



SHOW ME ROTARY 2023

Rotary's Action Plan and the Rotary Learning Center

**District Governor Elect:
6040 Randy Steinman**



TO HELP WITH THIS MEETING

Please Rename yourself to:

Your Name & Club: Jane Smith, Springfield Metro

To do this,

Tap/Click on “Participants” at the bottom or top of the video window

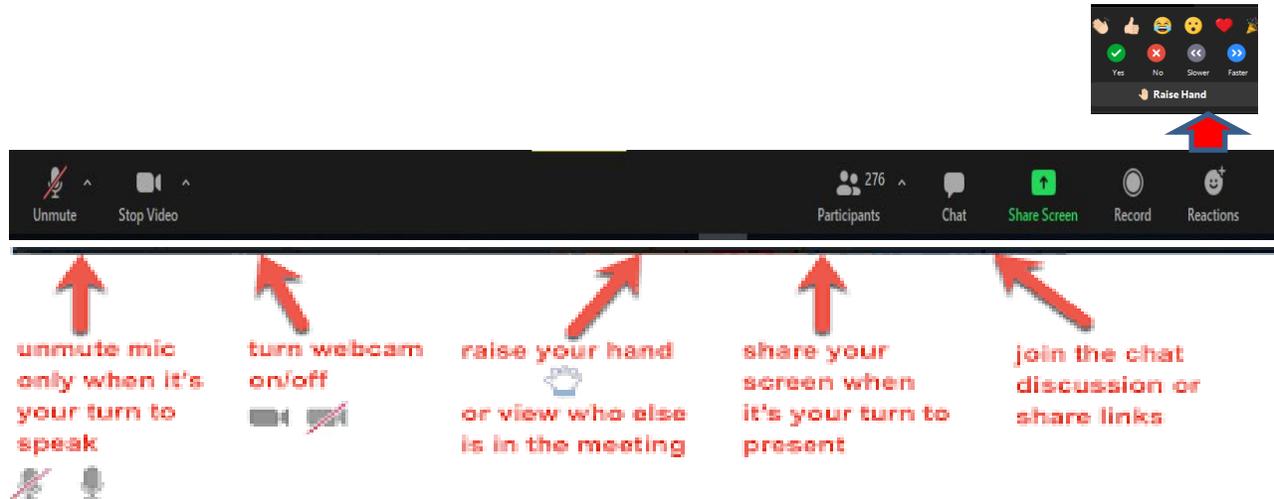
Tap/Click on your name

Choose “Rename”

Type in your new name like the one above

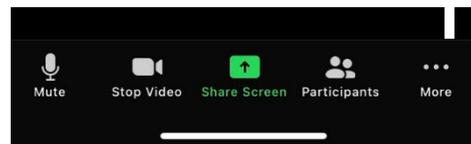
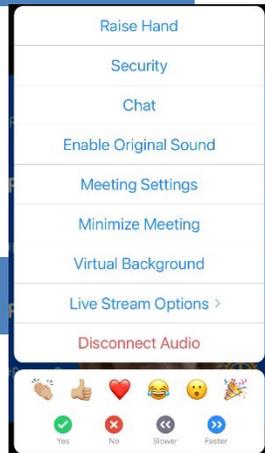
Tap/Click “OK or press the Enter key

RULES OF THE ZOOM



Desktop Control View

Tablet/Smartphone View



Participants

Please activate your video webcam

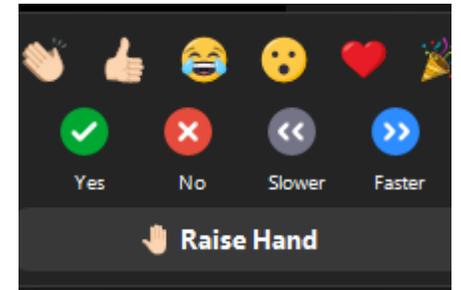
Please remain **muted** until called upon

If using a phone for audio, **please self mute** and unmute when called upon.

Utilize "chat" function

Utilize "raise hand" function

in reactions



If the meeting is interrupted and ends, please wait 5 min and log in again

Gallery view will show all attendees



Speaker view will show current speaker and is view available on an Ipad or tablet





Rotary's Action Plan



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES



Increase
our impact.

Expand
our reach.

Enhance
participant
engagement.

Increase our
ability to adapt.



From Priority to Action in your club





INCREASE OUR IMPACT

- Eradicate Polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact



CHALLENGE YOUR CLUB TO:

Increase Its Impact

- **DEVELOP A STRATEGY** about the importance of impactful service projects.
- **CONDUCT A COMMUNITY ASSESSMENT** to determine which issues are top concerns in your community.
- **FOCUS EFFORTS** so more time is spent on activities that make a real impact.
- **CELEBRATE THE LONG-TERM SUCCESSES** but be open to new opportunities to prove your impact has only just begun.



EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand



CHALLENGE YOUR CLUB TO:

Expand Its Reach

- **SET A GOAL** to collaborate with new groups in the community.
- **USE ROTARY'S MEMBERSHIP TOOLS AND RESOURCES** to learn how to make your club more diverse, open and attractive.
- **TELL COMPELLING STORIES** about how Rotary is making a difference.



