JOIN US!

Deer Park Rotary
WED. 12pm/Rattlesnake Golf Course

Pasadena Rotary
THU. 12pm, First United Methodist Church

Pasadena South Rotary
WED. 12pm/Papa Yolks Grill

LaPorte Rotary
TUE. 12pm/St. John's Episcopal Church

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Global Awareness

2011: 60%
2015: 75%
Understanding of Rotary

60% surveyed unfamiliar with a local Rotary club
People of Action 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 and experts to **exchange ideas** about potential, lasting solutions

• Mobilize others to **take action** to bring those ideas to life
Campaign Strategy

• **Narrow gap** between awareness & understanding

• **Define** ‘What is Rotary,’ Impact Rotary makes

• **Lay foundation** for member engagement, cause, donation and other activities

• Allow Rotary clubs to **localize ads** for relevance
TOGETHER, WE
TRANSFORM

Rotary unites problem solvers in Atlanta and around the globe. Transforming our neighborhoods one project at a time — that's what people of action do. Learn more at Rotary.org.
TOGETHER, WE

END POLIO

Rotary has helped immunize 2.5 billion children against polio. Bringing the world closer to eradicating a deadly disease—that’s what people of action do. Learn more at Rotary.org
TOGETHER, WE
CONNECT

Rotary unites problem solvers around the globe behind one goal: to build stronger communities. Connecting to make things better—that’s what people of action do. Learn more at Rotary.org.
Together, We Inspire

Rotary believes education is a right. So our members educate and uplift students around the globe.

Inspiring the next generation—that's what people of action do. Learn more at Rotary.org
Helping Little Rock’s littlest students achieve big dreams means intervening early for school success. Each year, the Rotary Club of Little Rock donates dictionaries and shares its love for reading with students in nearly 100 elementary school classrooms. Reducing Arkansas’s illiteracy rates and inspiring a love of learning – that’s what people of action do. Learn more at littlerockrotary.com
This presentation and others from throughout the convention are available through the convention mobile app and on SlideShare at www.SlideShare.net/Rotary_International.
Rate this session in the *Rotary Events* app, available in your Apple or Android app store.