



TOGETHER, WE

CONNECT

Rotary unites problem solvers in Seattle and around the globe behind one goal: to do more good. Our members are driven to bring communities together to create lasting change, like building tiny houses for those who are homeless. Connecting to make things better — that's what people of action do.

Learn more at www.mirotary.org.



Telling Your Visual Rotary Story

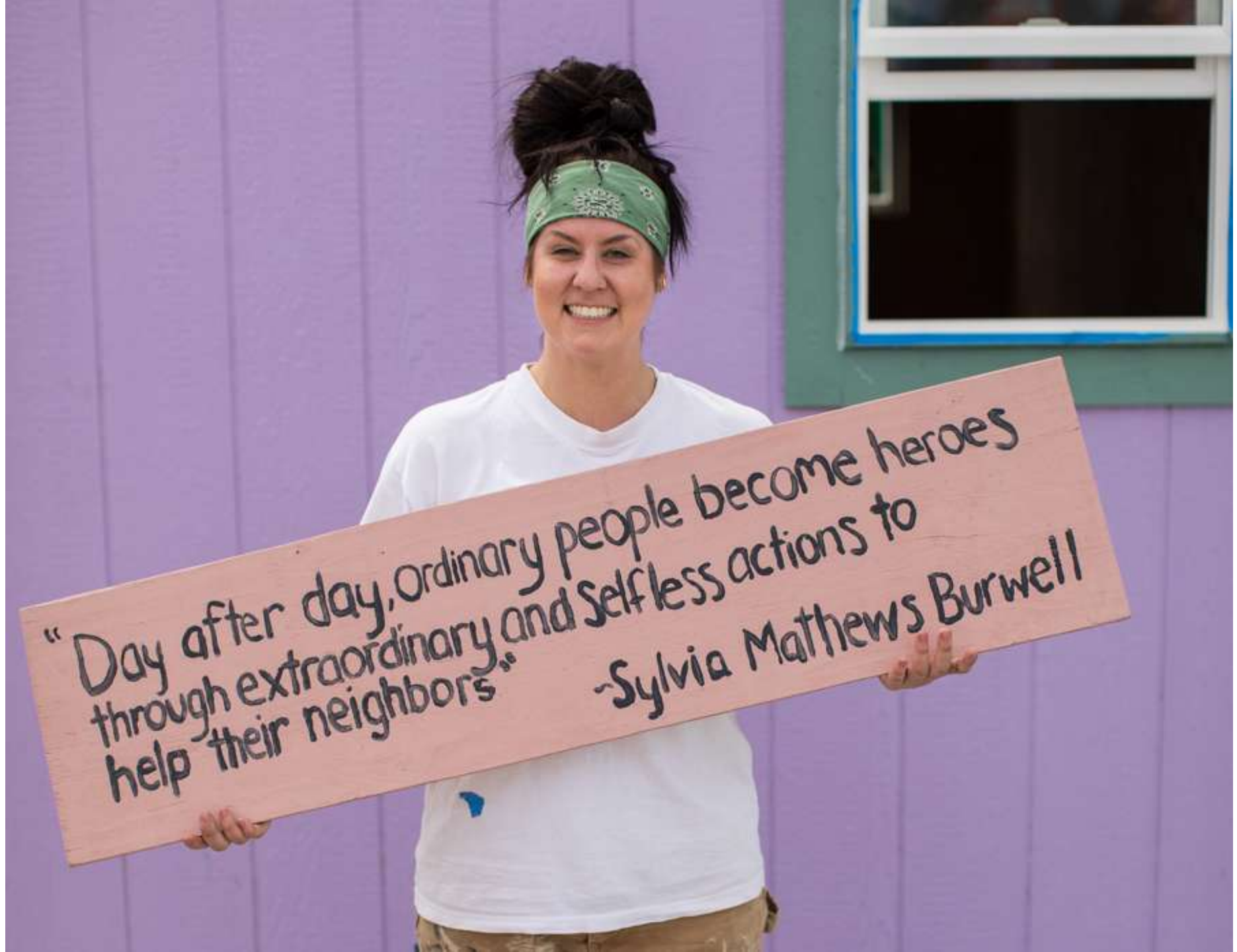
Alyce Henson

VISUAL STORYTELLER | Stills +
Motion

Former Staff Photographer, Rotary
International 2004 -2019

PEOPLE OF ACTION





"Day after day, ordinary people become heroes through extraordinary and selfless actions to help their neighbors."
-Sylvia Mathews Burwell

