# Rotaract
## District 3860

### UNITE FOR GOOD

# PEOPLE OF
# ACTION
# PHOTO

TOGETHER, WE
SAVE LIVES
Rotary — PEOPLE OF ACTION

TOGETHER, WE
CONNECT
Rotary — PEOPLE OF ACTION

TOGETHER, WE
TRANSFORM
Rotary — PEOPLE OF ACTION

TOGETHER, WE
INSPIRE
Rotary — PEOPLE OF ACTION

TOGETHER, WE
PROMOTE PEACE
Rotary — PEOPLE OF ACTION

TOGETHER, WE
LEARN
Rotary — PEOPLE OF ACTION

# PEOPLE OF ACTION PHOTO



"People of Action" photos for Rotary International typically depict Rotarians actively engaged in various service projects, community events, or humanitarian endeavors. These images often showcase individuals or groups of Rotarians working together to bring about positive change in their communities and beyond. From community service initiatives like clean-up campaigns and tree planting to healthcare efforts such as vaccination drives and health awareness programs, Rotary members are seen actively participating in activities aimed at improving the well-being of others. Additionally, photos may capture Rotarians involved in educational projects, including tutoring sessions, school construction endeavors, and literacy campaigns, highlighting Rotary's commitment to education and literacy.

Moreover, images may portray Rotarians providing humanitarian aid in disaster-affected regions, distributing relief supplies, or engaging in international humanitarian missions, demonstrating Rotary's global reach and impact. Furthermore, "People of Action" photos often feature Rotary's dedication to youth development through activities such as youth leadership training, scholarship programs, and youth exchange initiatives, showcasing the organization's investment in the next generation of leaders and changemakers. Overall, these photographs serve to illustrate Rotary members' unwavering commitment to service and their efforts to make a positive difference in communities worldwide.

# PEOPLE OF ACTION PHOTO STEPS
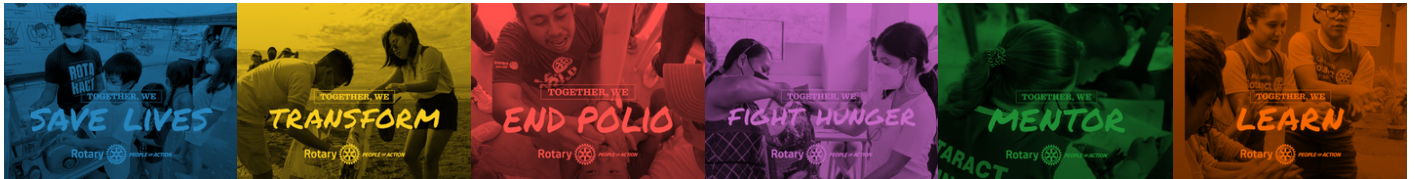


- **Sign in:** Go to www.my.rotary.org and log in.

- **Access Brand Center:** From the homepage, navigate to the "News and Media" tab, then click on the "Brand Center" link.

- **Navigate to Templates:** In the Brand Center, locate and click on the "Templates" option.

- **Choose Promotional Materials:** Within the Templates section, find the "Promotional Materials" category and click on it.

- **Select People of Action:** Under Promotional Materials, select the "People of Action" link.

- **Pick Facebook Post Template:** On the People of Action page, choose the "People of Action Facebook Post Template."

- **Upload Your Photo:** Under the "Image Source" section, click on "Upload your own" to add your desired photo.

- **Select Action Verb:** On the left side of the screen, select the appropriate action verb for your image from the "Select Verb" tab.

- **Review and Download:** Check the displayed photo on the right side of the screen. If satisfied, download it in either "jpg" or "png" format.

- **Wait for Download:** Allow some time for the download to complete before accessing your photo.

## STEP 1: Select an Action Verb as Headline to Highlight

What action verb best represents the action you took? - the one you one to highlight
Choose only from the predetermined action verbs.

**Together, We**
1. Connect
2. Empower
3. End Polio
4. Fight Hunger
5. Inspire
6. Learn
7. Mentor
8. Promote Peace
9. Save Lives
10. Transform

## STEP 2: Choose a Photo from a Club/District Project

The photo should show Rotaractors as people of action, specifically, authentic moments of Rotaractors actively engaged in our work, our relationships, and our community.

**Guidelines for Photos**
- Take photos that are in a **documentary style** (with subjects who aren't posed). Think Rotaractors in action.
- Subjects' faces and actions should be **positive, happy, and engaging.**
- Ensure photos represent the **diversity of your club** in age, ethnicity, and gender.
- Photos should have a **minimum of two people.**
  - *For example, at least two Rotaractors working together or a Rotaractor with a beneficiary.* ***Avoid having more than five people in the photo to maintain a clear focal point.***
- Shoot **clean backgrounds** — avoid background objects that appear to come out of people's heads, distracting objects, or patterns in between the subjects' heads.
- The ad headline will cover the center of the page. Photos need to be taken with plenty of negative space around the subject to accommodate this.
- Do not use photos with too much white background. The text overlay is always white - avoid items such as a white table with white papers on it and white clothing in the central focal point.
- Be sure to get **written permission from anyone shown** in the photos.
- Photos should tell a **genuine story of impact**.
- Photos should highlight what **makes Rotaract special**.
- Photos should **capture viewers' attention**, inspire interest, and generate an emotional reaction.

