

A large crowd of people is gathered on a green lawn in front of a city skyline. The crowd is sitting on the grass, some on blankets and some on chairs. In the background, several tall buildings are visible, including the Bank of America Tower. The sky is blue with some clouds.

Promoting Rotary Within Your Local Community

Kathy Fahy
13 & 14 June 2017

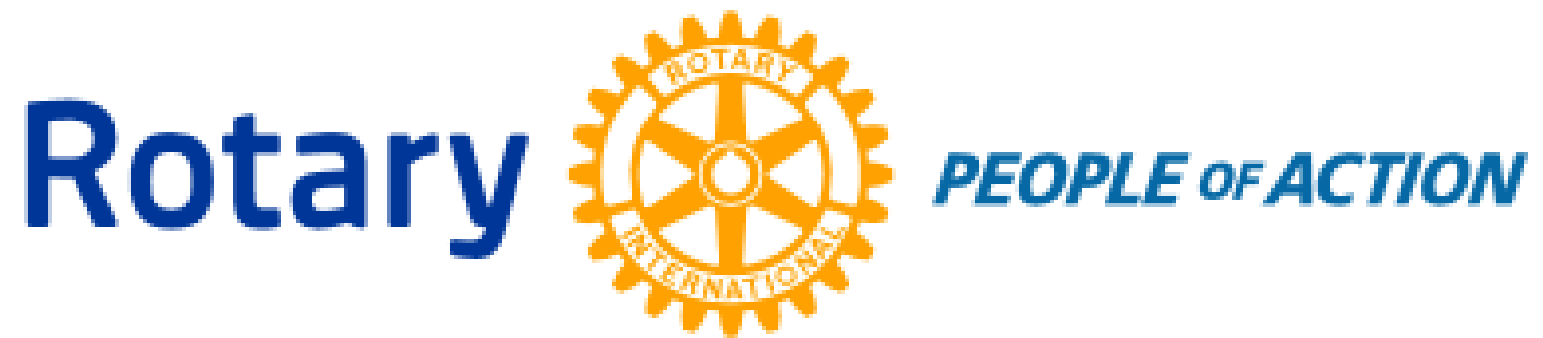




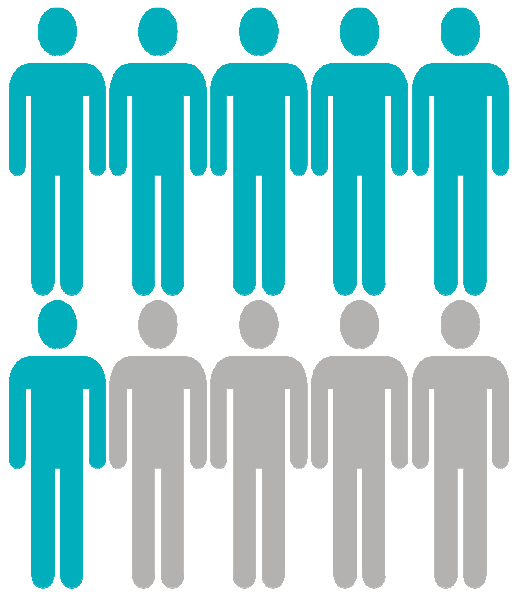






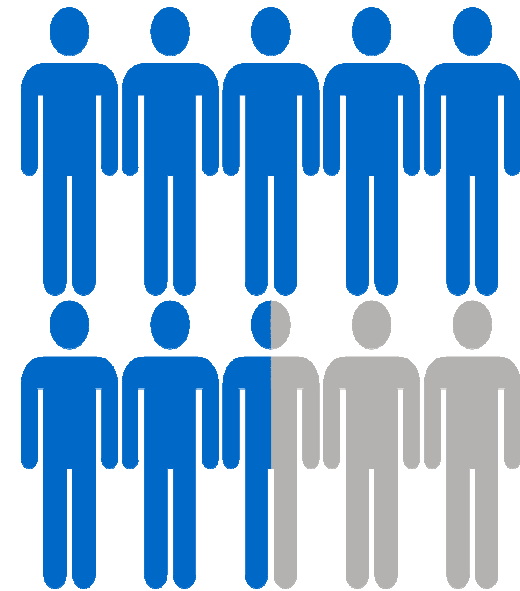


Global Awareness



2011

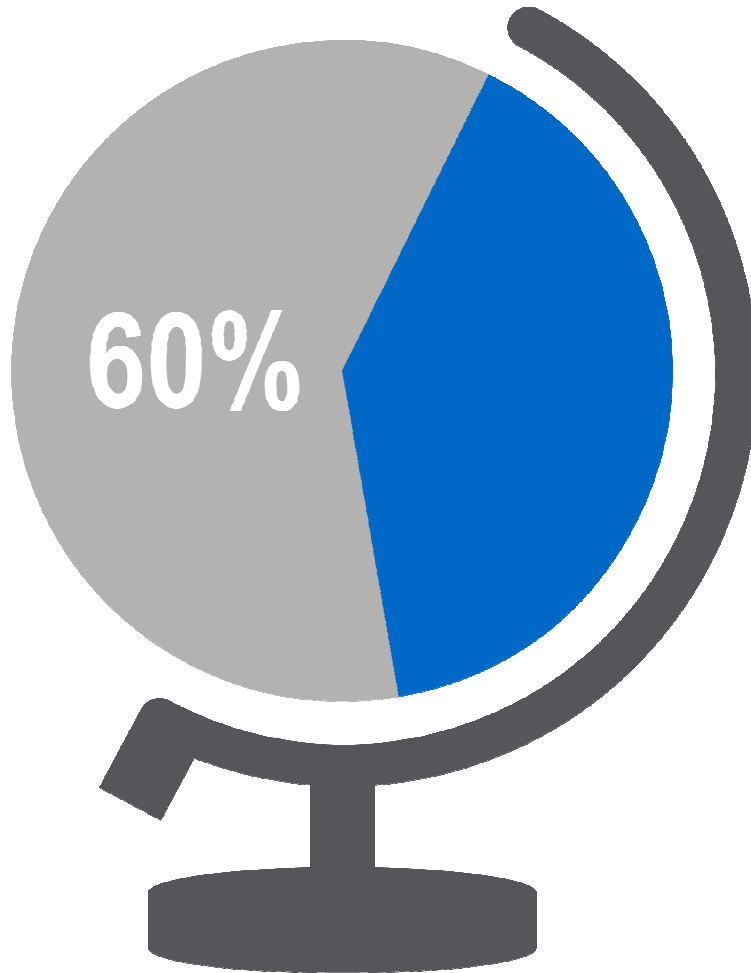
60%



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](http://Rotary.org)

Rotary  PEOPLE OF ACTION

Rotary 

CELEBRATING

ATLANTA 2017



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](http://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](http://Rotary.org)

Rotary  PEOPLE OF ACTION





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](http://Rotary.org)





TOGETHER, WE

INSPIRE

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

Rotary  **PEOPLE OF ACTION**
Club of Little Rock




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Questions?



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from throughout the convention
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