ENHANCE PARTICIPANT ENGAGEMENT

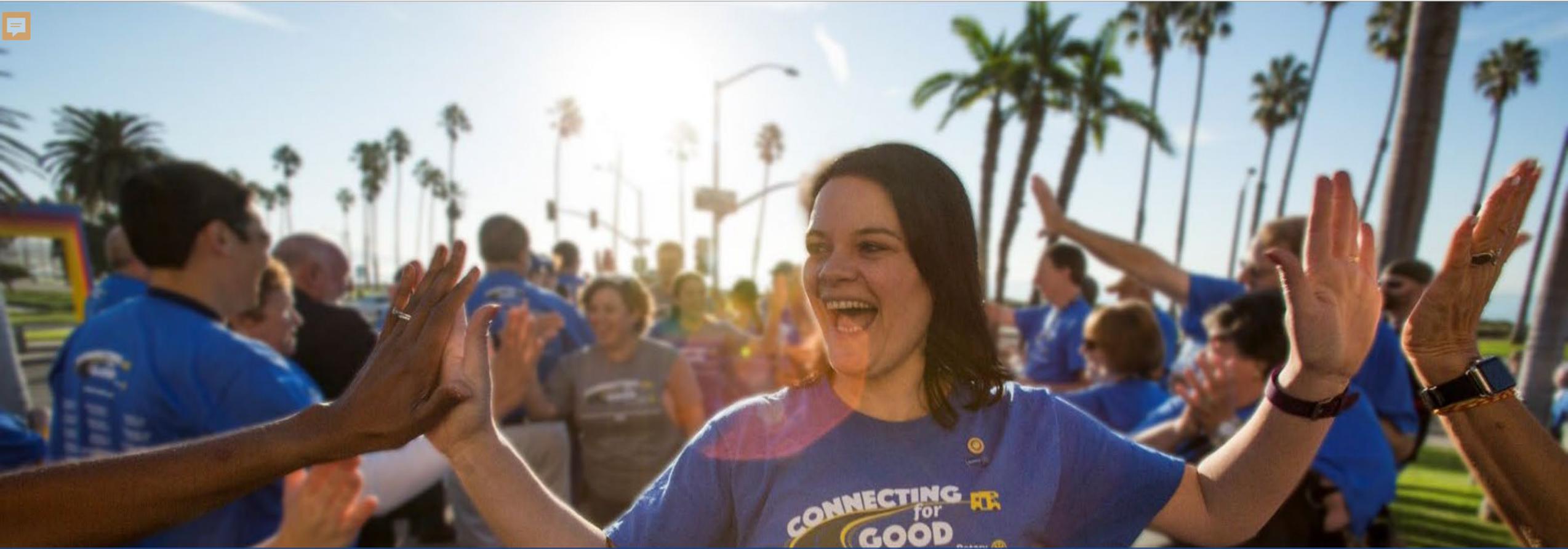
- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training



CHALLENGE YOUR CLUB TO:

Enhance Its Participant
Engagement

- **SHIFT FOCUS TO DELIVERING VALUE** and engaging members.
- **BUILD CONNECTIONS** with everyone who encounters Rotary as a participant and invite them to share their ideas and thoughts.
- **USE ROTARY'S LEARNING CENTER** to develop leadership and other skills in participants.



INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

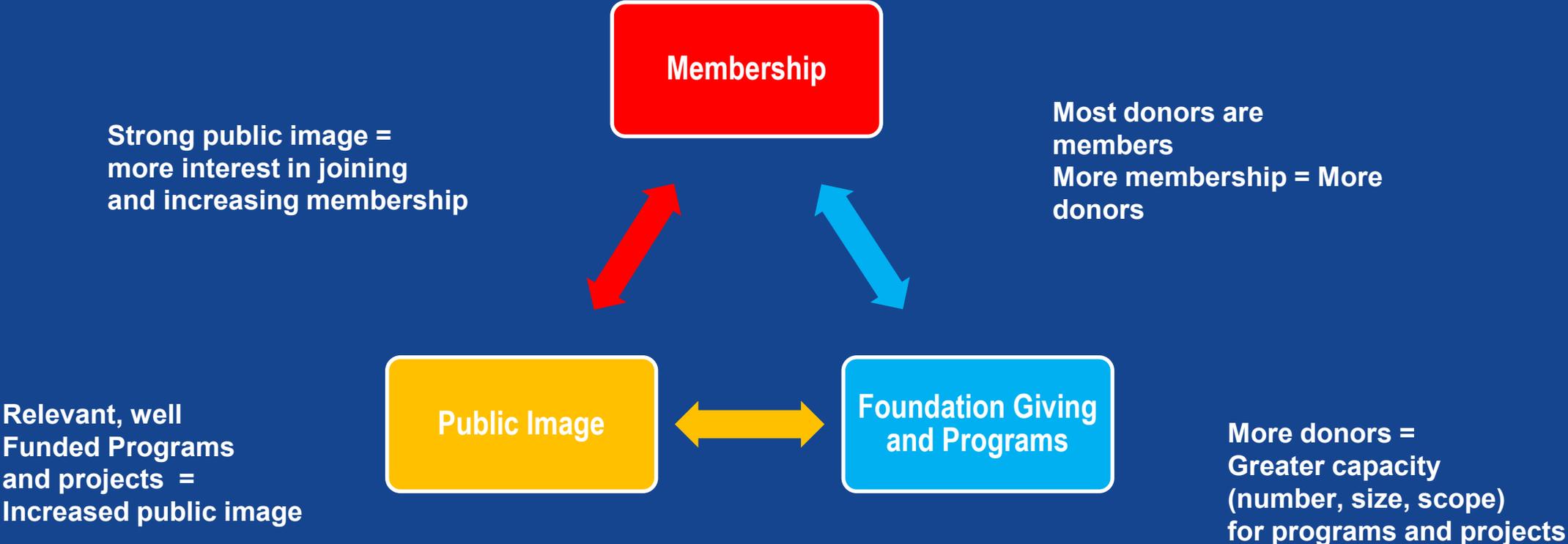


CHALLENGE YOUR CLUB TO:

Increase Its Ability to Adapt

- **HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS** with members and other participants to gather ideas.
- **SET ASIDE A SMALL FUND** to try new ideas and stay ahead of change.
- **REVIEW CLUB ROLES, PROCESSES, AND TASKS** and look for ways to be more efficient.
- **ESTABLISH A CONTINUITY PLAN** so that efforts become cohesive, and all leaders become invested in a joint success.

Rotary's Virtuous Circle





Learn by Role >

Learn by Topic >

About Rotary >

Policies & Procedures >

Learning Center

Webinars





Courses by Topic



About Rotary

[VIEW](#)



Club Leadership

[VIEW](#)



District Leadership

[VIEW](#)



General

[VIEW](#)



Membership

[VIEW](#)



Professional Development

[VIEW](#)



Public Image

[VIEW](#)



Service

[VIEW](#)



The Rotary Foundation

[VIEW](#)



Trainer

[VIEW](#)



Club Leadership

CATEGORIES

FILTERS

Search...



