

Rotary Club of: East Honolulu

Club Division: Large Club X Medium Club Small Club

Award Category: Public Relations/Image

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL <u>rotaryclubeasthonolulu.org</u>
<input type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input type="checkbox"/>	Club posts or prints a Newsletter <u> </u> each week, <u> </u> each month, <u> </u> other: <u> </u>
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
<input type="checkbox"/>	Facebook (URL_ <u>https://www.facebook.com/RCOEH/</u> <u> </u>)
<input type="checkbox"/>	Twitter (Account name <u> </u>)
<input type="checkbox"/>	LinkedIn (Account name <u> </u>)
<input type="checkbox"/>	Other (<u> </u> , account name or URL <u> </u>)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date <u>10/16/17</u> , # of people attending <u>21</u>)
<input type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input type="checkbox"/>	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 2018

Public Image Narrative for Rotary Club of East Honolulu

The Rotary Club of East Honolulu had some success this year in reaching out to the community at large. We hosted and sponsored two community events so far this year.

The first being in early July of 2017. We co-sponsored the East Oahu Disaster Preparedness Fair held at Kahala Mall. The event had over 50 booths to help explain what disaster preparedness means. Partnered with the City & County of Honolulu and other groups from Red Cross to Salvation Army, we were able to impact thousands in one day. KITV news and KHON2 was contacted and they each brought cameras and a reporter. Coverage was on TV the evening of the event. RCEH also received a proclamation from the Mayor for our work in the community. The next fair is in the planning stages now.

The second event that garnered media coverage was the Jingle and Mingle Toy Drive. This event started as a small toy drive for Toys for Tots 4 years ago. This past year, we changed venue to an East Honolulu restaurant and had over 300 attendees bringing toys to support HUGS Hawaii. They collected over 320 toys for kids that are suffering terminal diseases. The event itself had support from Clear Channel/iHeart with door prize donations and social media mentions by on air talent to drive community attendance. Midweek sent a photographer that added pictures online and in print in the Midweek. RCEH members were present and so were some PDG's. Several members of the Senate and Representatives also attended. From the event RCEH gained 2 new members to the club and was able to support a local non-profit.

Rotary Club of: Kahala Sunrise

Club Division: ☐ Large Club ☒ Medium Club ☐ Small Club

Award Category: Public Relations/Image

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL <u>kahalasunriserotary.org</u>
<input checked="" type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, <input type="checkbox"/> other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	<input checked="" type="checkbox"/> Facebook (URL <u>www.facebook.com/RotaryKahala</u>)
	<input type="checkbox"/> Twitter (Account name <u>did not seem appropriate for fo</u>)
	<input type="checkbox"/> LinkedIn (Account name _____)
	<input checked="" type="checkbox"/> Other (<u>Instagram</u> , account name or URL <u>@rotarykahala</u>)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date <u>3/21/18</u> , # of people attending <u>22</u>)
<input checked="" type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input checked="" type="checkbox"/>	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 ☐ No

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of

Kahala Sunrise

Website:

In July of 2017 the Rotary Club of Kahala Sunrise (ROCKS) launched a complete redesign of its club website. This marks the first major overhaul in the past 10 years. The redesign's goal was to create a fresh look that would be more easily navigable while maintaining easy access to information regarding the club and rotary in general. Featured heavily on the new design is a summary video of ROCKS service projects over the past year, not only to celebrate the service of our members but also to give visitors a way to see how rotary positively impacts our communities. Behind the scenes the ROCKS website redesign also incorporated new search engine optimizations, a refreshed club bulletin design, and subdomains for more direct and professional linkage for projects (ex. <http://scholarships.kahalasunriserotary.org/>). Our website (<http://kahalasunriserotary.org/>) was recently updated, optimized, and modernized to benefit from search engine optimization (SEO). It's updated weekly with any new information and this also includes the Rotary Showcase where our community service projects are also listed.

Public Relations/Image Narrative:

For the 2017-2018, the club continued with an aggressive Advertising and PR campaign from the previous year with three primary objectives in mind:

- Continue to build awareness of the club and strengthen the brand recognition in the public eye.
- Increase the visibility of RoCKS events.
- Convert social community and public relations efforts into funding for the club.

Several steps are in place to reach our objectives, which continue to be ongoing. First, at the beginning of the year, it was decided by the board to put together a marketing committee and set aside a marketing budget for advertising and public relations efforts to promote the club and its activities.

We have also become consistent and systematic in sending out calendar releases & traditional press releases for all newsworthy events to the media. This includes securing calendar placement in public forums for Midweek, Yelp, Facebook, KIKU-TV, Honolulu Magazine and Frolic Hawaii. The committee's efforts have resulted in coverage in several mediums throughout the years such as Midweek (Page 30: <http://bit.ly/RoCKS-Midweek>), Yelp (<http://bit.ly/80Yelp>), and Honolulu Magazine (<http://bit.ly/HonMag1>). Like last year, we anticipate Midweek will be attending our annual Murder Mystery dinner fundraiser and showcasing us in their Paina section (<http://bit.ly/RoCKS-MM>).

