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

Rotary

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

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- Basic, boring image. No ACTION, no FUN

Rotary

- Applying the template to images lacking ACTION

Rotary

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

- Go to Rotary.org > My Rotary
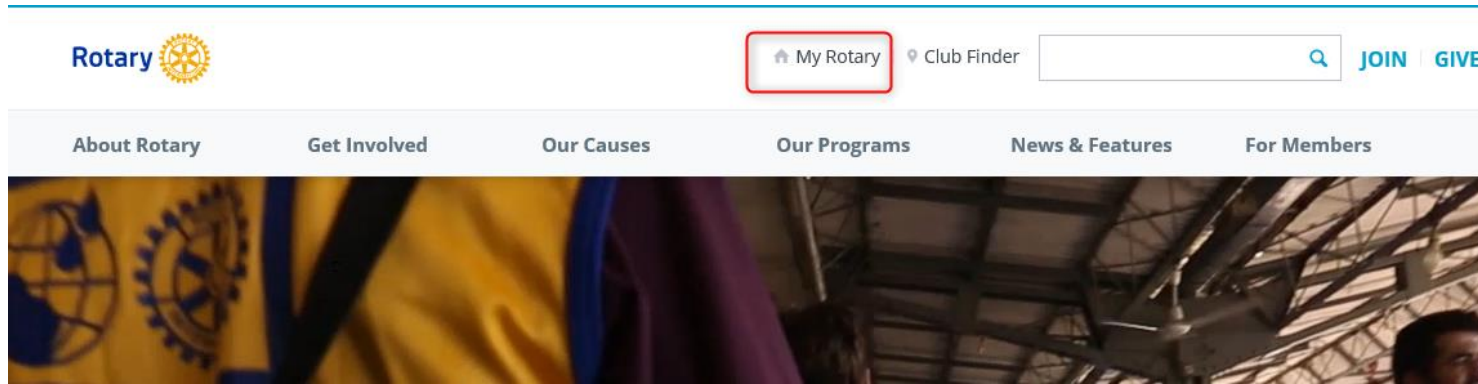
OR • Go directly to MyRotary.org
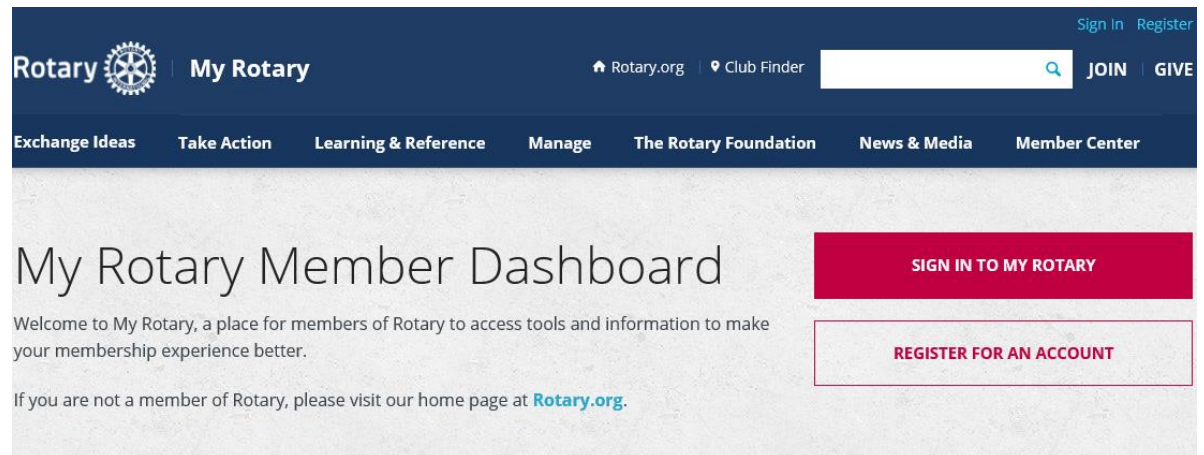
• Sign In or Create an Account
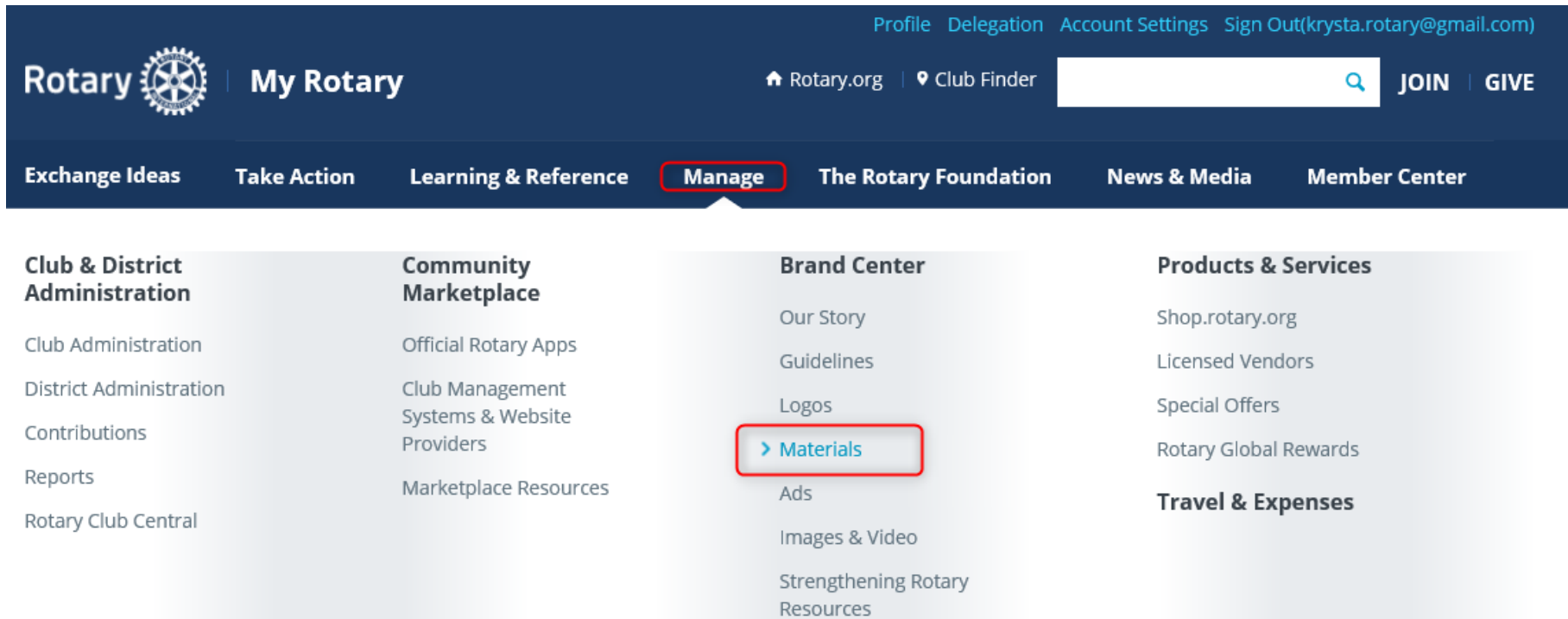
Accessing Resources