CARDS

NAME A-Z

26 items



New

Be a Vibrant Club

EN | 15m 00s

★ 5.0

E-Learning



Club Administration Committee Basics

5 courses | 2h 00m

Learning Plan



Club Membership Committee Basics

11 courses | 4h 30m

Learning Plan



Club President Basics

11 courses | 4h 45m

Learning Plan



Club President Intermediate

10 courses | 4h 30m

Learning Plan



New

Club Public Image Committee Basics

10 courses | 3h 00m

Learning Plan



New

Club Rotary Foundation Committee Basics

9 courses | 3h 15m

Learning Plan



New

Club Secretary Basics

9 courses | 3h 45m

Learning Plan



Club Service Projects Committee Basics

ENROLLED
8 courses | 3h 00m

Learning Plan



New

Club Treasurer Basics

6 courses | 2h 15m

Learning Plan



New

Creating an Inclusive Club Culture

EN | 15m 00s ★ 5.0

E-Learning



New

Diversify Your Club

EN | 45m 00s ★ 5.0

E-Learning



SHOW ME ROTARY 2023
My Rotary, Rotary Club Central, Goal Setting

District Governor Elect:
6060 Valerie Sorensen

HOW TO CREATE A MY ROTARY ACCOUNT



First go to www.rotary.org.



My Rotary

Club Finder



JOIN

1

Get Involved

Our Causes

Our Programs

News & Features

For Members

Then click on **My Rotary**.



2



If you are a first time user, click on **Create account.**

3

If you are not a first time user, enter your email address and password. Then click on **Sign In.**

SIGN IN

SIGN-IN EMAIL *

[Forgot email?](#)

PASSWORD *

[Forgot password?](#)

REMEMBER ME 

SIGN IN

WHY CREATE AN ACCOUNT?

Signing in to My Rotary gives you a customized experience and easier access to tools and information that are relevant to you.

Anyone can create an account and sign in. Existing Member Access users can re-register with their current user ID. For tips on registering and using the site, see our [website resources](#). For assistance, [contact us](#).

CREATE ACCOUNT





ACCOUNT REGISTRATION

*Required

FIRST NAME *

LAST NAME *

SIGN-IN EMAIL *

ARE YOU 18 YEARS OLD OR OLDER? *

YES

NO

CONTINUE

Fill in the Account registration information and click on Continue.



ROTARY.ORG > MY ROTARY



You will be informed that an e-mail has been sent to you.



ACCOUNT REGISTRATION

Thank you for registering, you've completed the first step in the process. You will receive an email sent to your sign-in email with a link to activate your account.



Complete your Rotary.org registration

Hello

You're just one step away from completing your registration. You can now connect with Rotary leaders, exchange ideas, and take action.

Activate my [account](#)

Check your email for the address you provided in the step above. You will receive this message. Click on the blue link to finalize the process.

ACCOUNT SET-UP

Thank you for activating your account. Just a few more steps to complete the process.

*Required

CREATE PASSWORD *

Your password must be at least eight characters and contain one lowercase letter and one uppercase letter, and cannot contain any part of your sign-in email address.

CONFIRM PASSWORD *

SECURITY QUESTION *

ANSWER *

(The answer to your security question must be at least four characters.)

CREATE ACCOUNT

Fill in all the mandatory information and click on **Create account.**



ACCOUNT SET-UP

Congratulations, your account was successfully created.

Your profile has been created.

As part of becoming a registered user of My Rotary, you've also created your profile. Once you sign in you can complete your profile and review or change your privacy settings to control who sees your information.

You are a member of the community.

You can also participate right away in the Rotary community by joining discussion groups and connecting to other members.

REMEMBER ME

CONTINUE

MY PROFILE

Click on
Continue.



ROTARY.ORG > MY ROTARY



My
Rotary

Congratulations!
You have created
your **My Rotary**
account.



MY ROTARY



February 2017

Enter
my.rotary.org

Then
Take Action

This website uses cookies, by continuing you are agreeing to our [privacy policy](#). close



[Profile](#) [Delegation](#) [Account Settings](#) [Sign Out\(jlibey@embarqmail.com\)](#)

[Rotary.org](#) [Club Finder](#) [JOIN](#) [DONATE](#)

[Exchange Ideas](#) [Take Action](#) [Learning & Reference](#) [Manage](#) [The Rotary Foundation](#) [News & Media](#) [Member Center](#)

Rotary monitors the global coronavirus crisis

Rotary is closely monitoring updates and recommendations from the World Health Organization (WHO) and the U.S. Center for Disease Control and Prevention (CDC) to ensure the safest and most appropriate actions are taken for our members. [Read the latest](#) on how the COVID-19 outbreak is impacting Rotary operations, events, and members.

The 2020 Rotary Convention in Honolulu, Hawaii, USA, has been canceled due to the ongoing threat of the coronavirus. [Read more.](#)



Rotary Spotlight

Select
Rotary Club Central

The screenshot shows the my.rotary.org/en website. At the top, there is a navigation bar with the Rotary logo and 'My Rotary' text. Below this is a dark blue menu bar with several options: Exchange Ideas, Take Action (circled in red), Learning & Reference, Manage, The Rotary Foundation, News & Media, and Member Center. Under the 'Take Action' menu, there are four main categories: Give, Develop Projects, Apply for Grants, and Empower Leaders. The 'Develop Projects' category is expanded, showing a list of options: Lifecycle of a Project, Rotary Club Central (highlighted with a red arrow), Rotary Ideas, and Rotary Showcase. A 'GIVE NOW' button is visible under the 'Give' category.

Profile Delegation Account Settings Sign Out(jlibey@embarqmail.com)

Rotary.org Club Finder [Search] JOIN DONATE

Exchange Ideas **Take Action** Learning & Reference Manage The Rotary Foundation News & Media Member Center

Give
Ways to Give
Planned Giving
Donor Recognition
GIVE NOW
End Polio

Develop Projects
Lifecycle of a Project
➤ **Rotary Club Central**
Rotary Ideas
Rotary Showcase

Apply for Grants
Grant Center
District Grants
Global Grants
Programs of Scale Grants
Qualification
Grant Travel
Rotary Disaster Response Grants

Empower Leaders
Sponsor a Rotaract club
Sponsor an Interact club
Organize a RYLA Event
Create a Scholarship
Start an Exchange
Support Peace Centers
Join a Rotarian Action Group
Form a Rotary Fellowship
Organize a Rotary Community Corps

How to add & update Goals Earn the Rotary Citation

The image shows a screenshot of the Rotary Club dashboard. On the left is a dark navigation menu with the following items: Dashboard, Goal Center (circled in red), Global View, Service Activities, Resources, Reports, and Contact Us. Below these is a 'SETTINGS' section with a 'Language' dropdown. The main content area is titled 'Dashboard' and includes a welcome message, a 'Please note: data reported in... be delayed for at least 24 hours.' warning, and filter tabs for 'Global', 'My Zone', 'My District', 'My Groups', and 'All Clubs'. Two bar charts are visible: 'Membership Trends' and 'Gender Trends', both showing data from 2012-13 to 2016-17. A large blue callout box with the number '1' and the text 'NAVIGATE TO GOALS' points to the 'Goal Center' menu item. A smaller blue callout box with the text 'Select Goal Center from navigation menu on the left' also points to the 'Goal Center' menu item.

