



Brand News: Special Edition

February 2019



Tell us how your club takes Action. We just might feature your club's story in an ad at the next Rotary Convention, or in a future issue of Brand News!

What's new on the [Brand Center?](#)



Just Released- New People of Action videos!

Our connections make powerful things happen. Share Rotary's story with your community using our newest People of Action videos. You can also work with a TV station or video-editing producer to

record your own voice reading the accompanying scripts and call out your club or district.

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New "Together, We" Headlines!

The much-anticipated addition of new verbs to the People of Action templates has arrived! Find new photos and action verbs to create your own People of Action print ads and Facebook posts in the Create Your Own section on the Brand Center. Use these free materials to show how Rotarians connect, end polio, save lives, promote peace, fight hunger, and more!



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

The People of Action campaign helps you bring Rotary's story to life by showing Rotary members as the people of action we are. Telling our People of Action stories in a meaningful, coordinated way builds the public's understanding of who we are and what we do. It highlights the impact we make in our communities and around the world. [Learn how](#) to tell your People of Action story and help answer the question, "What is Rotary?"



Rotary International

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