

CREATING A PEOPLE OF ACTION CAMPAIGN

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 A CALL-TO-ACTION:** Learn more, Volunteer with us, Join Rotary, Take Action etc
- When posting to Facebook & Instagram: **USE HASHTAGS:**
#PeopleOfAction #1DistrictStrong

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

EXAMPLES:

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



[Rotary Club of South Austin](https://www.southaustinrotary.com/) loves to SERVE!! This past week, members added the final touches to our project at [Mainspring Schools](https://www.southaustinrotary.com/), 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