1 NAVIGATE TO GOALS

Select Goal Center from navigation menu on the left

Dashboard

Welcome to Rotary Club C
Explore data and trends re
goals, project activities, and
Please note: data reported in
be delayed for at least 24 hours.

party vendor systems will

Global My Zone My District My Groups All Clubs

Global

Membership Trends

Gender Trends

Year	Membership	Gender
2012-13	~1,000,000	~200,000
2013-14	~1,000,000	~200,000
2014-15	~1,000,000	~200,000
2015-16	~1,000,000	~200,000
2016-17	~1,000,000	~200,000



- Dashboard
- Goal Center
- Global View
- Service Activities
- Resources
- Reports
- Contact Us
- SETTINGS
- Language

Goal Center

The Goal Center is v progress. Please note: data n will be delayed for a.

All Club Groups ▾ All Clubs ▾

Search clubs... 🔍

2

FIND GOALS TO UPDATE

Rotary Club of

0 OF 8 ACHIEVEMENT

Members & Engagement Rotary Foundation Giving Service Young Leaders Public Image Rotary Citation All

The goals you EDIT.

or edit a goal, select

◀ 2017-18 ▶

Before reporting progress on goals, make sure the **appropriate year** is listed

EDIT

Click or tap **Edit** to see a list of club goals

- Dashboard
- Goal Center
- Global View
- Service Activities
- Resources
- Reports
- Contact Us
- My Rotary

Goal Center

The Goal Center is where you choose and set the goals your club will focus on, and track progress.
Please note: data reported outside Rotary Club Central, including data reported in My Rotary, will be delayed for at least 24 hours.

Rotary Club of **{{Name}}** 2020-21 PRINT

0 OF 22 ACHIEVEMENT

Members & Engagement Rotary Foundation Giving Service Young Leaders Public Image All

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

Sort selected goals

	ACHIEVEMENT	OF	GOAL	SELECT GOAL
Club membership Show goal details and history	-		<input type="text" value="-"/> Enter Goal Value	<input checked="" type="checkbox"/>
Service participation Show goal details and history	<input type="text" value="-"/>		<input type="text" value="-"/> Enter Goal Value	<input checked="" type="checkbox"/>
New member sponsorship Show goal details and history	<input type="text" value="-"/>		<input type="text" value="-"/> Enter Goal Value	<input checked="" type="checkbox"/>
Rotarian Action Group participation Show goal details and history	<input type="text" value="-"/>		<input type="text" value="-"/> Enter Goal Value	<input checked="" type="checkbox"/>

Language



F

PL

- Dashboard
- Goal Center
- Global View
- Service Activities
- Resources
- Reports
- Contact Us
- SETTINGS
- Language

Goal Center

The Goal Center is with progress. Please note: data reports will be delayed for at least 24 hours.

All Club Groups ▾ All Clubs ▾ Search clubs...

3 UPDATE A GOAL

Rotary Club of

2017-18

0 OF 9 ACHIEVEMENT

Members & Engagement Rotary Foundation Goals

Which goals will your club track this year? Select goals by category and select only those you plan to pursue. Then save.

Sort selected goals ▲

ACHIEVEMENT	OF	GOAL	SELECT GOAL
2		3	<input checked="" type="checkbox"/>
-			<input type="checkbox"/>

Enter your club's progress toward a chosen goal in the **Achievement** column

Click or tap **Save** after you've reported progress on your club's goal

Select which goals your club will pursue by clicking the box





Breakout Session

1. Introduce yourselves to each other briefly by sharing your Name and Club Information with each other.
2. Discuss at least one goal you plan to set in your year as Club President
3. You will have 10 minutes