Thailand India Brazil Romania

Cambodia United States Haiti

Niger Sri Lanka Korea

Paraguay Japan

Argentina Nicaragua

Poland New Zealand Australia

Dominican Republic Great Britain

Nepal Ukraine Peru Germany



AKHA TRAINING CENTRE - MAE SUAI, THAILAND



TSUNAMI RELIEF - ISLAND OF KOH KHO KHAO,
THAILAND



KIEN KHLEANG REHABILITATION - CENTER PHNOM PENH,
CAMBODIA



NATIONAL MUSEUM EDUCATION CENTER – NAIMEY, NIGER



HEALTH CLINIC - LOGA, NIGER



COMMUNITY WELL – LOGA, NIGER



3-H GRANT - KASAMU-KYALI, MPIGI DISTRICT, UGANDA



BIOSAND WATER FILTERS – PUERTO PLATA & LA GRUA, DOMINICAN REPUBLIC



BIOSAND WATER FILTERS – PUERTO PLATA, DOMINICAN REPUBLIC



FARMERS FEED THE CHILDREN – CORUSU & SUCEAGU, ROMANIA



POLIO SURVIVOR - NEW DELHI, INDIA



VOCATIONAL TRAINING – BETIM, BRAZIL



EDUCATION - CHINANDEGA, NICARAGUA



Supporting Education





DENTAL MISSION – CHINANDEGA, NICARAGUA 2019



DENTAL MISSION – CHINANDEGA, NICARAGUA 2019



DENTAL MISSION – CHINANDEGA, NICARAGUA 2019



ESCUELA HALDO DUBON CALLEJAS – CHINANDEGA, NICARAGUA 2019



OZARKS FOOD HARVEST, MOBILE FOOD PANTRY – GAINSVILLE, MISSOURI



DISASTER RELIEF – CEDAR RAPIDS, IOWA





DAVID BOBANICK, ROTARIAN & HARVEST AGAINST UNGER EXECUTIVE DIRECTOR

Brand Visual Storytelling

Is used to visually describe one's mission

It provides a simple and consistent way to answer the question, 'What is Rotary?' by showing and telling the world through effective imagery and storytelling

To build the public's understanding of Rotary, visual storytelling highlight's the impact made in our communities

Clubs can tell their stories of impact





TOGETHER, WE
FIGHT HUNGER

Hunger hides in every community. That's why Rotary clubs support programs to provide healthy food and develop sustainable solutions to food insecurity. Fighting hunger to build stronger communities — that's what people of action do. Learn more at Rotary.org.

Rotary  PEOPLE OF ACTION



TOGETHER, WE
TRANSFORM

Rotary unites problem solvers around the globe to do more good. Like providing job training and supporting local entrepreneurs to help revitalize the places we call home. Connecting to make communities stronger — that's what people of action do. Learn more at Rotary.org.

Rotary  PEOPLE OF ACTION



TOGETHER, WE
CONNECT

Mangroves play an important role in preserving our island's ecosystem. The Rotary Club of East Nassau partnered with Bahamas National Trust to plant mangrove trees at Bonefish Pond National Park. Connecting with others to replace a dumping ground with trees to protect our shoreline from storm damage and erosion — that's what people of action do. Learn more at www.rcen.org.aorg.

Rotary  PEOPLE OF ACTION

the rotarian

www.rotary.org

July 2015

MEET THE NEW
RI PRESIDENT
RAVI RAVINDRAN
AND HIS WIFE
VANATHY



Rotary 

K.R. "RAVI" RAVINDRAN

As he looks ahead to his presidential year, he plans ways to make Rotary bigger and brighter

K.R. RAVINDRAN INSISTS YOU CALL HIM "RAVI" immediately after you've been introduced. He has bearing: He is tall, with excellent posture, and he has the off-handed self-assurance of someone who is impressively accomplished. His disarming features are his restless curiosity and profound modesty.

