



2017-18
One Rotary Summit (ORS)
Document 8b

PEOPLE OF ACTION: CAMPAIGN OVERVIEW

Promoting the Public Image of Rotary

People of Action, our new public image campaign, is the next step in our global brand strengthening initiative. The multiyear campaign brings the Rotary story to life in a way that narrows the gap between public awareness of Rotary and understanding what Rotary does.

Although three quarters of the general public know our name, our most recent research tells us that the public still doesn't really understand Rotary. They don't know what we stand for and aren't familiar with any Rotary programs. They don't know what we do in local communities and are not even aware of the role we have played in the effort to end polio. In fact, nearly 60 percent of those surveyed said they were unaware that a Rotary club exists in their own community.

The People of Action campaign aims to bring the Rotary story to life for those who *don't* know us, by showing Rotarians as the people of action we are: Leaders who work together in communities to inspire, transform, connect and celebrate what's possible. This campaign also motivates, engages, and inspires current and prospective members, as well as donors, partners, and supporters.

CAMPAIGN MATERIALS

People of Action campaign materials will be available on the Rotary Brand Center in late 2017, at rotary.org/brandcenter. Materials will be added periodically and include:

- Videos
- Print ads
- Outdoor ads
- Online ads
- Radio ads and scripts
- Social media graphics
- Campaign guidelines
- Campaign style guide and guidelines

GETTING STARTED

We developed multiple People of Action ads in all Rotary languages. We also created templates that you can customize with local images and content, if you prefer to use an ad that's specific to your own Rotary club and story. For more information, be sure to check Brand Center for the People of Action campaign guidelines, coming soon.

PLACEMENT

As a Rotarian, you are also a Rotary brand ambassador. Help us tell the story of Rotary and how we are people of action for communities around the globe. Here's what you can do:

- **Know where to go.** Whether you're creating ads or signs, or need to direct another Rotarian to help, you will find what you need at the Brand Center. All the materials for the new ad campaign, as well as other public image resources, will be there soon.
- **Seek design and planning help, if needed.** Organize a group of skilled Rotarians with marketing experience to localize the materials for your community — or work with a local graphic designer or agency. Just as important: develop a media plan to place the new public image ads online and in traditional media, like newspapers, magazines, and billboards. Guidelines for creating media plans will be posted on the Brand Center in late 2017.
- **Encourage others to use the campaign materials.** Once the campaign materials are posted at the Brand Center, you can start by reading the campaign guidelines document for tips on making the best use of People of Action.
- **Share success stories.** We want to hear your stories! Once you've used the materials locally, tell us your story, and show us pictures, of how you used People of Action. We may feature it in internal global promotions. Write to Global Communications staff at globalcommunications@rotary.org.

CAMPAIGN EXAMPLES



QUESTIONS?

Head to the Brand Center for campaign guidelines, tools, and materials in late 2017. Check back regularly, as materials will be updated throughout the multiyear campaign. Contact the marketing team at pr@rotary.org with campaign questions or graphicdesign@rotary.org for design help.