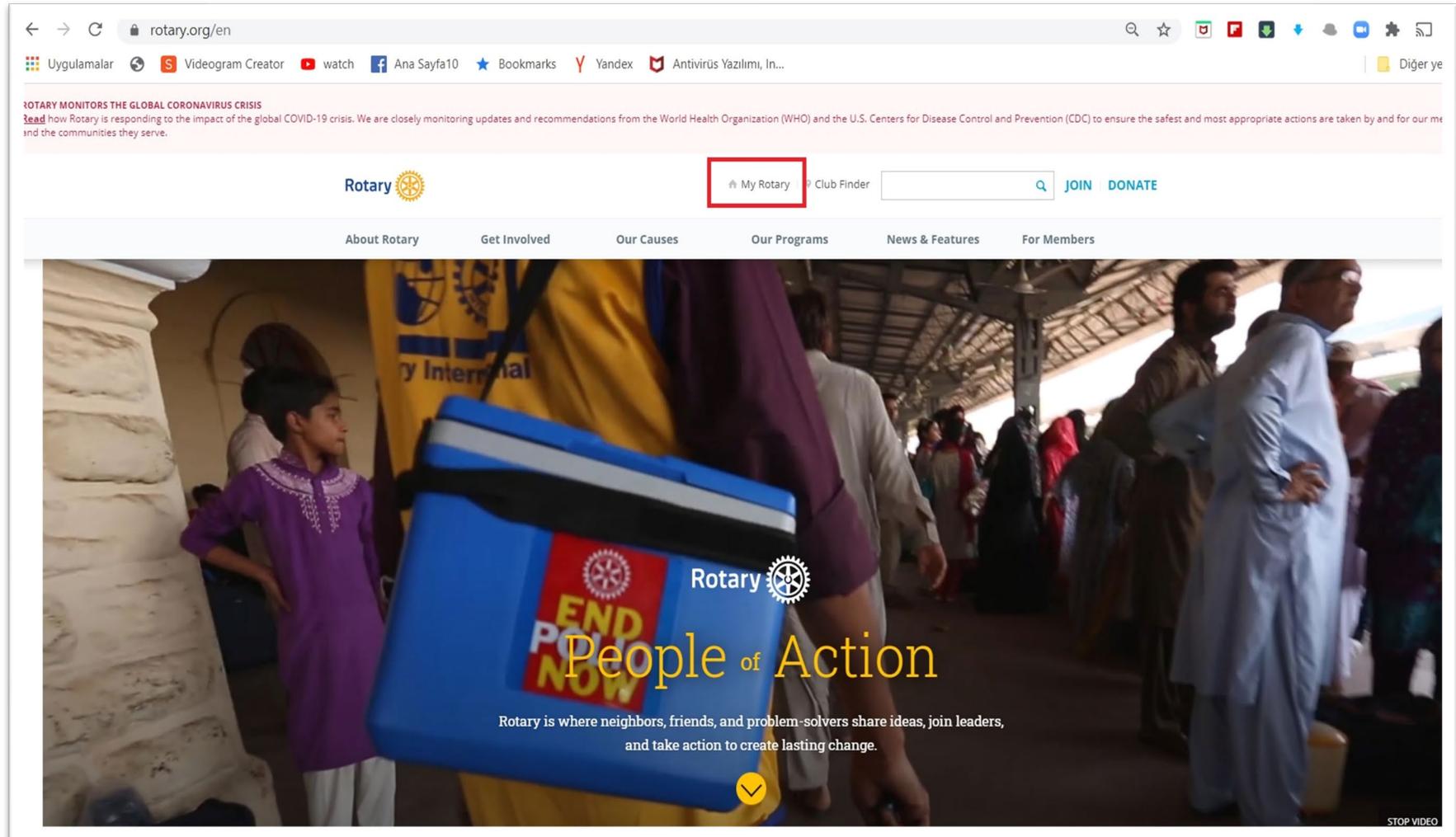


SHOW ME ROTARY 2023

Rotary Brand Center

**District Governor Elect:
6080 Jimmy Standfast**

HOW TO ACCESS BRAND CENTER GO TO WWW.ROTARY.ORG CLICK ON MY ROTARY



The screenshot shows the Rotary.org website interface. At the top, there is a navigation bar with the Rotary logo and a search bar. The 'My Rotary' link is highlighted with a red box. Below the navigation bar, there is a main banner image showing a group of people, including a young girl in a purple dress, and a blue cooler with the Rotary logo and the text 'END POLIO NOW'. The text 'People of Action' is overlaid on the image. Below the image, there is a tagline: 'Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.' The bottom right corner of the banner has a 'STOP VIDEO' button.

rotary.org/en

Uygulamalar Videogram Creator watch Ana Sayfa10 Bookmarks Yandex Antivirüs Yazılımı, In... Diğer ye

ROTARY MONITORS THE GLOBAL CORONAVIRUS CRISIS
Read how Rotary is responding to the impact of the global COVID-19 crisis. We are closely monitoring updates and recommendations from the World Health Organization (WHO) and the U.S. Centers for Disease Control and Prevention (CDC) to ensure the safest and most appropriate actions are taken by and for our members and the communities they serve.

Rotary My Rotary Club Finder JOIN DONATE

About Rotary Get Involved Our Causes Our Programs News & Features For Members

Rotary
END POLIO NOW
People of Action
Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.

STOP VIDEO



HOW TO ACCESS BRAND CENTER

CLICK ON BRAND CENTER

The screenshot shows the Rotary.org website interface. At the top right, there is a home icon, the text "Rotary.org", a language dropdown set to "English", and a user profile icon for "Günes Ertas". Below this is the "Rotary My Rotary" header with the Rotary logo and "My Rotary" text. To the right of the header are "Donate" and "Join" buttons and a search icon. A horizontal navigation bar contains links for "HOME", "EXCHANGE IDEAS", "TAKE ACTION", "LEARNING & REFERENCE", "MANAGE", "THE ROTARY FOUNDATION", "NEWS & MEDIA", and "MEMBER CENTER". The "NEWS & MEDIA" link is highlighted with a red box. Below this bar is a vertical list of menu items: "Office of the President", "Magazines", "Newsletters", "Rotary Voices Blog", "Rotary Leader", "News & Features", "Announcements", "Calendar", "Media Center", "Brand Center", and "Rotary Video". The "Brand Center" link is also highlighted with a red box.



OVERVIEW OF BRAND CENTER

Rotary  Brand Center

Help & FAQ Search 

- HOME
- OUR BRAND
- DOWNLOADS
- TEMPLATES
- People of Action materials [VIEW](#)



Welcome to the Rotary Brand Center

What would you like to do today? 

We are Rotary. We are People of Action.



We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.



New to the Brand Center?

You'll find many resources to help you promote Rotary in your community and show the world that we're people of action. If you're new to the Brand Center, start here.

[GET STARTED](#)

Explore Rotary's brand materials

Our Brand

Learn how to apply our brand messaging to promote Rotary

Our brand is more than a logo — it's how people think about us. Learn how to use Rotary's brand in all your club communications to build awareness about Rotary.

[VIEW](#)

Downloads

Access images, videos, and promotional materials

Find ready-to-use banners, posters, flyers, and other items to use in your communications.

[VIEW](#)

Templates

Find easy-to-use and customizable templates

Use our tools to create Rotary club and district logos and customized materials.

[VIEW](#)

People of Action

Build awareness and understanding of Rotary and the difference we make

Find materials and tools to help you promote your club members as people of action.

[VIEW](#)

OUR BRAND

Our Brand

Our Brand

Our Brand

People of Action

Brand elements 

Promote Rotary 

Brand story

For more than 100 years, Rotary has united leaders who are committed to using their expertise to improve communities. While we've made a significant difference around the world, many people still don't fully understand who we are and what makes us unique. It's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters.

Create powerful messages

People's perception of Rotary comes from their experiences with our clubs and programs, along with the stories we tell and the images we share. Compelling, consistent brand communications — together with a great experience — can strengthen our brand and help us engage and attract more members, participants, donors, and partners.



PEOPLE OF ACTION

[HOME](#)[OUR BRAND](#)[DOWNLOADS](#)[TEMPLATES](#)[People of Action materials](#)[VIEW](#)[Our Brand](#) > [People of Action](#)

People of Action

[Our Brand](#)[People of Action](#)[Brand elements](#)[Promote Rotary](#)

Sharing Rotary with new audiences

Although many people recognize Rotary's name, we know that too many prospective members and supporters don't understand who we are or what we do. People of Action messages capture and reflect the essence of who we are. It's a way of talking about ourselves so that people outside Rotary better understand what connects us as committed volunteers who channel our skills and expertise into taking action to solve problems in our communities and around the world.



The People of Action message provides a simple, consistent answer to the question, "What is Rotary?" and rallies us around a single idea: telling — and showing — the world that we are people of action.

[Marketing materials](#)

PEOPLE OF ACTION

Tell your People of Action story

In the text of your ad or social media post, tell your People of Action story. Keep it short but informative and inspiring. In as few words as possible:

Say what you did: What action did you take?