Ravindran is CEO and founder of Printcare PLC, Sri Lanka's largest printing and packing company. It is publicly listed and has won many national and international awards for excellence. It provides design-to-delivery printing, packing, and digital media solutions, and is the No. 1 producer of tea bag tags and sachets in the world. Ravindran insists that his company maintain a focus on environmental sustainability, social responsibility, community engagement, and high ethical standards.

A member of the Rotary Club of Colombo since 1974, Ravindran has served as RI treasurer, director, and Foundation trustee, as well as in many other offices. When he was his country's PolioPlus committee chair, he headed a task force that negotiated a cease-fire with northern militants during National Immunization Days. Ravindran also chaired the Schools Reawakening project, sponsored by clubs and districts in Sri Lanka, which rebuilt 25 tsunami-devastated schools, benefiting 15,000 children. He also serves on the boards of several other companies and charitable trusts.

Editor in Chief John Rezek reports: "When I first met with him, he decided to ask me questions about the magazine instead of answering mine. It's a safe bet that he is the best-dressed person in any room. He gets extra props for his highly polished monk-strap shoes. He is a man of many parts, all of which are put together with precision and thoughtfulness."

THE ROTARIAN: You're successful in business. Rotary isn't a business, but it sometimes behaves like one. What have you learned in business that you would like to apply to Rotary, and how do you plan to do it?

RAVINDRAN: Success is a relative term. Albert Einstein said, "Try not to become a man of success, but rather try to become a man of value." It's more important that I am known as a man of value. But to answer you, Rotary is not a business. That's clear. But there is no reason it cannot be managed along the lines of a business. In business we are beholden to our shareholders. In

Rotary we are accountable to the Rotarians who trusted us and placed us in a position of responsibility. Every investment we make in time and resources must have a return. Every expenditure must be justifiable. The goals we set for ourselves should be transparent and measurable, and the leaders at every level must be accountable for their performance.

TR: Some people believe we are products of the place where we grew up. Do you think that's true?

RAVINDRAN: Without question, when it

comes to developing your character, I doubt whether any institution can compare with, or effectively substitute for, the home's potential for positive influence on the development of a personality. It is true for me. I am thankful to Rotary for reinforcing the values my parents taught me. Today I can proudly proclaim that I am what I am in my life because I was molded by Rotary. I can personally vouch for the ability of our organization to blend commerce with cause, friendship with service, and know firsthand that each of us is lifted even as we lift others.





TWEETS 19.6K FOLLOWING 8,462 FOLLOWERS 307K LIKES 4,337 LISTS 9

Follow

Rotary International

@Rotary

Rotary unites more than a million great minds around a shared purpose. And together, there's no limit to the good we can do.

Evansville, IL USA

rotary.org

Joined April 2007

1,593 Photos and videos



Tweets Tweets & replies Media

Pinned Tweet



Rotary International @Rotary · Jun 19

Your gift can make an impact in lives around the world. Give the gift of #Rotary: on.rotary.org/Rotary_Give



70 65



Rotary International @Rotary · 33m

Calling all @rotaract members! Show us how you do good in your community by sharing your #100ActsofGood. on.rotary.org/22su9Hq

7 5



Rotary International @Rotary · 7h

Clean water is a most basic need. When people have access to clean water, they live

New to Twitter?

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Sign up

You may also like · Refresh



EndPolioNow @EndPolioNow



Rotaract @rotaract



Gates Foundation @gatesfoundation



Save the Children US @SavetheChildren



John Hewko @JohnHewko

Trends

#ALoveStory

Watch love and rivalry lead to what truly matters.

