Brand Center](#) | [Create Your Own](#)

## PEOPLE OF ACTION - FACEBOOK

[Back to results >](#)

Refresh your browser to continue

Bitte Browser aktualisieren

Para continuar, refresca el navegador

Rafraîchir la page pour continuer

Rinfresca il browser per continuare

続けるにはページを更新(再読み込み)してください

계속하려면 페이지를 새로고침하세요

Atualize a página para continuar

### DESCRIPTION

**Created Date** 14/02/2018

**Modified Date** 14/02/2018

**Expires In** 29 Days

[DOWNLOAD](#)

PDF for high-quality print materials.

[DOWNLOAD](#)

JPEG for Word documents, presentations, and web use.

[DOWNLOAD](#)

PNG outputs as transparent file

[EDIT](#)

### TEMPLATE EXPIRATION

Please note: This template will be permanently deleted from your profile 30 days after your last change.

**Available Until** 16/03/2018

☐ I have acknowledged this message

[DOWNLOAD](#)[CANCEL](#)

# Questions?