- Go to Manage > Brand Center > Materials

- Go to People of Action > Learn More

- ## 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

Rotary

- Templates for Facebook and Print Ads

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

Accessing Resources

- Click on Custom, then click in the center to choose an image

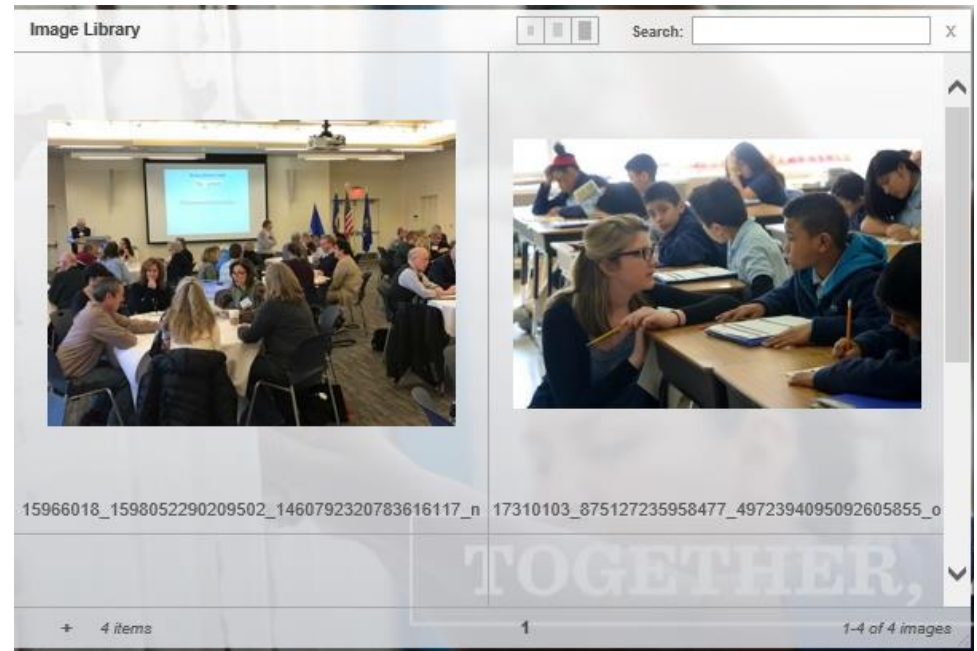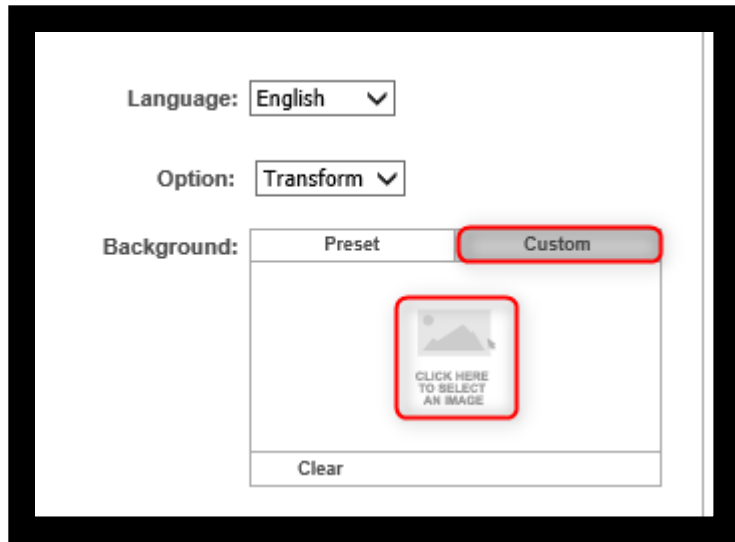- Open the Image Library – if you've already uploaded photos, they will be stored in the library (you can remove them at any time)
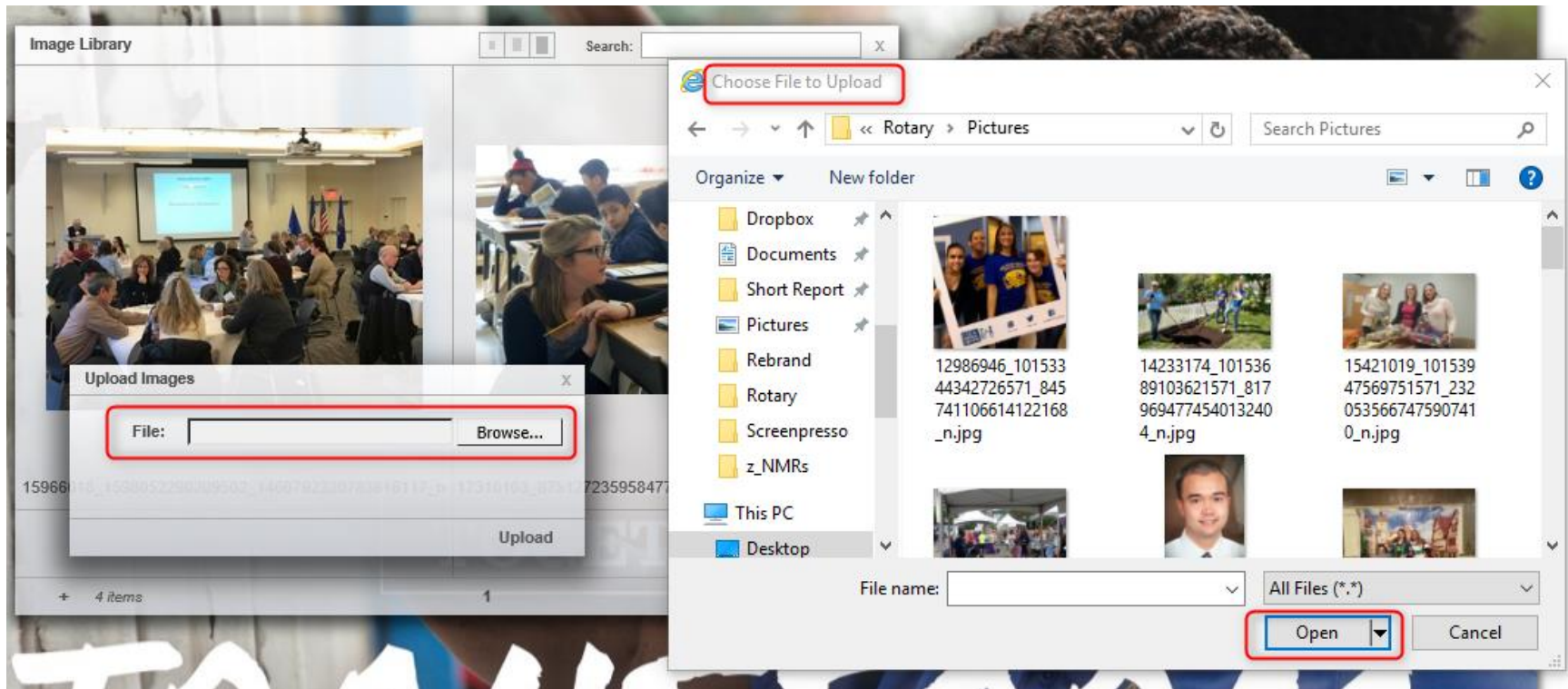
- To add a new photo, click on the small plus sign (+) in the lower left corner
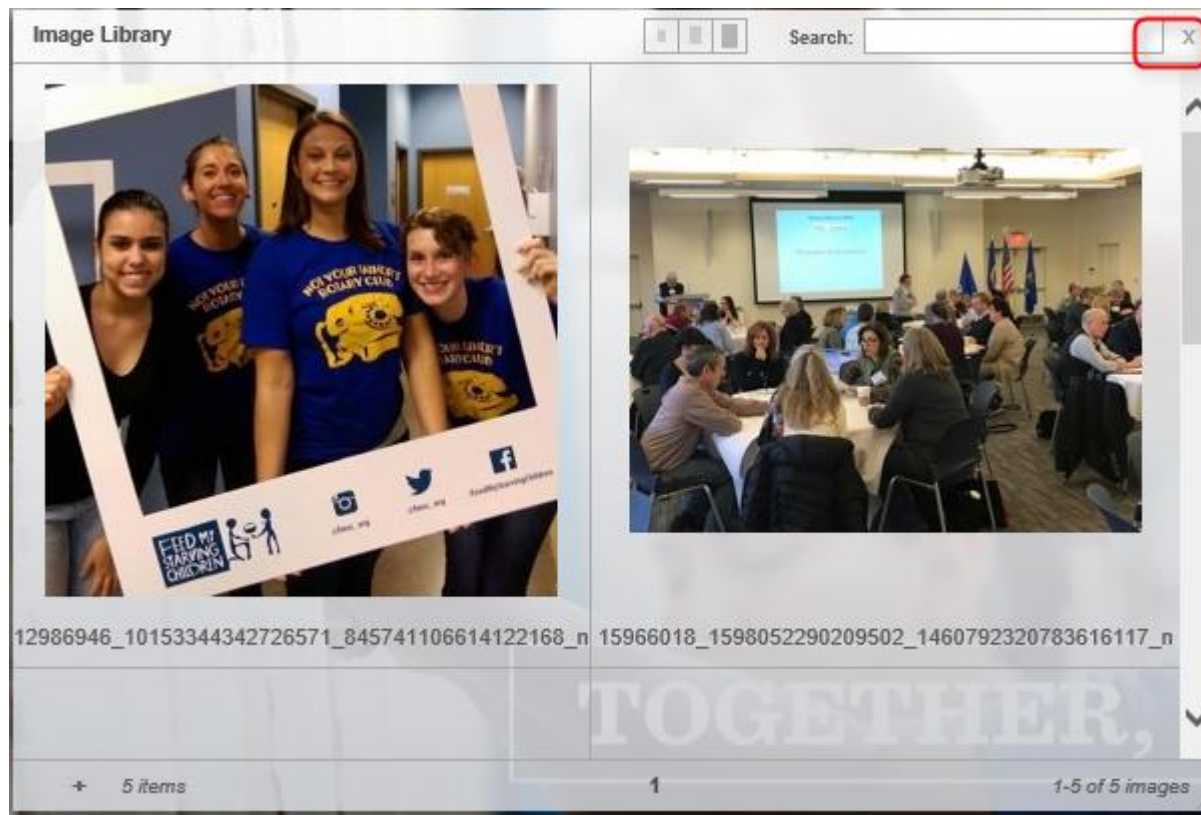

