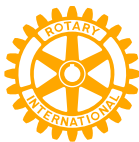


Rotary



PEOPLE OF ACTION

TELLING YOUR STORY: 5 QUESTIONS TO ANSWER

- 1 WHAT ARE YOU TRYING TO ACCOMPLISH?**
Describe the problem or challenge in your community that your club is helping to solve. How did you know it was an issue in your community?
- 2 WHO IS YOUR AUDIENCE?**
Who is your audience beyond Rotary members? What do they know about us? What do they think and feel about us? What do we want them to think and feel?
- 3 HOW DID YOU TAKE ACTION?**
What did your club do to help solve the problem or challenge and what action verb best represents the action you took? (Together, We Connect? Together, We Transform? Inspire? End Polio?)
- 4 WHAT WAS YOUR IMPACT?**
What changes resulted from the project? How did you touch the lives of people in your community? Provide specific examples and, if possible, statistics.
- 5 WHAT DO YOU WANT YOUR AUDIENCE TO DO?**
Learn more? Support your cause? Join you at an upcoming event?

For more information on developing your People of Action story, download the People of Action Campaign Guidelines from the Brand Center at rotary.org/brandcenter.

HOW TO CREATE POWERFUL IMAGES

Our photography requires Rotarians in action, depicting them in powerful images that capture the public's attention and ignite real emotion. This is what will make our campaign successful. Here's a checklist for how People of Action photos should look and feel:



- The image represents genuine, unstaged moments of Rotarians at work.
- It shows a clear visual narrative that represents the headline.
- Subjects' faces and actions should be positive, happy, and engaging.
- Work with warm and natural lighting. Often, natural light in the early morning and late afternoon achieves the best results.
- Make sure you represent the diversity of your club in age, ethnicity, and gender. Highlight these qualities in your photos. You want people in your community to see themselves in the photo — this will help grab their attention.
- If the project has beneficiaries on site, capture some images of Rotarians interacting with the beneficiaries that represent the work of the project.
- Ask yourself, "Will people in my community connect with what they see in the photo?"