



Using Video to Tell the Rotary Story

People of Action – Our Stories

PEOPLE OF ACTION STORIES



**YOUR
STORY
HERE**



People of Action – Our Stories

Why use video?

- Builds Trust
- Connection
- Engagement
- Versatile
- Relatable
- Memorable



People of Action – Our Stories

District 7430 People of Action OUR STORIES

We are looking to feature stories that inspire:

1. How has Rotary **CONNECTED** you with your community, friends or the world?
2. How has Rotary an **OPENED OPPORTUNITIES** for you in service, vocation, relationships or personal development?
3. What is your Rotary Story? Is there a Rotary Moment that continues to inspire you to be a **PERSON OF ACTION**?



DISTRICT 7430 **PEOPLE OF ACTION STORIES**

There are many ways to tell our Rotary story. Consistently using the Rotary branding, we are able to convey with clarity who we are. Through the People of Action campaign we see images that share what we do. But, there is nothing more powerful than the story you tell others of what Rotary means to you. What will be your story to tell? This year we will be highlighting stories of Rotarians from throughout the district in our monthly video message PEOPLE OF ACTION: Our stories!! Our hope is that these stories will inspire you to think about what Rotary means to you.



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TIPS TO FILM YOUR STORY

- Your smart phone works great to film yourself
- Decide on one story. You probably have many stories about your experiences in Rotary, but making a single point is more powerful than tossing out many.
- Keep it simple. Short sentences are strong sentences.
- Find a quiet location with no background noise. Background noise can come from busy roads, air conditioning, fridge-freezers and building sites. No waterfalls or fountains
- Find a location with good lighting. Natural light (window) works best. Make sure the light is hitting your face.
- Try & find a steady place for your phone/camera.
- Put your phone in airplane mode before recording.
- Film horizontally & Don't use the digital zoom on your phone's camera.
- You will want to talk slightly louder than your normal voice.
- Use the part of the question in your answer.
- Be concise. Tell your story in under 60 seconds or less!
- If you make a mistake, just take it from the beginning of that sentence or do a second take of your story & send both versions.

When you are done:

Send the video files & any related photos through wetransfer.com Amy Sheller





People of Action – Our Stories



Content

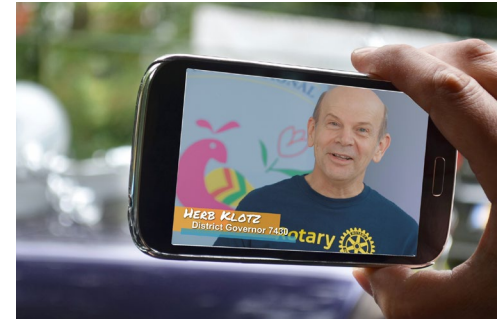


Audio



Lighting

- **Horizontal or Vertical**
- **Turn phone on airplane mode**
- **Location**
- **Make sure fans, AC, fountains & music is OFF**
- **Be Authentic & Have Fun!**
- **Progress over Perfection!**
- **Be concise, edit, edit, edit!**





People of Action – Our Stories

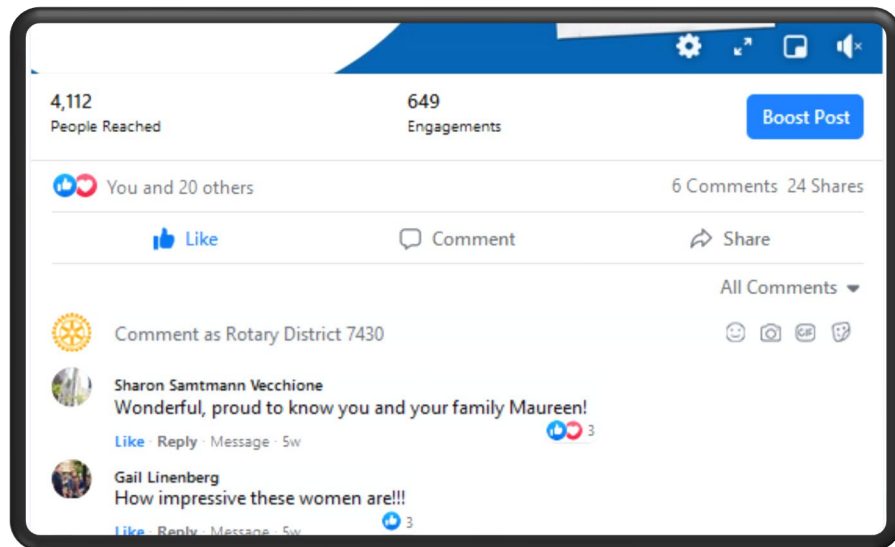
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PEOPLE OF ACTION
OUR STORIES

Rotary  District 7430



People of Action – Our Stories





Visual Storytelling with Video // Tips & Resources



Subscribe District 7430 YouTube channel

<http://bit.ly/D7430youtube>

Watch all the People of Action Stories:

<http://bit.ly/PeopleofActionStories>



Music Licensing resources:

- [youtube.com/audiolibrary](https://www.youtube.com/audiolibrary)
- [soundstripe.com](https://www.soundstripe.com)
- [Audiojungle.com](https://www.audiojungle.com)

Stock video & photos:

- [pixabay.com](https://www.pixabay.com)
- [istockphoto.com](https://www.istockphoto.com)

Other:

- [Animoto.com](https://www.animoto.com) – easy slideshows & marketing motion graphic editing video, templates
- [Canva](https://www.canva.com)
- [Davinci Resolve](https://www.davinciresolve.com)
- [Rotary Brand Center](https://www.rotarybrandcenter.com) – for RI videos

Storytelling with Video - Ideas

Ideas & Examples

- Highlight your club's culture & personality
- Showcase your members
- Answer commonly asked questions or FAQ
- Promote Fundraisers
- Thank sponsors & donors
 - <https://bit.ly/naturethankyou>
- Go live/stream at a meeting or event
 - Rotary Club of Dallas Livestreams meetings on Facebook
- Host a live Q&A on Facebook Live
- Share videos in email via MailChimp, Constant Contact or Facebook messenger, etc.
- And so many more...