To reinforce our public service messages that are sent out via the websites and through traditional means of media, the marketing committee also utilizes a combination of other vehicles to further connect with our members and to non-Rotarians.

- RoCKS brochure: A brochure made specifically for RoCKS was developed to be passed out to prospective members and at club events to educate those unfamiliar with Rotary and how the club supports the community.
- Flyers and posters: Prior to the club's larger events and activities, flyers are emailed or printed and passed over to the public to increase their participation.
- Facebook: The RoCKS Facebook page was established in early 2016 and serves as a platform to highlight the club's activities, communicate upcoming events, prospect new members and as an advertising vehicle. With the allocated budget that the club has set aside, Facebook ads are created to promote the visibility of the club, its activities, and to invite the public's participation in the club's events.
- Instagram: The app is growing immensely and is a great visual platform to display the club's activities. Similar to Facebook, RoCKS also utilizes it for advertising and digital storytelling.

We post new updates on Facebook & Instagram at least every other day. We are very diligent, and it has promoted our brand and club tremendously. People ask us everyday what we do and how they can get involved.

Lastly, at every RoCKS community event, our members wear their RoCKS Rotary work shirts to further enhance the visibility of the club and for Rotary in general. Members are also rewarded for wearing their Rotary pins outside of meetings by receiving their very own 4 Way Test refrigerator magnet and Make a Difference theme pin to give to a friend or family member for even more visibility.

Rotary Club of: Kapolei Sunset

Club Division: ☐ Large Club ☒ Medium Club ☐ Small Club

Award Category: Public Relations/Image

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) URL sites.google.com/site/rotaryclubofkapoleisunset/home
<input type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input checked="" type="checkbox"/> each week, <input type="checkbox"/> each month, ___ other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
<input type="checkbox"/>	X Facebook (URL https://www.facebook.com/KapoleiSunsetRotary/)
<input type="checkbox"/>	X Twitter (Account name https://twitter.com/Rotary96707PM)
<input type="checkbox"/>	X LinkedIn (Account name https://www.linkedin.com/in/rotary-club-kapolei-sunset-359218131)
<input type="checkbox"/>	X Other (<u>Instagram</u> , account name or URL https://www.instagram.com/KapoleiSunsetRotary)
<input checked="" type="checkbox"/>	Club members have Rotary work shirts or tees to enhance visibility at projects and events
<input checked="" type="checkbox"/>	Club held a meeting or training session to teach members how to tell the Rotary story (Date <u>10/23/17</u> , # of people attending <u>12</u>)
<input checked="" type="checkbox"/>	Club members rewarded for wearing the Rotary pin outside of meetings (Please describe in narrative)
<input checked="" type="checkbox"/>	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 ☐ No

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of Kapolei Sunset

1. PI committee in place with annual plan. Pictures taken at bi-weekly by member photographer and posted on our website, Facebook, Twitter and LinkedIn, along with related stories; resulting in bringing a new member to us, along with a half a dozen visiting Rotarians and increased public image of Rotary.
2. Public image funds provided for a banner, public image software and website fees.
3. 30+ press releases provided to traditional media; the Honolulu Star Advertiser and the West Oahu Voice resulting in 30 + stories providing Oahu wide knowledge of our club & Rotary.
4. 30+ articles and photos provided to the KoOlina Social Page, Our Place of Joy newsletter and the KoOlina Beach and Sport Club Newsletters, resulting in dozens of online media posts to both member and nonmember audiences; as well as in our two newest members joining our club!
5. 6 press releases about project workdays and club fundraisers provided to legislators Kimberly Marcos Pine and Sharon Har and published in their virtual newsletters to the Kapolei community at large.
6. Club Google website provides meeting and service project information, board documents, a club calendar, and photos of events; creating a welcoming, searchable presence for the public and members.
7. RCKS Update e-newsletter sent out 48 times, using MailChimp, a web-based tool that integrates newsletter content into the email, enhancing members ' positive image of our club and of Rotary.
8. 2-3 posts published per week on Facebook website, including project photos and upcoming meeting information designed to invite nonmembers and visiting Rotarians, as well as inform our own members.
9. Club photos uploaded to GooglePhotos albums online and shared with members who add their own photos, resulting in shared albums archived for year-end use in celebration multi-media show. Enhanced public image and awareness of Rotary by posting these albums for external audiences on our social media sites.
10. Web tools used: Evite to advertise and organize social gatherings like our Oktoberfest and Holiday Party, creating a professional public image with our members; EventBrite to advertise Rotaritaville cruise and to purchase tickets, resulting in half our ticket sales being from non-members who then cruised and learned about Rotary; and 32auctions software to create a professional looking online silent auction and to solicit bids from both members and the general public.
11. Members wear Rotarians At Work shirts worn when doing community service; Rotary caps when picking up garbage during Adopt A Highway; officers wear lanyards with pins; members encouraged to wear Rotary pin every day. Public image is enhanced as hundreds of members of the public see us.
12. Logos downloaded from Rotary Brand Center and District 5000, i.e. Making A Difference theme, Navigating for Change theme and our RCKS logo. Increased public image and awareness of Rotary by using these logos in communications.
13. HDOT Highways named RCKS Oahu District ' s Fourth Quarter 2017 Adopt-A-Highway Champions, with a story in their online publication.
<http://www.stormwaterhawaii.com/latest-news/adopt-a-highway-champs/dot-hwys-oahus-q4-2017-adopt-a-highway-champions/>

