

# CAMPAIGN EXAMPLES



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*Rotary volunteers work together to plant mangrove seedlings at Bonefish Pond National Park.*

## PEOPLE OF ACTION: WHO WE ARE

**Club:** Rotary Club of East Nassau

**Location:** New Providence, Bahamas

**Project:** The Mangrove Project — Climate Resiliency Initiative

**Status:** Ongoing

## OUR COMMUNITY'S CHALLENGE

Climate challenges are drastically affecting the natural ecosystem of New Providence. Storm damage and coastline erosion are threatening the shores of our Island. As this happens, tide levels will rise, and low-lying countries, such as the Bahamas, will suffer.

## HOW WE TOOK ACTION

In December 2017, our club, along with other local Rotary members, joined forces with Bahamas National Trust to plant mangrove seedlings to strengthen and preserve the mangrove system at Bonefish Pond National Park in New Providence. Mangroves play a crucial role in maintaining a healthy environment for sea life. They also protect the island from weather-related destruction and shoreline loss.

On 7 April 2018, over 200 Rotarians visiting on a cruise came to East Nassau to participate in Barry Rassin Community Service Day. We did eight service projects in one day. This gave us an additional 45 Rotarians to help clean up and plant seedlings. Rotaractors also helped with the hands-on work.

## USING THE CAMPAIGN

We created print and social media ads that feature photographs taken while we volunteered at the park. We posted them on our club's social media pages — and had our members post them on their own social media pages — to promote the project and Rotary's presence on New Providence.

We are now working to secure placements for the print ads and exploring all options for outdoor advertising within our market.

Learn more about the Mangrove Project and the Rotary Club of East Nassau at [rcen.org](http://rcen.org).



OUR PEOPLE OF ACTION CAMPAIGN: SOCIAL & PRINT ADS







*Rotary members work together to build the roof of one of the tiny houses donated by the Rotary Club of Mercer Island.*

## PEOPLE OF ACTION: WHO WE ARE

**Club:** Rotary Club of Mercer Island

**Location:** Mercer Island, Washington, USA

**Project:** Tiny Houses Project

**Status:** Ongoing

## OUR COMMUNITY'S CHALLENGE

More than 11,000 people experience homelessness in Seattle. Many live in tents, under bridges, or on the streets in miserable, unsanitary, and unsafe conditions.

## HOW WE TOOK ACTION

Volunteers from our club, which is located 7 miles (about 11 km) east of Seattle, coordinated with the Low Income Housing Institute to build 10 tiny houses. Each wooden house is waterproof and has electricity, lighting, a heater, and a lock. Each cluster of tiny houses has kitchen and laundry facilities, restrooms and showers, and a counseling office. Residents live in a safe community that offers medical care, job training, employment, and friendship.

On 24 and 26 May 2018, volunteers from our club, District 5030, and other local groups constructed 30 tiny houses, helping many individuals and families begin to transition out of homelessness. These tiny houses and communities are a crucial, intermediate step toward housing when the alternative is to live on the streets, without shelter.

## USING THE CAMPAIGN

We created print and social media ads using photos from our project site. We posted our “Together, We Transform” ad on our social media pages to promote the Tiny Houses Project and our club. We’re seeking placements for our print ads and plan to hand them out at meetings and events, too. For non-Rotarians, we hope the ads will create greater interest and awareness of Rotary in the Seattle area.

# OUR PEOPLE OF ACTION CAMPAIGN: PRINT ADS



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](http://www.mirotary.org).

Rotary  PEOPLE OF ACTION



TOGETHER, WE  
**TRANSFORM**

Right now, more than 11,000 people are experiencing homelessness in Seattle. To address this alarming issue, the Rotary Club of Mercer Island is helping build tiny houses with the Low Income Housing Institute. Giving others a new lease at life – that's what people of action do.  
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Rotary  PEOPLE OF ACTION





**PEOPLE OF ACTION: WHO WE ARE**

**Club:** Rotary Club of Himeji

**Location:** Himeji, Hyogo, Japan

**Project:** Himeji Rotary Camp

**Status:** Ongoing

**OUR COMMUNITY'S CHALLENGE**

When the Himeji Rotary camp opened in 1958, many families were still experiencing economic recovery from the aftermath of WWII. These financial struggles limited many children from participating in outdoor camps and activities.

