

Subject: Brand News July 2018

From: Rotary Marketing <mail.fckwwecyraxuhrutkvd@rotary.msgfocus.com>

To: don.edmonds@kaikoherotary.org

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Rotary

Brand News

July 2018



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?"

What makes Rotarians in the Bahamas People of Action?



Discover how the Rotary Club of East Nassau, Nassau, Bahamas, (the club of new Rotary International President, Barry Rassin) is working with others in their community to preserve the environment and New Providence, the island they call home.

[READ MORE](#)

Capture impactful People of Action photos

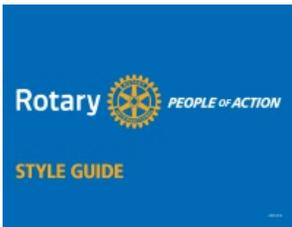
Taking pictures that best represent your club or club project can be challenging, but with a little guidance, you can start creating memorable images that will effectively tell your club's story.



[READ MORE](#)

New materials on [Brand Center](#)

Look for an updated version of the People of Action Campaign Guidelines, Quick Start Guide for Club Social Media Pages, People of Action videos and scripts, as well as our newly designed digital banner template and much more.





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Do you have a People of Action story? Share it with us by emailing PR@Rotary.org

Rotary International

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



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