



## PEOPLE OF ACTION – FREQUENTLY ASKED QUESTIONS

### WHAT IS PEOPLE OF ACTION, AND WHY ARE WE DOING THIS?

People of Action is the name of Rotary's latest public image campaign — our next step in a global brand-strengthening initiative to bring the Rotary story to life for those who don't know us.

Although most of the public knows our name, our latest research tells us that too many prospective members or supporters don't fully understand Rotary. They don't know what we stand for or what we do in our communities. And nearly 60 percent of those surveyed said they were not aware of Rotary clubs.

The People of Action campaign aims to strengthen Rotary's image in our communities all over the world and expand the public's understanding of what Rotary does. We want to motivate, engage, and inspire current and prospective members, as well as donors, partners, and supporters. All of this will take time, but through this ongoing campaign, we can show the world that we are people of action.

### WHAT MATERIALS DOES THE CAMPAIGN INCLUDE?

A wide range of People of Action campaign materials will become available in the [Brand Center](#) in the next few years. The first materials posted to the Brand Center included:

- The first set of print ads
- Graphics to share on social media
- Videos
- People of Action campaign guidelines
- Online ads
- Templates for creating your own ads with photos of your club in action

Be sure to check back often for new campaign materials. We'll add more of all of these, and radio, transit, and outdoor ads, too.

### WHERE CAN I GET THE PEOPLE OF ACTION CAMPAIGN MATERIALS? WILL SHOP.ROTARY.ORG SELL A CD?

All People of Action campaign materials will be available for download, at no cost, from the [Brand Center](#). Rotary's shop will not sell any of the campaign materials.

### WILL CLUBS AND DISTRICTS BE ABLE TO MODIFY CAMPAIGN MATERIALS TO CREATE THEIR OWN PEOPLE OF ACTION ADS?

Absolutely! The campaign has been designed to make it easy for clubs and districts to localize it for their

communities. Campaign guidelines in the Brand Center give step-by-step instructions for creating your own ads using the People of Action approach. They also include tips for selecting photos to use in ads.

### **WHAT IS ROTARY'S APPROACH TO INVESTING IN ITS PUBLIC IMAGE?**

Advertising campaigns have two components that cost money: creation of an ad, and placing it in a media outlet. Through their local connections, Rotary clubs are well positioned to obtain low-cost or even free advertising in their communities' media outlets. With this in mind, Rotary will invest in the creation of the ads and other communication materials but will not do media placements.

Club members are encouraged to use their Rotary connections when planning and placing ads. Ask your local media outlets if they can offer low- or no- cost placements.

### **WHAT KIND OF SUPPORT IS THERE FOR ROTARY CLUBS OR DISTRICTS THAT DON'T KNOW HOW TO PLAN MEDIA OUTREACH, BUY ADS, OR SECURE DONATED SPACE? DO YOU HAVE RESOURCES TO HELP CLUBS USE, PLACE, AND LOCALIZE THE ADS?**

The campaign resources include the People of Action Campaign Guidelines, which include tips on developing media plans, buying ads, and getting media outlets to donate ad space. We'll also offer club and district leaders training in media planning.

### **WHAT PEOPLE AND PROJECTS DOES THE CAMPAIGN FEATURE?**

The video features real Rotarians in the United States and Brazil, and the stories were inspired by actual projects. Over time we'll create more People of Action materials that follow this model, including Rotarians and their People of Action stories from around the world.

### **CAN MY CLUB OR DISTRICT BE FEATURED IN THE CAMPAIGN? I HAVE SOME GREAT PEOPLE OF ACTION STORIES.**

If you'd like us to consider using your club or district project in future promotions, tell us about it. Write to [globalcommunications@rotary.org](mailto:globalcommunications@rotary.org).

### **WHO CAN ANSWER MY QUESTIONS ABOUT PEOPLE OF ACTION?**

Please send general questions about People of Action to [pr@rotary.org](mailto:pr@rotary.org). Write to [graphicdesign@rotary.org](mailto:graphicdesign@rotary.org) for design inquiries and [globalcommunications@rotary.org](mailto:globalcommunications@rotary.org) for localization questions.

If you need help using the Brand Center, complete the [Contact Us form](#) at My Rotary. Select Brand Center as the subject.

For more information about People of Action, see the campaign guidelines.