Rotary
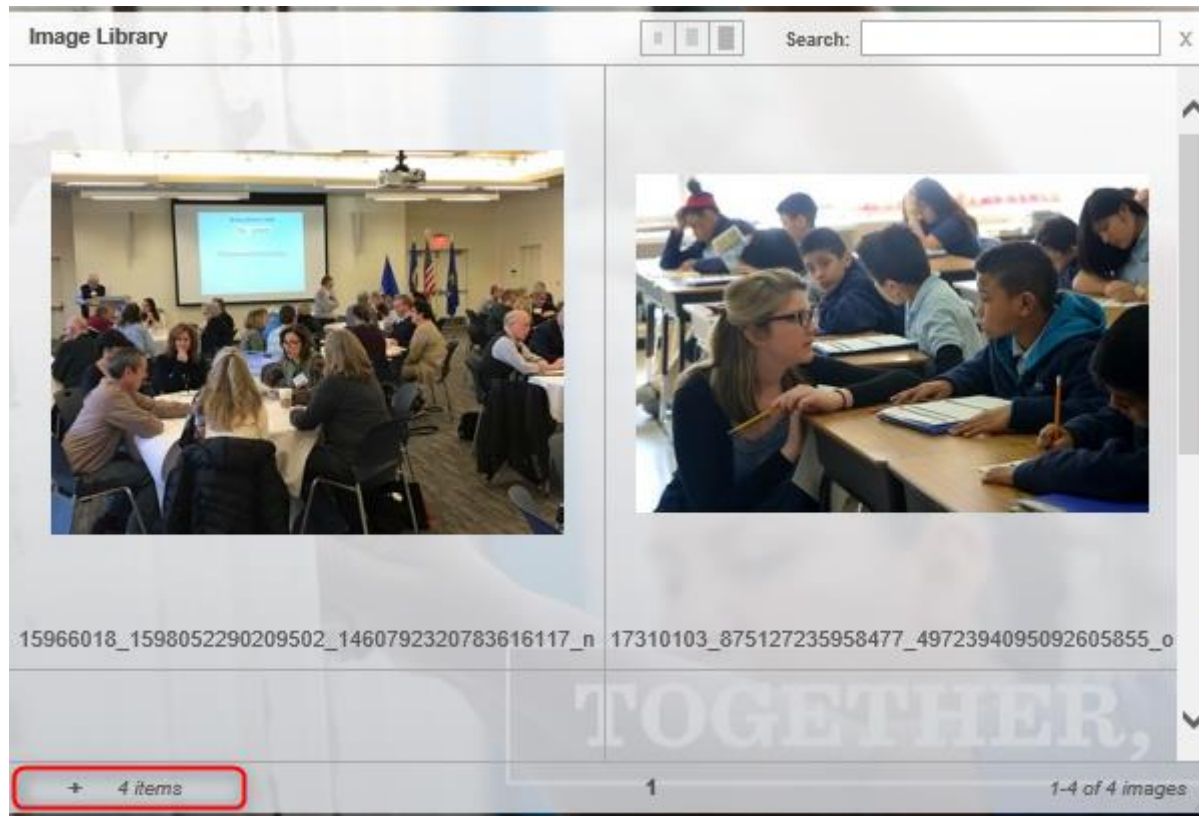
- A dialogue box will open to browse for a file to upload > click Browse, find the picture you want to use and click Open > Click Upload

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

- This will bring you back to the template

- 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

Rotary

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

- 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

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

Rotary

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 |

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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**

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

- Create a Print Ad the same way

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

- 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

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

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Questions?