Rotary Club of: Kona Mauka

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 _____
	Club lists all service projects on Rotary Showcase
X	Club posts or prints a Newsletter __ each week, __X_ each month, __ other: _____
X	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL _Rotary Club of Kona Mauka_)
	Twitter (Account name _____)
	LinkedIn (Account name _____)
	Other (_____, account name or URL_____)
X	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: **X** **Yes** **No**

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of Kona Mauka

- Submit weekly press release announcing speakers. A paragraph explaining Rotary is included.
- • ‘Rotarians at Work’ t-shirts are worn at all work projects and when we act as safety marshals at the Christmas and King Kamehameha parades.
- • The website is updated monthly.
- • Had a feature article highlighting our upcoming Valentine Wine Tasting fundraiser in the At Home insert in the local newspaper. This is a high-end monthly insert that is included in the newspaper.
- • Our fundraiser was included in all online community calendars
- • Monthly newsletter gets sent to club members, those at district level, visiting Rotarians, community leaders and some former GSE leaders.
- • Did radio spots, announcing our club’s Valentine’s Wine Tasting fundraiser
- • Printed a large ‘Mahalo’ ad in the newspaper to thank all our sponsors and supporters of our Valentines Wine Tasting fundraiser.
- • Club members are encouraged to wear their Rotary pins throughout the week. It is a wonderful way to show our pride in Rotary, connect with other Rotarians, and open the conversation about Rotary with those who ask about the pin. We had a feature article in our newsletter that also highlighted pictures of members who wear their pin.
- • Club has had numerous mentions in the newspaper throughout the year.
- • We have had many dynamic speakers who generate interest from local reporters.
- • We have a very organized Speakers’ Program. Our speakers are scheduled at least 2 months in advance. Rotary Club of Kona Mauka is known for having quality speakers

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Rotary Club of:

Lahaina Sunrise

Club Division:

☐

Large Club

☐

Medium Club

☒

Small Club

MEDIUM CLUB

Award Category: Public Relations/Image

Check for each item completed:

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

☐

No

Submission Deadline: 31 March 2018

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Public Image Narrative for Rotary Club of Lahiana Sunrise

We have a strong presence in the local newspaper with monthly half page information with pictures. Our club highlights upcoming speakers, any projects completed or planned and invites anyone to attend our meetings with time and place announced.

There is a current Facebook page for our club which is updated weekly at each meeting and at every opportunity. We show our speakers, any visitors with banners to exchange and fun projects we have participated in. Our website lists speakers, all of our offices, has a message from the president and lists projects upcoming and already completed.

At every opportunity we wear our Rotarians at Work bright yellow or blue T shirts.

Members are encouraged to bring friends and relatives to our weekly meetings, speakers are invited back to our meetings as well.

We are active and visible to the community by participating in the Halloween Keiki parade, the Christmas parade and manning a rest station at a local marathon

Our members are encouraged to display our club's banner at their work place and to be ready with their Rotary Moment to share.

Rotary Club of: _____

Club Division: ___ Large Club ___ 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 _____)
	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 ___ No

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of

Rotary Club of: POIPU BEACH

Club Division: Large Club ☒ Medium Club ☐ Small Club

Award Category: Public Relations/Image

Check for each item completed:

<input checked="" type="checkbox"/>	Club has a public relations committee
<input checked="" type="checkbox"/>	Club has a budget for public relations
<input checked="" type="checkbox"/>	Club has submitted at least 2 news releases to traditional media this year (Please describe in narrative)
<input checked="" type="checkbox"/>	Traditional Media outreach resulted in coverage, as detailed in the narrative
<input checked="" type="checkbox"/>	Club has a regularly updated Website (at least once a month) www.poipurotary.org
	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input type="checkbox"/> each week, <input checked="" type="checkbox"/> each month, <input type="checkbox"/> other: _____
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL facebook.com/poipurotary)
	Twitter (Account name _____)
	LinkedIn (Account name _____)
	Other Rotary Club of Poipu Beach app
<input checked="" type="checkbox"/>	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 ☐ No

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of POIPU BEACH

Press releases are submitted on a regular basis following community services activities and large events.

