

ROTARY DISTRICT 5000
Awards Submissions Checklist for 2016-2017
Items Due by March 31, 2017

Rotary Club of: Kihei
Wailea

Club Division: ___ Large Club ___X_ Medium Club ___ Small Club

Award Category: Public Relations/Image

Check for each item completed:

- X Club has a public relations committee
- X Club has a budget for public relations
- X Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
- X Traditional Media outreach resulted in coverage, as detailed in the narrative
- X Club has a regularly updated Website (at least once a month) URL
Mauirotary.org_RCKW.org_____
- X Club lists all service projects on Rotary Showcase
- X Club posts or prints a Newsletter ___X_ each week, ___ each month, ___ other: _____
- X Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL _____https://www.facebook.com/Rotary-club-of-Kihei-Wailea-276278484495_____)
 - X Twitter (Account name ___https://twitter.com/RCKiheiWailea_____)
 - X LinkedIn (Account name _____www.linkedin.com/groups/2811782/profile_____)
 - Other (_____, account name or URL _____)
- X Club members have Rotary work shirts or tees to enhance visibility at projects and events
- X Club held a meeting or training session to teach members how to tell the Rotary story (Date _____10/12/2016___, # of people attending _6_____)
- X Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
- X Other (describe in narrative)

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½” x11” page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative follows: ___X_ Yes ___ No

Submission Deadline: 31 March 2017

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Public Relations

Our principle public image medium is our website, <http://mauirotary.org> (or www.rckw.org), which is a Club Runner site linked vertically with the District 5000 website and RI. Most prominent on our website is our Newsletter Archive (<https://portal.clubrunner.ca/2162/SitePage/newsletter-archive>) where visitors can see speakers, announcements, Happy Dollars for members news, menus, and much more. This, and our Facebook page, are the best public image promotion for our Club. The newsletter is full of information about our Club meetings, with photos of our speakers, Club members donating Happy Dollars, and Club members and Friends of Rotary at community projects. On our homepage, we have upcoming speakers and events. The website is our hub, linked to District 5000 and all of our social media sites. Our main social media sites are our Facebook page <https://www.facebook.com/Rotary-Club-of-Kihei-Wailea-276278484495/> and our Twitter site <https://twitter.com/RCKiheiWailea>. Our Facebook page reaches an average of 500 people weekly and also shares posts with the Rotary Clubs of Maui site <https://www.facebook.com/rotaryclubsofmaui/> and the District 5000 site. We also share and link to Facebook and Twitter sites run by members who are active in the Rotary world, and of course we follow all of the District 5000 leaders and all of the islands Rotary Clubs. It is not unusual for some of our members to have people walk up at the Rotary International Convention and say, “hey, I know you, we’re are friends on Facebook,” or “I love your tweets on your international projects.”

Of course, we also promote the Club in traditional media. Our most recent Maui Now article covered our “read aloud” at Kihei Elementary School “Seven Rotary Maui Clubs Bring Dr. Seuss’ Birthday to Thousands of Students” (March 17). Perhaps the most gratifying news event was an op-ed by Maui Council Member Don Guzman in the Maui News (February 12), entitled “Saving Lives on Our Beaches, Healthy Living with Greenways,” on our Rescue Tube Project in Kihei: “I applaud the Rotary Club of Kihei-Wailea for its leadership, service to others, and standing out as a stellar example of community collaboration.” We are blessed to have a great Rotarian, Debra Lordan, as the editor of Maui Now. Debra is very good at keeping Maui Rotary in the news. As in the Dr. Seuss article, our preferred approach to Public Image is to promote Rotary on Maui—our Maui Food Bank drives and Polio Day drive were island-wide events, and our approach to PR means that we have wider coverage and a bigger impact in the news.

On Maui, banners are an effective way to publicize our projects and our presence at community events. We have over a dozen banners for each of the events that we participate in on a recurring basis. We use 4 X 8 banners at both entrances of Kihei Safeway during our holiday and spring food drives for the Maui Food Bank and our Polio Day drive—the Kihei Safeway at the Pi’ilani Center is one of the main gateways to South Maui. The banners also show up very nicely in news coverage and on social media. We use banners at all public events, including our annual School Supply Drive, our Kihei 4th Friday booth at Azeka Shopping Center, and the Whale Day parade in February. We also have a general purpose banner “Another Community Service Project of the Rotary Club of Kihei-Wailea” goes up whenever we are out in the community.

Our best Public Image assets are individual members out in the community doing hands on projects and bringing Rotary into their work. During the current Rotary year, we have been wearing our PolioPlus shirts (branded for the Club of course) for most of our outside events. We received an amazing response to our Polio Day drive at Kihei Safeway, and the PolioPlus T-shirts and other events keep Rotary “front-of-mind.” Our involvement with local schools and the Kihei Youth Center, as well as our recent Rescue Tube Project have not only received a strong media response, but are also acting as a magnet for interest in joining Rotary. Recent new members have explicitly cited our Maui Food Bank and elementary and middle school projects as the reason they were interested in joining the Club. The recurring projects are their own best PR—the word gets out in our small community.