Offer statistics or other proof of the difference you made: What did you accomplish? How did your club's action change lives?

Issue a call to action: Do you want people to donate, participate, or learn more? Make it clear what you want them to do.

Choose images that show Rotary participants taking action by:

- Featuring real-life, everyday moments
- Displaying a sense of motion
- Featuring just a few people that viewers can see well
- Using warm lighting and natural colors
- Representing the diversity of your club and community



Examples of imagery to avoid



Posed or looking directly at the camera



Poor lighting



Large group pictures



Large group pictures



Lack of a focal point



Back of heads in photos



Handshaking photos



Handshaking photos



Single person



Single person



Flat perspective



Awkward angle

BRAND ELEMENTS

[HOME](#)[OUR BRAND](#)[DOWNLOADS](#)[TEMPLATES](#)[People of Action materials](#)[VIEW](#)

[Our Brand](#) > Brand elements

Brand elements

[Our Brand](#)[People of Action](#)[Brand elements](#) ^[Logos and graphics](#)[Voice and messaging](#)[Images and videos](#)[Colors](#)[Typography](#)[Promote Rotary](#) v

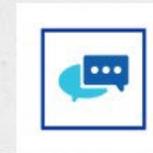
Bring our brand to life

A consistent voice and unified visual identity are essential components of a strong brand. Learn how to use Rotary's communication and design elements to build awareness and recognition of Rotary.



Logos and graphics

Create customized logos that identify your club, district, or zone.



Voice and messaging

Help Rotary stand out from other organizations with compelling, consistent messages.



Images and videos

Use photography and video to inspire and motivate people and show Rotary members as people of action.

WHAT IS UNDER LOGO & GRAPHICS

Brand elements



Logos and graphics

Signature systems

Logo lockups

Masterbrand signature

Mark of excellence

End Polio Now logo

Areas of Focus icons



Masterbrand Signature

Club Name
above or
Rotary 
Club Name, District,
or Zone below

Masterbrand Signature Simplified

Club Name
above or
Rotary 
Club Name, District,
or Zone below

Examples

Rotary 
Club of Evanston

Sunrise Kampala
Rotary 
Club

Rotary 
District 3310

Rotary 
Zone 8

LOGO LOCKUPS

- Use your club logo rather than the Masterbrand Signature (Rotary's official logo) alone when creating your lockups.
- By combining your club logo with your partner, event, program, or sponsor's logo or name, you're making it clear that the affiliation is with your club, not with Rotary International.



Logo Lockup Examples



THE MASTERBRAND SIGNATURE

Our Brand

People of Action

Brand elements ^

Logos and graphics

Signature systems

Logo lockups

Masterbrand signature

Mark of excellence

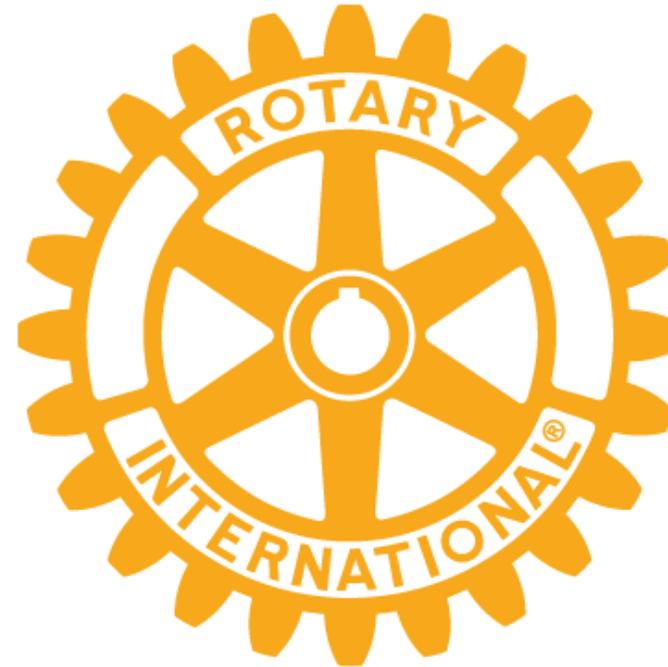
End Polio Now logo

Areas of Focus icons



THE MARK OF EXCELLENCE

- Our Brand
- People of Action
- Brand elements ^
 - Logos and graphics
 - Signature systems
 - Logo lockups
 - Masterbrand signature
 - Mark of excellence
 - End Polio Now logo
 - Areas of Focus icons
 - Voice and messaging
 - Images and videos