Recent coverage resulting from our news releases and press contacts include:

12/16/17 coverage in The Garden Island Newspaper on our Kids Christmas project where we provided a hot meal, movie, and Christmas presents to 100 youth participants with Child and Family Services.

Recent coverage included a 3/2/18 pre-event story in The Garden Island Newspaper to promote our annual fundraiser One Fine Evening and another March story where staff photographer attended a club meeting to cover a grant donation to Boys and Girls Club.

Our newsletter is well received and is sent each month by email and also promoted through our Facebook page and our RCPB mobile app.

Rotary Club of: Upcountry Maui

Club Division: ☐ Large Club ☒ Medium Club ☐ Small Club

Award Category: Public Relations/Image

Check for each item completed:

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

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of Upcountry Maui

We advertised our e-cycle and golf tournament in Maui Now and Maui News.

<http://mauinow.com/tag/ecycle-maui/> [http://www.mauinews.com/sports/local-](http://www.mauinews.com/sports/local-sports/2017/09/sports-bulletin-board-48)

[sports/2017/09/sports-bulletin-board-48](http://www.mauinews.com/sports/local-sports/2017/09/sports-bulletin-board-48) - We also used “nextdoor.com” to advertise the e-cycle and tree-cycle with great results.

Rotary Club of: Waianae Coast Rotary Club

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 _____
X	Club lists all service projects on Rotary Showcase
X	Club posts or prints a Newsletter ____ each week, _X_ each month, ____ other: _____
X	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL ____WaianaeCoastRotary.org_____)
	Twitter (Account name _____)
	LinkedIn (Account name _____)
	Other (_____, account name or URL_____)
X	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: X Yes No

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of Waianae Coast Rotary Club

The Waianae Coast Rotary Club (WCRC) has a very positive image here on the Westside of Oahu. From the minute you enter our “Westside” you are greeted by the “the Waianae Coast” sign at Kane Point (which was done by our club) with a new Rotary logo sign prominently displayed. Our annual Christmas parade, the second largest on Oahu, to the “96792 Pride” Amateur photo contest (over 150 photos submitted) and printing and sales of 1,200 calendars each year to our annual dictionary project (which serves eleven schools), our club is very visible to our community. One of our members is the editor of our community newspaper, *Westside Stories*, and she makes sure that we are featured prominently once a month with photos and stories of our various projects. We also have a monthly listing in their community calendar and have a direct link to our club’s website through their website (www.wsshawaii.com). WCRC has a bi-monthly Rotarian newsletter done by one of our members which is e-mailed to all our members and district officials as well as “snail mailed” to those who don’t use e-mail. Our website (www.waianecoastrotary.org) is updated as necessary and lists all our club activities and events. Our Facebook page, <https://www.facebook.com/The-Rotary-Club-of-the-Waianae-Coast-1434852983467991/> is updated weekly and features our guest speakers, upcoming events and club activities. Each of our speakers receive a current “96792 Pride” calendar and a WCRC pen so we can continue to get Rotary’s logo “out there.” Many of our members wear many hats and belong to other service groups/organizations and can network and partner with them to increase the image of WCRC and Rotary International. Our local high school, Wai’anae High has a nationally recognized *Searider Productions* department and they have printed our “Rotarians at Work” shirts as well as various WCRC banners for us for all our activities (Christmas parade, Veterans’ Day parade, etc.) so that not only WCRC but also Rotary International is always featured in our community. Our “96792 Pride” calendar committee has a booth at the Wai’anae Farmers’ Market each Saturday from approx. November 1 until December 31 where they not only sell our calendars, but “talk story” with community and visiting Rotarians about our club and activities of Rotary International complete with club brochures and Rotary information. All our media complies with the new Rotary logos and Rotary’s visual identity guideline.

Rotary Club of: Windward Oahu

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)
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 http://www.windwardrotary.com/
	Club lists all service projects on Rotary Showcase
	Club posts or prints a Newsletter <u> </u> each week, <u> </u> each month, <u> </u> other: <u> </u>
X	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL https://www.facebook.com/WindwardRotary/)
	Twitter (Account name <u> </u>)
	LinkedIn (Account name <u> </u>)
	Other (<u> </u> , account name or URL <u> </u>)
X	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 <u> </u> , # of people attending <u> </u>)
	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: x Yes No

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of Windward Oahu:

9/30/17: Completed Weinberg Project described above –Awarded \$10,000 to Kailua Senior Day Care to fund memberships for needy elders. Mentioned in local paper.