CREATING A PEOPLE OF ACTION CAMPAIGN

STEP 1 - Create a People of Action Image

- Use Brand Center Templates, Canva template 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 #District5610Service

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

EXAMPLE:

Rotary Club of Rapid Rushmore volunteered this week packing and distributing food at Feeding South Dakota to help those in need. 300 families were served! Volunteer with us: https://rushmorerotary.org/

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