While much has changed, some families today still aren't able to provide the opportunities that contribute to the social development of primary school students.

**HOW WE TOOK ACTION**

Our club established a summer camp for low-income students living in the city of Himeji. The camp gives children the chance to learn leadership and team-building skills from Rotarians, as well as to enjoy being outside in the beauty of nature.

Today, the Himeji City Board of Education Youth Center works with our club to help us run the camp and continue inspiring these young minds to work together and think independently.

**USING THE CAMPAIGN**

Our club developed print ads and social media graphics to showcase our project and its impact, and to inspire others to work with us on other community projects. We are planning to find media placements for our print ads and have been using the social media graphics on our Facebook page and club website. We also created posters showcasing our campaign examples and shared them at the Rotary Institute in Kobe, Japan convened by Director Miki.

OUR PEOPLE OF ACTION CAMPAIGN: SOCIAL & PRINT ADS





**PEOPLE OF ACTION: WHO WE ARE**

**Club:** Rotary Club of Cheonan-Dosol

**Location:** Chungcheongnam, Korea

**Project:** Rose of Sharon planting to promote peace

**Status:** Complete

**OUR COMMUNITY'S CHALLENGE**

Since the division of Korea in 1945, Koreans have been longing for peace. As the hope for unity continues, we must promote peace and inspire others to do the same, near and far.

**HOW WE TOOK ACTION**

Our club and other Rotarians in the area of Cheonan came together to promote peace at the Independence Hall of Korea, a history museum. We did this by planting mugunghwa bulbs in the museum's Garden of Unification Desire, which is a public place dedicated to promoting the peaceful reunification of Korea.

These bulbs will one day grow into beautiful mugunghwa flowers, also known as the “rose of Sharon.” The mugunghwa is the national flower of Korea and a symbol for peace. By planting these flowers, we hope to promote a more peaceful world and inspire visitors to do the same, no matter where they call home.

**USING THE CAMPAIGN**

We used photographs from our project to create print ads and social media images. This was the most effective (and economical) way to promote our message of peace and unity in Korea. We hope to share these ads and images through other media channels wherever opportunities arise.



OUR PEOPLE OF ACTION CAMPAIGN: SOCIAL & PRINT ADS







*Rotary volunteers serve meals and interact with residents of Light and Life Senior Home.*

## PEOPLE OF ACTION: WHO WE ARE

**Club:** Rotary Club of Curitiba-Cidade Industrial

**Location:** Paraná, Brazil

**Project:** Improving Life for Residents at Light and Life Senior Home

**Status:** Ongoing

## OUR COMMUNITY'S CHALLENGE

Senior citizens with low-income and special needs lack proper care due to minimal resources and familial support. Many families leave the area to find work or can't afford to care for their loved ones, so the elderly must rely on a local senior home for personal care and housing. Unfortunately, due to a lack of funding, the Light and Life Senior Home is limited to what it can offer each resident; leaving most of them feeling lonely – lacking one of humanity's most basic need: social interaction.

## HOW WE TOOK ACTION

After learning about this issue, our club members were inspired to make a difference in the lives of the seniors, as well as the place they call home. We began volunteering at the senior home to provide assistance wherever it was needed; making small repairs to maintain the property, serve meals, and interact with the residents.

This project quickly became a regular routine thanks to the relationships we've built with the residents and staff. We now host on-site events during holidays like Mother's Day, Father's Day, and Christmas. Whether it's sharing a meal, having a conversation or showing affection with a hug, we're happy to give the residents a reason to smile again.

## USING THE CAMPAIGN

Our club created print and social media ads using photos that highlight our interactions with the residents. We felt these type of assets can relate to those who are capable of offering community service. We also placed the print ads in our regional magazine, Rotario Brasil, and held a People of Action week, calling for more submissions of club examples of People of Action stories and ads.



OUR PEOPLE OF ACTION CAMPAIGN: SOCIAL & PRINT ADS

