



People of Action

Our Brand	
People of Action	
Brand elements	
Promote Rotary	

Sharing Rotary with new audiences

TOGETHER, WE

CONNECT

Rotary unites dedicated professionals within the Oshkosh area and around the globe with one common goal: to do their good. Like countless a fond projects, the more than 300 students, in need as they arrive at national holiday and ready to leave. Looking to us with respect to Oshkosh, Oshkosh Area's what people of culture do.

Learn more at rotary1616.org

Rotary  **PEOPLE OF ACTION**

Marketing materials

Tell your People of Action story

Say what you did: What action did you take?

Offer statistics or other proof of the difference you made: What did you accomplish? How did your club's action change lives?

Issue a call to action: Do you want people to donate, participate, or learn more? Make it clear what you want them to do.

Show members taking action



Choose images that show Rotary participants taking action by:

- Featuring real-life, everyday moments
- Displaying a sense of motion
- Featuring just a few people that viewers can see well
- Using warm lighting and natural colors
- Representing the diversity of your club and community

Examples of imagery to avoid



Posed or looking directly at the camera



Poor lighting



Large group pictures



Large group pictures



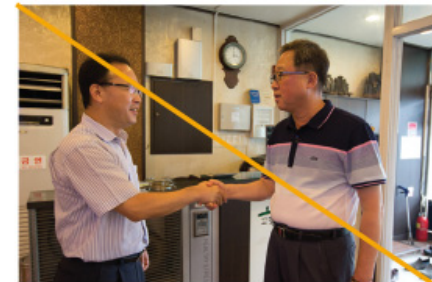
Lack of a focal point



Back of heads in photos



Handshaking photos



Handshaking photos



Single person



Single person



Flat perspective



Awkward angle

RESOURCES AND REFERENCE

Take the **Promoting Your Club as People of Action** course in the Learning Center.

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