CREATING A PEOPLE OF ACTION CAMPAIGN

STEP 1 - Create a People of Action Photo

- Use Brand Center Templates or the People Of Action Editor to create image
  - Upload an image (use images of Rotarians taking action)
  - Choose a "verb" to describe/position your image →

- Connect
- Empower
- End Polio
- Fight Hunger
- Save Lives
- Inspire
- Learn
- Mentor
- Promote Peace
- Transform

STEP 2 - Tell Your People of Action Story

- Keep it short but informative
- Say what you did: WHAT ACTION YOU TOOK
- How did your Club change lives: WHAT DID YOU ACCOMPLISH
- INCLUDE A CALL-TO-ACTION: Learn more, Volunteer with us, Join Rotary, Take Action etc
- When posting to Facebook & Instagram: USE HASHTAGS: #PeopleOfAction #D5840ServiceStrong

EXAMPLE:

Rotary Club of New Braunfels volunteered this week packing and distributing food at the San Antonio Food Bank to help those in need. 300 families were served! Volunteer with us: https://www.newbraunfelsrotary.org/

#PeopleOfAction
#D5840ServiceStrong
#ServiceAboveSelf