

## D5610 “People of Action” Public Awareness Campaign

NOW is the time to start planning for how your club will use the People of Action campaign ad to promote Rotary in your community! The Public Image team is launching this year’s initiative to put the new campaign into local media.



### Goals:

- Raise awareness and recognition of Rotary International at the club level
- Attract non-Rotarians to Rotary Club events where the public is welcome
- Publicize the good works/projects/events of Clubs:
  - Specific actions from individual Clubs
  - Build pride in the minds of local Rotarians, better retention
- Interest non-Rotarians in becoming Rotary Club members:
  - Targets young professionals, Rotary Alumni, and young retirees
  - People whose businesses and employers can offer financial support to Rotary clubs
  - People employed in high-growth local industries
  - “Rotarians in spirit” who have yet to join a club, by building awareness and support

### Advertising Campaign Plan:

1. PI Committee will choose the best media that meets the Public Awareness goals, such as radio, TV, newspaper, digital signage, in localized markets
2. All advertising will have the People of Action Rotary campaign image, with content and design standardized (see sample), created from Rotary materials, by Public Image Chair
3. Clubs are asked to send images that are local and high quality, show action and fun, *not* grips & grins. Is it natural, not staged? Aspirational?
4. Clubs are asked to write a short 2-3 sentence description of the action shown. How does it represent your club and/or the diversity in your community? Action-oriented? Inspiring?
5. District and club websites may be included in content, also Facebook, or other social media IDs
6. Deadline is end of September for materials submission to Linda Peterson, drafted ads will be shown at the District Conference in October

### Terms of Advertising Agreement between District and Area Clubs:

The District has a \$3000 budget for the year 2017-18. The Public Image Chair, District Governor, District Governor-Elect, and Treasurer shall approve the design plan and media placement, and budget. Clubs are asked to assign a budget for matching District funds. Campaign should run this Rotary year and be completed by end of May, 2018. Placements will be collected and published in the District website, and reported to Zone 27 Public Image Coordinator.

Send photo and description NOW to:

[Linda4Rotary@me.com](mailto:Linda4Rotary@me.com)

Call 605-341-5006 for more information



*Sample Ad:*



**60 Year Rotarians Rapid City Rotary Club: Keith Johnson, DVM, Reuben Bareis, MD  
Provided Leadership, Ideas, and Actions to build Storybook Island.  
Approved, inducted and mentored women Rotarians.  
Encouraged fellowship in exchanges around the world.**



*Sample Subjects/tag lines:*

**Start with TOGETHER, WE and add verb or action phrase:**

**Celebrate, Connect, End Polio, Eradicate, Inspire, Transform**

**then add 2-3 lines of text:**

Volunteer to help our community...Donate to improve the health of mothers and children...Lend a hand to improve water and sanitation.

Rotary supports the training, education, and practice of peace and conflict prevention and resolution. Rotary supports activities and training that reduce the cause and effect of disease. Rotary supports activities and training to provide access to safe drinking water and basic sanitation. Rotary supports activities and training to improve maternal health and reduce child mortality for children under five. Rotary supports activities and training to improve education for all children and literacy for children and adults. Rotary supports investments in people to create measurable and enduring economic improvement in their lives and communities.

Established in 1917 with a donation of \$26.50, The Rotary Foundation is dedicated to advancing world understanding, goodwill, and peace. Through grants and other resources, Rotary members develop sustainable projects that promote [peace](#), fight [disease](#), provide [clean water](#), support [education](#), save [mothers and children](#), and grow local [economies](#).

[Rotary](#) brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 34,000 Rotary clubs in 200 countries and geographical areas. Their work improves lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. For more information, visit [Rotary.org](#).