Promoted by Chipotle

#AltonSterling

1.45M Tweets

#Chilcot

263K Tweets

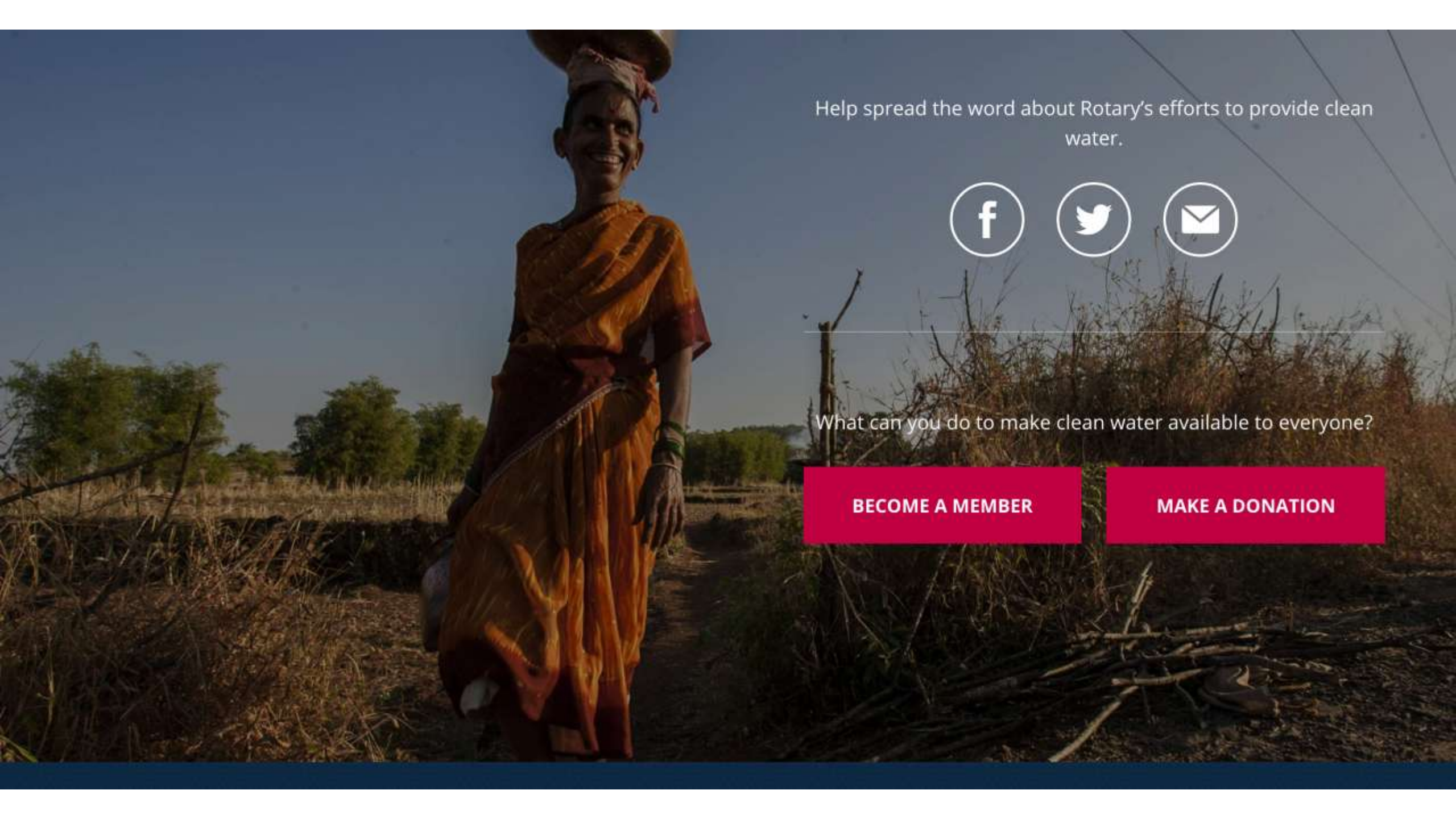
Federer

83.7K Tweets



Fighting Disease





Help spread the word about Rotary's efforts to provide clean water.



What can you do to make clean water available to everyone?

BECOME A MEMBER

MAKE A DONATION

Classical education

A school in Poland teaches people with disabilities how to make their own music

Photos by
Alyce Henson

Marcin Mizgowski forms the bottles, studies piano, and has a developmental disability. His teacher, Camilla Warzachowska, believes learning an instrument has boosted his confidence.

