



**2019-20 Connected by Our Rotary Stories  
Document 9c  
Public Image Chair Role at ORS**

1. Your goal is to motivate the audience to share during the small group breakout sessions why they think using the “People of Action” campaign can improve the image of Rotary and Rotaract and help their Club increase members AND increase giving to The Rotary Foundation. Note: in the PowerPoint provided with the One Rotary Summit materials, there are five slides illustrating the People of Action campaign. These can be shown as you speak.
2. Please introduce yourself and your Public Image Committee. Please begin by reviewing the “People of Action” campaign. Remind your audience that there are constantly new and improved materials coming out from Rotary International and that People of Action resources and information can be found on the Rotary website in the Brand Center. Information on how to access that site, along with other information on Rotary’s People of Action campaign and Rotary branding, is contained in Document 12b, the ORS Toolkit.
3. Then, tell your “story”~”Why **you** think Public Image (the People of Action Campaign and social media) is so important and connected to Membership and the Foundation!” Show an example of a promotional flyer that you used to promote a fundraiser and/or service project.
4. Please call on 1 or 2 Rotarians or Rotaractors to tell a story about a promotional flyer or FB/Instagram post they (or their Club) used that had a positive impact on a fundraiser or service project. If possible, contact Rotarians before the ORS who you know have a story or example and ask them to share it in one or two minutes! Put up the flyer on the screen. Another suggestion is to put up flyers you have seen on FB and Instagram and ask people to share why they think the flyers are good examples of the “People of Action” campaign!