

# IS YOUR DISTRICT A ROTARY BRAND AMBASSADOR?



## Announcing The Zones 30 and 31 Brand Ambassador Awards for 2019-2020

Rotary. We Are People of Action.  
In Zones 30 and 31, we're recognizing  
districts that are actively engaged in  
promoting a positive public image for  
Rotary in their district and communities!

## AWARD CRITERIA

The Zones 30 and 31 Public Image Coordinators will recognize districts that meet the following criteria by June 30, 2020. Brand Ambassador award recipients will be announced at the Zones 30 and 31 Summit in Norman, OK in October 2020.

### DISTRICT WEBSITE

- Displays a People of Action heading banner
- Incorporates People of Action overlays on photos
- Recognizes clubs, projects or Rotary members as People of Action
- Includes a link to the Rotary Brand Center and information on downloading People of Action assets
- Lists the District Public Image Chair/Communication Chair

### DISTRICT FACEBOOK PAGE

- Incorporates a People of Action logo or header
- Includes at least 2 posts using the People of Action Photo overlays and People of Action hashtags

### DISTRICT NEWSLETTER

- Uses the People of Action logo or header in the template
- Uses People of Action in the script for a video newsletter
- Recognizes at least 5 clubs that are using the People of Action branding on a club website or Facebook page



For more information about  
the Brand Ambassador Award  
and the People of Action  
campaign, contact your Rotary  
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