UP FRONT



ALICE HENSON/ROTARY IMAGES

Natural networker

LATRICIA WRIGHT
Rotary Club of Detroit

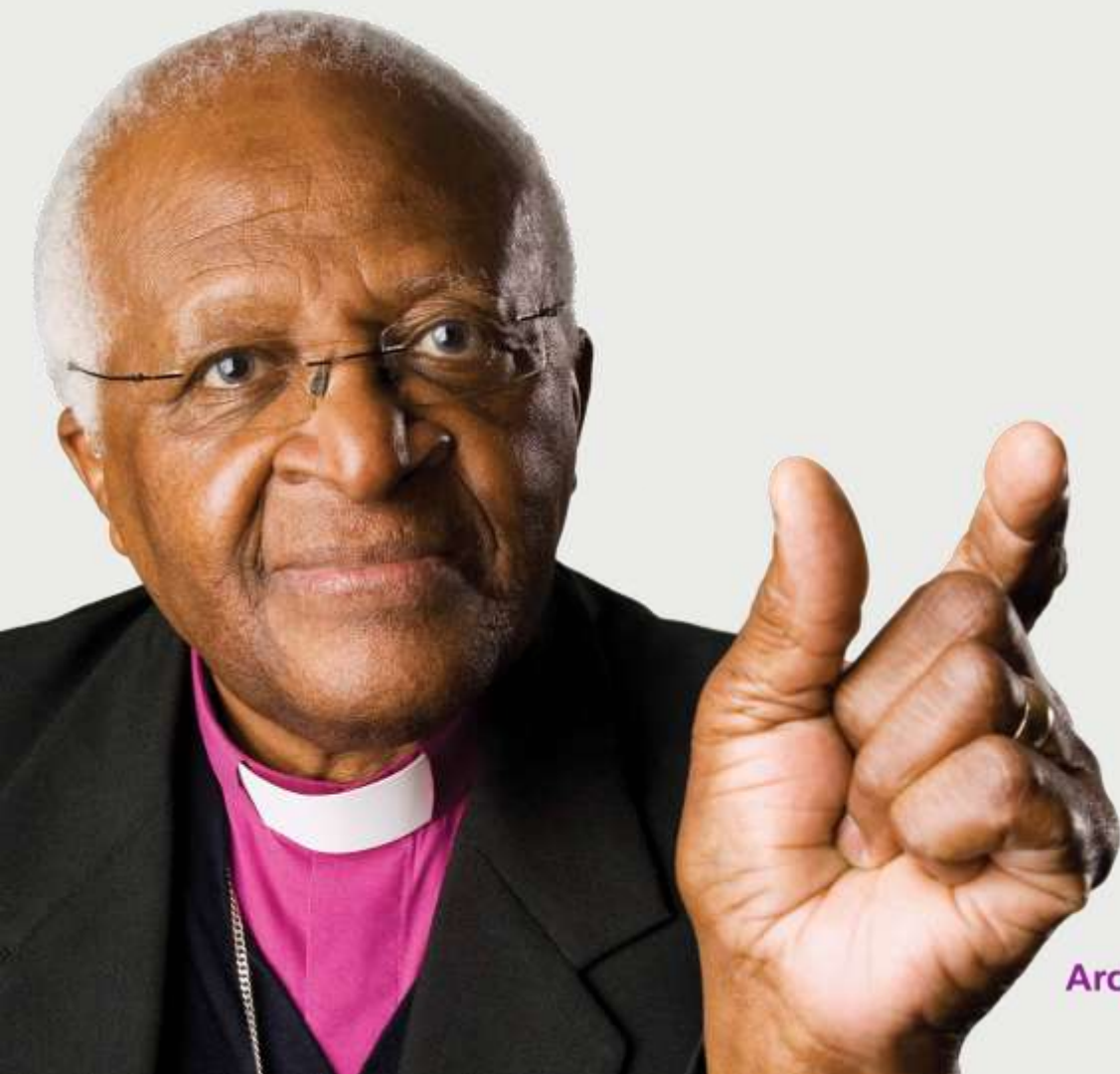
Like most small-business owners, Latricia Wright is always on the lookout for opportunities. A year ago, she read about Launch Detroit, a District 6400 project to provide microloans, business education, and mentorship to local entrepreneurs, and decided to apply. A few weeks earlier, she had attended a meeting of the Rotary Club of Detroit as a guest. "I felt right at home. It's an experience I'll never forget," Wright says. "When I went to the Launch Detroit information session, I realized the Rotary network is everywhere." Wright, a body chemistry analyst and nutrition consultant, works with clients to promote healthy living and conducts nutrition and fitness education programs in schools. She completed the Launch Detroit series of business courses in December and used her loan to purchase inventory for her wellness paractice. She meets with her Rotarian mentor regularly, and at the end of last year, joined the Detroit club. Since then, she's served on two committees, designed event fliers, secured speakers, and helped form a new Interact club at a public high school on the city's west side. "I saw how the children, including my niece, were suffering with the city in decline," Wright says. "I'm proud that these students are interested in community service, and proud to introduce them to Rotary." Read more about Launch Detroit on page 40. —SALLYANN PRICE