**Ask yourself, "Will people in my community connect with what they see in the photo?"**
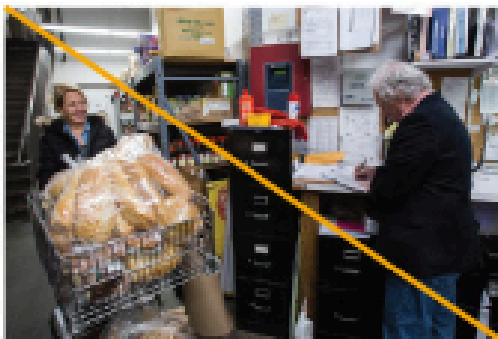
# Example of imagery to avoid



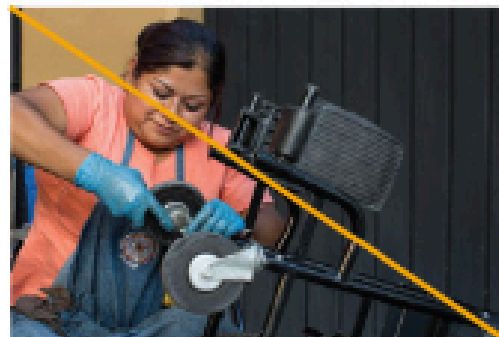Posed or looking directly at the camera



Poor lighting



Lack of a focal point



Back of heads in photos



Single person



Single person

UNITE FOR GOOD

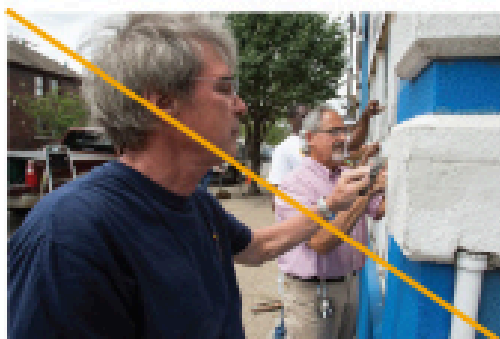# Example of imagery to avoid


Large group pictures
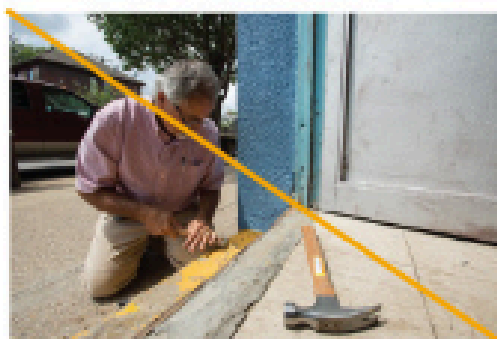

Large group pictures


Handshaking photos


Handshaking photos


Flat perspective


Awkward angle

**STEP 3: Create Your Action Photo Through the Rotary Brand Center ONLY**

We will only accept entries created through the Rotary Brand Center to ensure that the People of Action Campaign Style Guide is followed. Make sure that the chosen action verb matches the story portrayed by the photo. Download the post generated in JPG/PNG format.

**STEP 4: Develop a Caption**

The caption is where you will tell the story portrayed by the photo and shall briefly expound on these three elements: your claim, your proof and your call to action. Also make the caption related to the Rotary International Theme, Create Hope in the World.

- **Your Claim:** What did you do that was meaningful for your community?

**Example:** Rotary's efforts have helped reduce polio cases worldwide by 99.9 percent and we won't stop until we wipe polio from the face of the earth.

- **Your Proof:** How did you go about accomplishing your project?

**Example:** Joining the fight against polio, the Rotaract Club of Cebu Fuente worked with its sponsoring Rotary club to immunize 70 children residing in Barangay Inayawan, Cebu City.

- **Your Call to Action:** What do you want your viewers to do when they see your ad?

**Example:** Join our cause by educating people about polio and vaccination, as well as donating funds to support our immunization and surveillance efforts. Learn more at https://endpolio.org. Together, we can end polio.

**STRICTLY** Limit the caption to 800 characters (with spaces), including the official hashtag #PeopleOfAction.

# Sample Submission



Rotary's efforts have helped reduce polio cases worldwide by 99.9 percent and we won't stop until we wipe polio from the face of the earth. Joining the fight against polio, the Rotaract Club of Cebu Fuente worked with its sponsoring Rotary club to immunize 70 children residing in Barangay Inayawan, Cebu City. Join our cause by educating people about polio and vaccination as well as donating funds to support our immunization and surveillance efforts. Learn more at https://endpolio.org. Together, we can end polio. #PeopleOfAction

Know more about the featured Rotaract club by visiting
https://facebook.com/rotaractclubofcebufuentecombased