



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!

How to improve your photography: telling Rotary's story in pictures

Read how Rotary International staff photographer Alyce Henson approaches photography while staying consistent to Rotary's brand. Apply lessons learned from her to tell your club's People of Action story through photography.



[READ MORE](#)



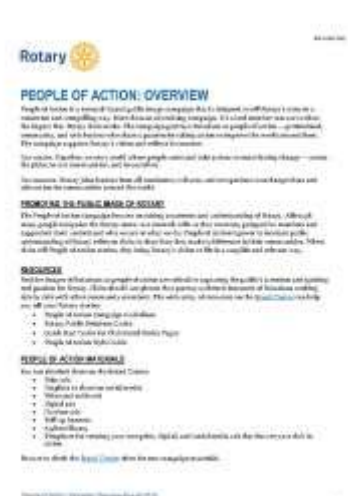
7 tips for creating compelling social media content

Sharing stories that show Rotarians as People of Action on social media is an easy and effective way to amplify your club's success to the world and build awareness and understanding of what we do.

[READ MORE](#)

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

Find Fliers with photo and writing tips to print for your next event, updated People of Action FAQs, and a brief Campaign Overview.



For more information, download the People of Action Campaign and Style Guidelines from the Brand Center at [rotary.org/brandcenter](#).

[VISIT BRAND CENTER](#)

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?"



**Your story is Rotary's story.
Share it with the world.**
CLICK TO GET STARTED TODAY.



Rotary International

One Rotary Center, 1560 Sherman Ave., Evanston, IL
60201-3698, USA

