

People of Action Poster Competition 2020-21



Overview

The People of Action Poster Competition is the initiative of Regional 12 Public Image team for the Rotary year 2020-21. It is open to all Rotary clubs in Region 12 comprising of Thailand, Cambodia, Myanmar, Vietnam, Laos, Malaysia, Singapore and Brunei.

Promoting Public Image is part of Rotary International's global brand strengthening initiative. The campaign brings the Rotary story to life in a way that narrows the gap between public awareness of Rotary and understanding what Rotary does.

While many people have heard of Rotary, few people actually understand what Rotary clubs do. In fact, 35 percent of the public is unfamiliar with any Rotary program, including their local club. Rotary International's People of Action positioning is reflected in the Rotary Brand Centre (<https://brandcenter.rotary.org/en-GB>) where you will also find guidelines on how to use and localize each element, making it easier for clubs in any part of the world to tell their story in a consistent and compelling way.

What is 'People of Action'?

People of Action helps define Rotary for those who don't know us. We're professional, community, and civic leaders who connect with each other and who share a unique perspective and passion for taking action to improve the world. Describing and showing ourselves as people of action creates a personal connection to the organization and emphasizes the impact Rotary makes in our communities.

Aim

The People of Action campaign aims to bring the Rotary story to life for those who don't know us, by showing Rotarians as the people of action we are: Leaders who work together in communities to inspire, transform, connect and celebrate what's possible. This campaign also motivates, engages, and inspires current and prospective members, as well as donors, partners, and supporters.

Rotarians share a unique passion for taking action to improve their communities and the world. Where others see problems, we see solutions. This is our chance to show others how Rotarians see what's possible in their communities and to highlight what we can achieve when more community leaders join Rotary. This campaign envisages to familiarize Rotary Clubs with the Brand Centre and produce messaging for localized consumption using pictures from your own club projects.

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CAMPAIGN EXAMPLES



Competition Details

1. Entries are opened to all Rotary clubs in good standing in Rotary International & in Districts 3300, 3310, 3330, 3340, 3350 and 3360 (i.e. the clubs are current in their RI and District dues).
2. Each club can only submit one (1) entry.
3. Poster Criteria:
 - a) Poster size is A4 print measures 21.0 x 29.7cm (8.27 x 11.69 inches) either landscape or portrait.
 - b) Photograph used MUST be taken from project organised by the Rotary club submitting the entry. Projects that took place in previous years are eligible for use as long as the person(s) shown in the photo is/are still member of the participating club. If there is/are person(s) shown in the photograph who is/are non-Rotarian(s), for as long as that person(s) is/are still connected with the participating club, such photo can also be used for the competition. The word 'connected' means that the person(s) are involved in the activities organized by the participating club.
 - c) Photograph/Visual used must showcase at least one Rotary club member/guest from the participating club who are at work.
 - d) Select an action verb for Headline from the options in the Brand Centre. The headline 'Together, We (Connect, Inspire, Transform, and End Polio etc.)' introduces the idea that our impact stems from teamwork & it implies an invitation to viewer.

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- e) Use an image that supports the assertion that we are people of action. It is recommended that the photo features more than one persons.
 - f) Participating clubs must ensure that all images of people in the poster must have given their written consent for the use of their photo by the participating club and that Rotary International and the respective Districts will not be held responsible for any legal suit that may arise.
 - g) Develop text (sub-headline) up to 100 words to make a statement about our organisation, provide proof or statistics to support the statement & end with a call to action.
4. Categories of winners:
- a) District Public Image Competition &
 - b) Region 12 Public Image Competition
5. District Public Image Competition:
- a) Entries from a particular Rotary District will be evaluated only against other entries from the same Rotary District.
 - b) Each Rotary District will have their own set of judges nominated by the respective District Governor & District Public Image and Communication Chair.
 - c) Criteria for the selection and appointment of judges will be at the discretion of the respective District Governor and District Public Image and Communication Chair.
 - d) Evaluation criteria & scoring methodology will be the responsibility of the District Public Image Chair working in consultation with the respective District Governor.
 - e) Submission method of entries by each club will be left at the discretion of the respective District Public Image Chair. For District 3350, club has to submit the entry to email: preecha3350@gmail.com on or before 31 October 2020
 - f) Judges should not know the identity of the entries in order to maintain impartiality.
 - g) Winners:
 - i. The three participating clubs with the highest scores in a District will be the winners of that District.
 - ii. District winners will not be classified into 1st, 2nd and 3rd place. Therefore all 3 winning clubs will be given the same prizes.
 - iii. Prizes for the District Public Image competition will be at the discretion of the District Public Image and Communication Chair in consultation with the respective District Governor.
 - iv. District Public Image and Communication Chair will announce 3 highest scores winners on November 10th, 2020

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6. Region 12 Public Image Competition:

- a) The three clubs with the highest scores at each District will automatically qualify to participate at Regional level competition.
- b) District Public Image Chairs are required to email the top 3 entries from their respective District to RPIC Andre Suharto on or before 12 November 2020.
- c) All 18 submissions will be eventually uploaded and published on the Regional 12 website by RPIC Andre Suharto.
- d) Region 12 prizes comprises of:
 - i. Region 12 Winner – US\$1,500.00
 - ii. 1st Runner-up – US\$1,000.00
 - iii. 2nd Runner-up – US\$500.00
 - iv. Consolation (amount to be announced at a later date)
- c) Judges for Region 12 Public Image Competition will comprise of non-Rotarians who are professionals from the branding, advertising or creative and communications industries to be led by a branding specialist from Rotary International.
- d) Results will be made known by 7 December 2020.

7. Resources and Guidelines:

All participating clubs are encouraged to read the followings:-

a) People of Action Example:

<https://www.dropbox.com/s/omslu2ose67y0tk/PEOPLE%2BOF%2BACCTION%2BEXAMPLES%2BEN.PDF?dl=0>

b) Visual Identity at a Glance:

https://www.dropbox.com/s/9oe002x4gh6her4/Visual%20Identity%20at%20a%20Glance%20547B_EN19.pdf?dl=0

8. People of Action Campaign will open for entries **from 1st August 2020** and **closing date is on 31 October 2020**.

9. Digital file size must not exceed 3MB.

10. The People of Action Poster Competition is organised by Rotary Region 12 Public Image Committee chaired by Regional Public Image Coordinator, Past District Governor Andre Suharto.

11. Photography/recording release:

By participating in this activity, the participating Rotary Club has given consent for Rotary International, including Rotary Region 12, to publish the People of Action

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poster in digital and print media. The participating Rotary club has granted Rotary International and Rotary Region 12, free of charge, an irrevocable, worldwide right to use, copy, display, modify, distribute, publish and license the People of Action Poster images, for promotional, marketing and educational purposes without Rotary International or The Rotary Foundation incurring debts or liabilities of any kind. Rotary will use the materials on its website, in its publications and in social media and retains them for historical and research purposes.

For further enquiries, please contact the nearest regional Public Image officers below:

1. District 3350 Public Image and Communication Chair, PP Preecha Klinkaeo
Preecha3350@gmail.com
2. ARPIC PDG Dr Sanguan Kunaporn (D3330, D3340, D43350 & D3360):
sanguan.ku@phuketpsi.com
3. ARPIC AG Chenyi Chu (Cambodia): chenyi@gmail.com
4. ARPIC PDG Shahbaz Qureshi (Myanmar): shahbaz.pastel@gmail.com