ROTARY DISTRICT 5000
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Rotary Club of: West Honolulu

Club Division: Large Club Medium Club Small Club

Award Category: **Public Relations/Image**

Check for each item completed:

Club has a public relations committee YES

Club has a budget for public relations

Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)

Traditional Media outreach resulted in coverage, as detailed in the narrative YES

Club has a regularly updated Website (at least once a month) URL

Club lists all service projects on Rotary Showcase

Club posts or prints a Newsletter each week, each month, other: _____

Club utilizes social media to communicate with members and non-Rotarians

Facebook (URL YES _____)

Twitter (Account name _____)

LinkedIn (Account name _____)

Other (_____, account name or URL _____)

Club members have Rotary work shirts or tees to enhance visibility at projects and events YES

Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)

Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)

Other (describe in narrative)

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Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative follows: Yes No

Submission Deadline: 31 March 2017

Annually, the club recognizes an individual of Hawaiian ancestry whose accomplishments and life have portrayed high achievements. The award, which is presented at a banquet, is named after David Malo whose accomplishments and life exemplify the ideal of high achievement and community service. John Berger, journalist and columnist for the Star-Advertiser, provides news coverage of the recipient. The "Paina" section in Midweek also publishes the David Malo Award banquet with photos of the honoree and various members of the club and guests.

The PR co-chair publishes the club directory with photos, anniversary booklet, programs for the club installation and David Malo event. All club members recently received navy blue collared shirts with Rotary logo on the sleeve, and the "Aloha Tower" club logo on the front. Club members wear the Rotary club shirts at community services, international conferences, and Goodwill tour to sister clubs in Taipei and Hong Kong, as well as to China for an international service project.

The club newsletter is sent to speakers as well as guests from out of state. Their photos are often featured in the newsletters.

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Awards Submissions Checklist for 2016-2017
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Rotary Club of: Pearlridge

Club Division: Large Club X Medium Club Small Club

Award Category: Public Relations/Image

Check for each item completed:

- Club has a public relations committee
- Club has a budget for public relations
- Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
- Traditional Media outreach resulted in coverage, as detailed in the narrative
- Club has a regularly updated Website (at least once a month) URL _____
- Club lists all service projects on Rotary Showcase
- Club posts or prints a Newsletter each week, each month, other: 2-4 newsletters a month distributed to members via e-mail distribution _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL _____)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- Club members have Rotary work shirts or tees to enhance visibility at projects and events
- Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
- Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
- Other (describe in narrative)

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

A narrative follows: Yes X No

Submission Deadline: 31 March 2017

ROTARY DISTRICT 5000
Awards Submissions Checklist for 2016-2017
Items Due by March 31, 2017

Rotary Club of: Lahaina

Club Division: ___ Large Club X Medium Club ___ Small Club

Award Category: Public Relations/Image

Check for each item completed:

- Club has a public relations committee
- Club has a budget for public relations
- Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
- Traditional Media outreach resulted in coverage, as detailed in the narrative
- Club has a regularly updated Website (at least once a month) URL _____
- Club lists all service projects on Rotary Showcase
- Club posts or prints a Newsletter ___ each week, ___ each month, ___ other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL <https://www.facebook.com/RotaryClubofLahaina/> ___)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- Club members have Rotary work shirts or tees to enhance visibility at projects and events
- Club held a meeting or training session to teach members how to tell the Rotary story (Date _____, # of people attending _____)
- Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
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A narrative follows: X Yes ___ No

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For the 2016 – 2017 Rotary year, our club has focused on developing a strong online presence, including Social Media, cloud-based sharing of information, and revitalizing our club website.

Rather than spread our brand thinly among many social media sites, we've decided to focus specifically on building a Facebook following for this Rotary year. This is based on demographics of age and gender. Nationally, 77% of female internet users subscribe to Facebook and 66% of all male internet users do, as well. The age demographic, however, is the strongest selling point. Regarding online users: in the 18 – 29 age group, 82% has a Facebook account, in the 30 – 49 group it's 79% and in the 50 and older group, it's 56%.

We use our Facebook page in the following ways-

1. We list each weekly meeting as an "event" – featuring a photo of the guest speaker or group they represent, include relevant data, including "all are welcome." We then invite our Facebook friends to the event and share it on our own pages. We invite our friends to do the same.
2. With their permission, we take a camera phone photo of our visitors and guests, give them a card with our email, website and Facebook address on it, and invite them to check in a few days to see their photo.
3. Of course we take photos of our events, tagging the members in the photos, so that the post will appear on their page as well. (of course, this is always with permission)
4. We photograph our guest speakers and post with a thank you to them.
5. We've experimented with purchased Facebook ads for targeted events, but do not have sufficient statistics regarding the effectiveness as of yet.

The cards are a key point, as this is a way to direct folks back to our site.

We have also revitalized our website this year. However, we find that there are so many options on a Club Runner site that we choose to keep it simple: Photos of events (past and coming up), list of speakers, facts about our club (officers, meeting place and time, etc.) and an occasional PayPal button for purchasing event tickets.

At each site – Facebook and our website – there is an option for more information, which directs the inquiry to our email, and receives a follow up response from the secretary or president that same day, or next morning.

Our club has submitted two articles to our local free neighborhood publication and has submitted an ongoing meeting information to the calendar section of our larger newspaper. Thus far, we have gotten a larger response to the social media efforts.

Additionally, we submit our event PSAs to our local radio station with a personal note to the various radio personalities, and follow up with a thank you note. This year we have five announcers, representing three diverse stations, who are very generous in reading our PSAs on air. To encourage this, we keep them short (30 second read time) so they can easily be dropped in to fill air space.

Taking DG Clint's lead, we use Dropbox in a number of ways. The most useful is for scheduling weekly speakers, as it prevents duplication. We use Word for this purpose and have also forwarded it as a document, to our other island clubs, for guest speaker suggestions.