

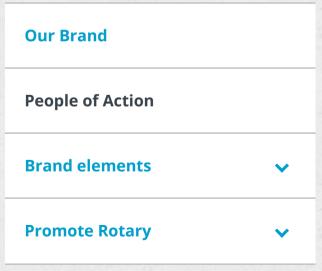


Help & FAQ Search Q

HOME OUR BRAND DOWNLOADS TEMPLATES People of Action

People of Action materials (VIEW

People of Action



Sharing Rotary with new audiences

Although many people recognize Rotary's name, we know that too many prospective members and supporters

don't understand who we are or what we do. People of Action messages capture and reflect the essence of who we are and should be incorporated into our communications. It's a way of talking about ourselves so that people outside Rotary better understand what connects us as committed volunteers who channel our skills and expertise into taking action to solve problems in our communities and around the world.

The People of Action message provides a simple, consistent answer to the question, "What is Rotary?" and rallies us around a single idea: telling — and showing — the world that we are people of action.



Marketing materials

Download ready-made People of Action ads or create your own by using our templates and customizing them with your images and content.

Tell your People of Action story

In the text of your ad or social media post, tell your People of Action story. Keep it short but informative and inspiring. In as few words as possible:

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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Contact Us



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