

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

Rotary Club of: Windward Oahu Sunrise
Club Division: **Large Club** X **Medium Club** **Small Club**

Narrative: Public Image

Social Media Presence:

Windward Sunrise Rotarians have a robust, attractive, and lively social media and online presence which was strongly established in 2019-2020 and has continued to be maintained during the 2020-2021 year. We are one of the top clubs in District 5000 for relevant, on-trend posts via Instagram (and IG stories), Facebook (and FB stories), Twitter, Website Blog, LinkedIn, and YouTube. Each post is eye-catching, enthusiastic, and inviting to all Rotarians and non-Rotarian community members. When attending/hosting service events, we immediately send pictures and information to our Public Image committee, such that our social media is updated in real time.

Publications/News:

Our Club was interviewed for Kailua's Mid-Week newspaper and was also featured in Kailua Beach Neighbors when the Herrmann family was interviewed.

Branding:

Club members are attentive to branding and wear Rotary shirts when volunteering, as well as bring banners/signs when hosting service projects.

Our Club president purchased Rotary face masks for all members and has also shared some of these masks with members of our Windward Hui.

Our Club makes a concerted effort to represent Rotary wherever we go! Many of us wear Rotary attire, even on days when we are not having a Club meeting or service projects.

Goals:

We are seeking to make Rotary more visible within the community, even by name/brand recognition, in addition to our service endeavors.

It is our goal that by our words, our actions, and our presence, those around us see that to be a Rotarian means "Service above Self" – and with a SMILE! :)

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of:
Club Division:

Upcountry Maui
 Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL upcountryrotary.org
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter each week, each month, other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL Facebook.com/upcountrymauirotary)
 - Instagram (Account name Instagram.com/rcu.maui)
 - Twitter (Account name twitter.com/RotaryUpcountry)
 - LinkedIn (Account name linkedin.com/company/rcu)
 - Other (_____, account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

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 is provided: Yes No

Submission Deadline: March 31, 2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of Upcountry Maui (Medium Club)

The Rotary Club of Upcountry Maui has been noted in the media with our tree digging and Giggle Hill projects. Here is a video of one of our tree digging days:

https://fb.watch/4B7Jt_0y1v/ and here is the news article for Giggle Hill:

<https://www.mauinews.com/news/local-news/2020/11/keeping-up-kalakupua/>

We publicize our meetings and Skills Workshops on all social media platforms. We have Facebook, Instagram, Twitter and LinkedIn. The URLs are all listed on the checklist form as requested. We also reach out the Maui News when we do our service projects like e-cycle and tree cycle.

We continue to post information about HRYF, Rotary events locally and globally and local businesses when they have exciting information or needs to be shared. We also try to get these local businesses to come present at our club so that our members can get more involved.

Poipu Beach

Public Image

Anyone who looks at the websites of clubs in our District easily recognizes and references our site as a leader. Our public image team is very active in keeping the site up to date, plus posting information to Facebook, Instagram, and Twitter.

Our content is in compliance with Rotary's current branding.

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Kapolei
Club Division: Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public. **YES**
- Club has a regularly updated Website (at least once a month) URL Kapoleirotary.com
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template **YES**
- Club posts or prints a Newsletter each week, each month, other:
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL Rotary Club of Kapolei)
 - Instagram (Account name Kapoleirotary)
 - Twitter (Account name)
 - LinkedIn (Account name)
 - Other (, account name or URL)
- Club utilizes banners or flyers to enhance visibility at projects and events **YES**
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos. **YES**
- Club posts engaging content. **YES**
- Committee Chair completed a related courses on rotary.org's Learning Center

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 is provided: Yes No

Submission Deadline: March 31, 2021