



2019-20 Connected by Our Rotary Stories
Document 12b
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**For more information go to the Rotary Brand
Center at www.myrotary.org**

Strengthening the Rotary Story



The People of Action campaign brings the Rotary story to life in a way that narrows the gap between public awareness and understanding.

The People of Action campaign communicates the essence of Rotary and reflects our values, such as:

- We build lifelong relationships.
- We honor our commitments.
- We connect diverse perspectives.
- We apply our leadership and expertise to solve social issues.

It tells our story in our own voice, which is:

- Smart — we are insightful and discerning.
- Compassionate — we tackle community challenges with empathy and understanding.
- Persevering — we find lasting solutions to systemic problems.
- Inspiring — we encourage others to take action, conveying hope, enthusiasm, and passion.

As a Rotarian, you're also a brand ambassador. You can tell the story of Rotary and how we are people of action in communities worldwide.

To spread this narrative in a clear, consistent, and compelling way, we developed People of Action campaign materials in the Brand Center: print, digital, and outdoor advertisements, as well as videos and other marketing resources. We want to ensure that all Rotarians can support our effort to enhance awareness and understanding of Rotary.

Our story hasn't changed. But how we share it with the world is vital to our future. Through a unified Rotary image and a clear, compelling voice, we are enhancing our legacy as one of the most respected organizations in the world.

Want to help tell the Rotary story? Read our [Messaging Guide](#).

In the Brand Center at www.myrotary.org, information can be found on topics such as these:

- An Event Planning Guide
- Rotary logos, including for Clubs
- Newsletters
- Websites
- The People of Action Campaign