**WE ARE
THIS CLOSE
TO ENDING POLIO**

endpolionow.org

Jane Goodall



**WE ARE
THIS CLOSE
TO ENDING POLIO**

endpolionow.org

Archbishop Desmond Tutu



DOING GOOD IN THE WORLD



An estimated 878 million people around the world — nearly half of them employed — live on less than \$1.25 per day.

In India, Rotary Foundation alumna Hannah Warren is helping impoverished women weavers gain access to training, materials, and international markets — enabling them to earn a living wage.

“There is no way I could be doing this [work] were it not for my scholarship,” Warren says. “Rotary scholarships are not a one-time donation; they are an investment in goodwill.”

Your contributions to the Annual Fund help The Rotary Foundation and its partners create sustainable solutions to end the cycle of poverty.

Make your gift today.



What Makes a Good Brand Photo?

ACTION

Showing diverse club members interacting and doing an activity that visually describes the work of Rotary:

Connect, Transform, Inspire, End polio, Promote peace, Mentor, Empower, Learn, Save lives, Fight hunger





TOGETHER, WE

TRANSFORM

Rotary



PEOPLE OF ACTION



MOOD AND TONE

Create imagery that portrays positivity, warmth and an uplifting feeling to the viewer.

Are the subjects engaged? Are they smiling and having fun?

It's up to the photographer to notice these details and lighten the mood when necessary





A woman with glasses, wearing a purple top, is holding a young child in a pink floral dress. They are at a public event, with other people and a banner visible in the background. The woman is looking down at a small book or pamphlet she is holding. The child is looking towards the camera.

COMPOSITION

Consider photographing from a higher or lower angle to make the composition more interesting.

The way people are composed in the frame must work with the campaign templates.

Leave plenty of empty space around the main subjects in order to move the copy in the best position





LIGHTING

A man in a blue shirt and brown apron stands in a field of mature corn. He is holding a bundle of harvested corn cobs. The corn leaves are dry and yellow, indicating harvest time. The background shows more rows of corn stretching into the distance under a clear sky.


Use well lit spaces, natural light and the golden hour

The golden hour is the light shortly after sunrise and before sunset. This is often ideal for the warmth it creates.

Overcast light works better than high contrast light, the time-of-day photos are taken and light quality matters!



**I hope you are inspired to
create images for your
club's visual story!**

A close-up photograph of a young child with a bindi on their forehead, looking directly at the camera with their hands clasped near their mouth. The child has large, dark eyes and is wearing a white garment. The background is blurred, showing other people and what appears to be a red and white striped object.

Thank you for going on a visual journey with me!



Alyce Henson

VISUAL STORYTELLER | Stills + Motion

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CONTACT INFORMATION

Need help? Contact our marketing staff at pr@rotary.org with campaign questions or graphicdesign@rotary.org for design help.

Go to [Introduction](#) to return to the beginning of the document, or go to rotary.org/brandcenter to start creating your own People of Action materials.



All views expressed in this presentation are strictly from Alyce Henson's personal experience as a professional photographer and a former staff photographer for Rotary International from 2004 – 2019

This content is meant solely for inspiration and ideas on how to take better photographers

For current brand guideline and support in creating your club assets, please contact Rotary International or use the resources at <https://brandcenter.rotary.org/>