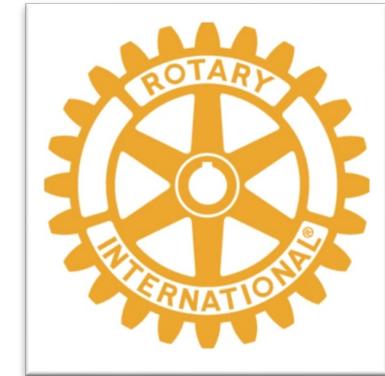
Our Mark of Excellence



ROTARY LOGOS



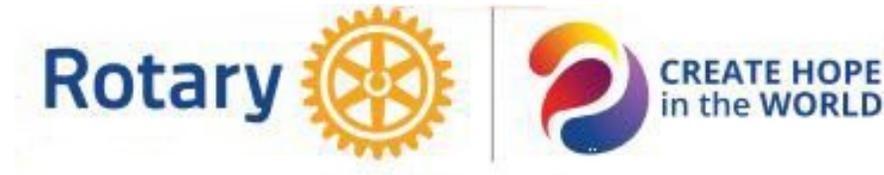
Masterbrand



Mark of Excellence



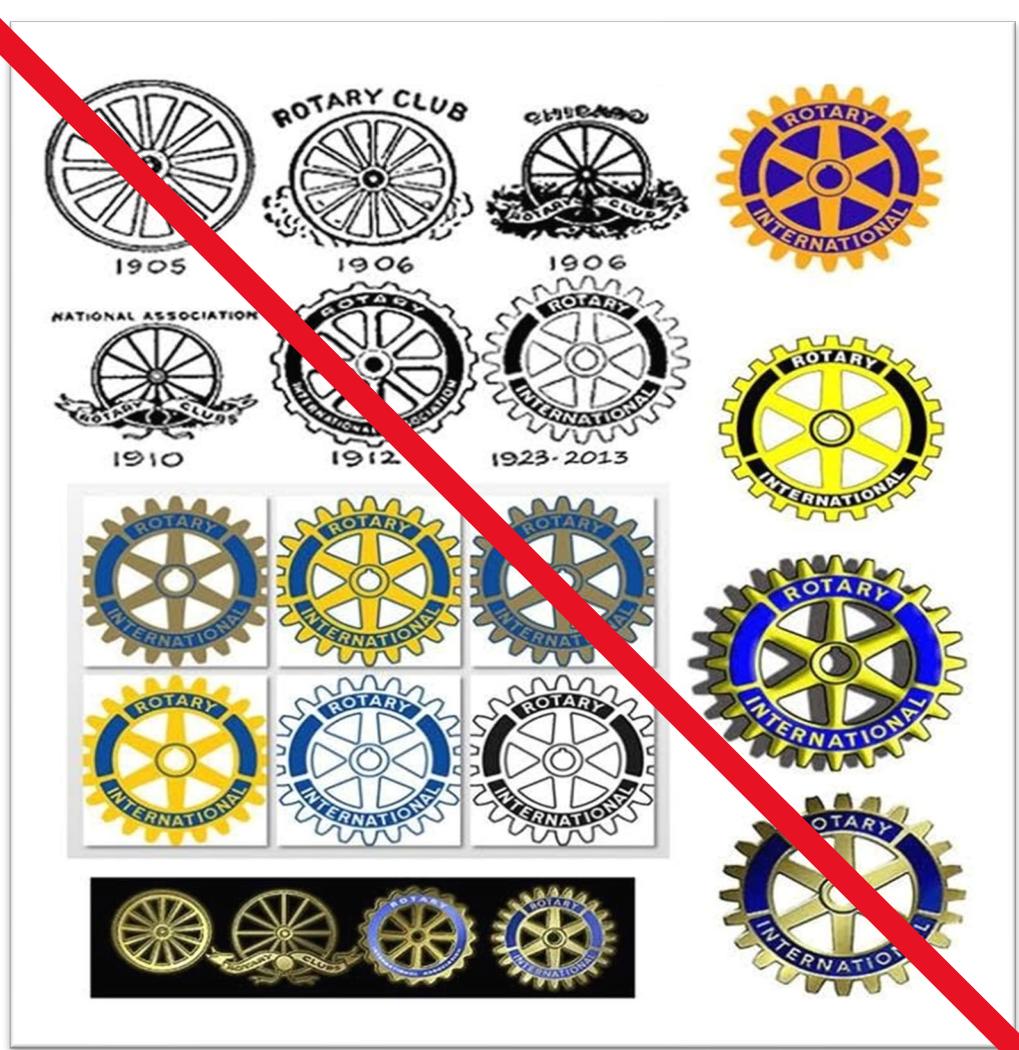
Masterbrand Customized

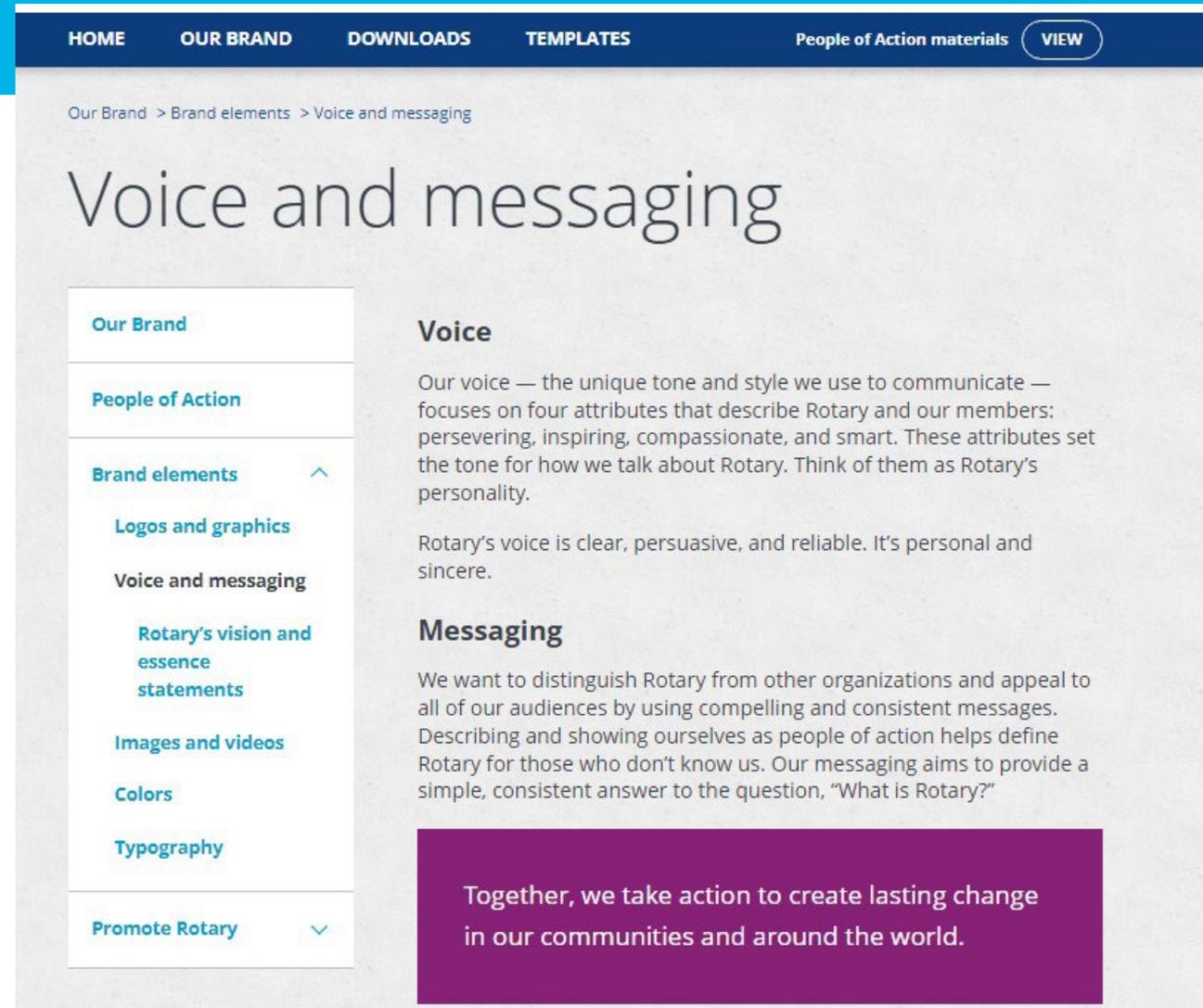


Lockup logo

OUTDATED LOGOS

NO





HOME OUR BRAND DOWNLOADS TEMPLATES People of Action materials [VIEW](#)

Our Brand > Brand elements > Voice and messaging

Voice and messaging

- Our Brand
- People of Action
- Brand elements ^
 - Logos and graphics
 - Voice and messaging**
 - Rotary's vision and essence statements
 - Images and videos
 - Colors
 - Typography
- Promote Rotary v

Voice

Our voice — the unique tone and style we use to communicate — focuses on four attributes that describe Rotary and our members: persevering, inspiring, compassionate, and smart. These attributes set the tone for how we talk about Rotary. Think of them as Rotary's personality.

