STEP 1 - Create a People of Action Image

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

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 the WHY
- INCLUDE A CALL-TO-ACTION: Learn more, Volunteer with us, Join Rotary, Take Action, etc.
- When posting to Facebook & Instagram: USE HASHTAGS: #PeopleOfAction #ServiceAboveSelf

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

Examples:

The Rotary Club of New Braunfels volunteered this week to pack and distribute meals at the San Antonio Food Bank for those in the community suffering from food insecurity. Over 300 families were served! Volunteer with us:
https://www.newbraunfelsrotary.org/
#PeopleOfAction
#D5840ServiceStrong
#ServiceAboveSelf

Rotary Club of South Austin loves to SERVE!! This past week, members added the final touches to our project at Mainspring Schools, installing shingles to the two toy sheds we built this past fall. The new toy sheds have created a safer environment for the kids to play in. The previous sheds were broken and falling apart.

Join with us for our next project: https://www.southaustinrotary.com/
#SouthAustinServes... **See more**

Rotary PEOPLE of ACTION