Rotary's voice is clear, persuasive, and reliable. It's personal and sincere.

Messaging

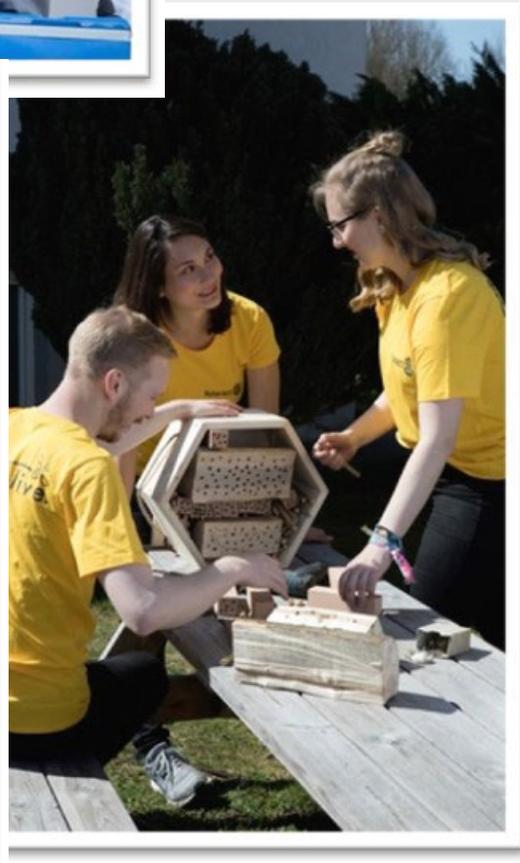
We want to distinguish Rotary from other organizations and appeal to all of our audiences by using compelling and consistent messages. Describing and showing ourselves as people of action helps define Rotary for those who don't know us. Our messaging aims to provide a simple, consistent answer to the question, "What is Rotary?"

Together, we take action to create lasting change in our communities and around the world.

IMAGES

Action Verbs for
People of Action

- Inspire
- Connect
- Transform
- End Polio
- Mentor
- Empower
- Learn
- Save lives
- Fight hunger
- Promote peace



VIDEOS

Our Brand

People of Action

Brand elements

Logos and graphics

Voice and messaging

Images and videos

Colors

Typography

Promote Rotary



Downloads (96) Templates (19) Site (39)

Filter Asset Type Asset Subtype Campaigns Keywords

1 - 96 of 96 items found

Asset Type: Videos

Campaigns: People of Action

Clear all filters



Rotary Responds (30 seconds, 1:1)



Rotary Responds (with subtitles, 30 seconds, 1:1)



We Are Rotary (regionalized, 60 seconds, 9:16)



We Are Rotary (regionalized, 15 seconds, 16:9)



Power in Our Connections (no voice-over, 30 seconds, 16:9)



Power in Our Connections version 3 (15 seconds, 16:9)



Power in Our Connections: Austria (15 seconds, 1:1)



Rotary Responds (with subtitles, 30 seconds, 1:1)

COLORS AND FONTS

Primary Fonts

Use the primary fonts for headlines and navigation labels.

- Frutiger (Licensed)
- Open Sans (Free)
- Arial (Free)



WAYS TO

Promote Rotary

- Our Brand
- People of Action
- Brand elements
- Promote Rotary
 - Websites
 - Social media
 - Events
 - Public relations
 - Speaking engagements
 - Partnerships
 - Advertising
 - Merchandise

Ways to promote

Being consistent in our communications, events, advertising, social media, and brand and builds awareness. We encourage you to take action to create positive change in the world. Learn how to build a strong brand through communications that work best.



Websites

Your website is a key tool for attracting donors, participating in your club and Rotary activities, and informing audiences through various websites.



Social media

Social media is a powerful way to connect with local and global audiences. Use social media to achieve your goals and promote your work.



Events



DOWNLOADS

Downloads

Images, videos, and audio

Use compelling images, videos, and audio recordings to engage people in the Rotary story and help your club communicate effectively.

People of Action

Find images, video clips that show Rotarians as people of action creating change in communities.

Our causes

Find photos and v

Rotary



TEMPLATES – MAKE YOUR OWN LOGO ETC.

Club Resources

Business card

PowerPoint presentation

Letterhead (letter size and small A4 size)

Virtual backgrounds

Membership certificate and card

Newsletter

Create Your Own

Logo and lockup logos (for partners in a project)

Club brochure

People of Action print and digital ads

Promotional Resources

News Releases, Media Advisory & Letter to the Editor

Posters, event fliers, banners, roll-up banners

The screenshot shows the Rotary Brand Center website. At the top, the Rotary logo and 'Brand Center' are visible. A dark blue navigation bar contains the links: HOME, OUR BRAND, DOWNLOADS, and TEMPLATES. The main heading is 'Templates'. Below this, there are two prominent colored boxes: a purple one for 'Logo systems' and a teal one for 'Promotional materials'. The purple box contains the text: 'Use our customizable templates to create club, district, and zone logos to use on all your communications materials.' The teal box contains the text: 'Create materials to promote your club, project, or program.' To the right, there is a section titled 'Club and membership resources' with the text: 'Find templates to create your club campaign, Rotary business card, your promotional card, or your club newsletter.'

Rotary  Brand Center

HOME OUR BRAND DOWNLOADS TEMPLATES

Templates

Logo systems

Use our customizable templates to create club, district, and zone logos to use on all your communications materials.

Promotional materials

Create materials to promote your club, project, or program.

Club and membership resources

Find templates to create your club campaign, Rotary business card, your promotional card, or your club newsletter.