

Rotary Club of: Hickam Pearl Harbor

Club Division: Large Club Medium Club X 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) KITV and HAWAII NEWS NOW
	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 www.rotaryhph.org
	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <u> X </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 checked="" type="checkbox"/>	Facebook (URL www.facebook.com/rotaryhph)
<input checked="" type="checkbox"/>	Twitter (Account name twitter.com/rotary_hph)
	LinkedIn (Account name <u> </u>)
<input checked="" type="checkbox"/>	Other (Instagram, account name or URL Instagram.com/rotaryhph)
<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 1/25, # of people attending 9)
	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 Hickam Pearl Harbor

The Rotary Club of Hickam Pearl Harbor has a Public Relations and Image Committee headed by President-elect, Joshua Laguana. Through their website, RotaryHPH.org, and their social media accounts (Facebook and Instagram @RotaryHPH, Twitter @Rotary_HPH), rotarians and non-rotarians can keep up to date with club news, including regularly scheduled meetings, upcoming speakers, social events, service projects and other volunteer opportunities in the community.

When the Rotary Club of Hickam Pearl Harbor was chartered in March of 2017, one of the first actions taken by the board was to sign up for Clubrunner. The primary goal was to simplify the administrative tasks for membership and district reporting, but for President-elect Joshua, he saw it as an opportunity to create a brand for the club. The board established an annual budget of \$360 to pay for the subscription of Clubrunner and with the help of the Public Relations and Image Committee, they started a program to allow local organizations to advertise on the website. Through sponsorships, the HPH website will have an ongoing income flow to sustain its subscription cost.

To further the brand, Charter Member Amber Treziok designed a logo that could encapsulate the HPH culture, a club that consists of active duty, veterans, and non-military individuals that want to be of service the local community. The logo is of a Tiki-man holding a shield with symbols that represent each of the military branches. Charter Member Carole Reynolds took that logo to have it embroidered on polos for our members to wear when attending club or Rotary activities. Now you can see HPH Rotarians in the community with a unique logo that encompasses the culture of the club.

During the service project at Kalihi Elementary School for the Makerspace, the Public Relations and Image Committee had sent two news releases, one to KITV and one to Hawaii News Now. Unfortunately, due to the timing of the service project, neither news outlet was able to run the story. The story of the grand opening of the Ram's Club (Kalihi Elementary School's Makerspace) was later released on HPH's Facebook and Instagram accounts, as well as on the RotaryHPH.org website under Club Stories. Along with these online sites, HPH sends out a weekly newsletter to active, non-active, and potential members that provides details on upcoming meetings and events.

It is important for the members to be able to speak about Rotary and to share their story. On January 25th, the club had a meeting at Big Kahuna where members practiced how to describe why they joined Rotary. They were able to visit local businesses around the restaurant and introduce themselves and the Rotary Club of Hickam Pearl Harbor. The committee will continue its efforts to build a strong brand for the Rotary Club of Hickam Pearl Harbor to attract new members and retain the current members.

Rotary Club of: Lahaina 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 _____
<input type="checkbox"/>	Club lists all service projects on Rotary Showcase
<input checked="" type="checkbox"/>	Club posts or prints a Newsletter <input type="checkbox"/> each week, <input type="checkbox"/> each month, ___ other: <u>Quarterly</u>
<input checked="" type="checkbox"/>	Club utilizes social media to communicate with members and non-Rotarians
	Facebook (URL <u>www.rotarycluboflahainasunset.org</u>)
	Twitter (Account name <u>@SunsetRotary10</u>)
	LinkedIn (Account name _____)
	Other (<u>Instagram</u> , account name or URL <u>lahainasunsetrotary</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>9/5/17</u> , # of people attending <u>25</u>)
<input 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

Lahaina Sunset

Public Image Narrative for Rotary Club of

The Rotary Club of Lahaina Sunset has a Public Relations Director and two assistants and a comprehensive public relations plan in place. The overall strategy is to enhance the image and the visibility of the club on Maui, with emphasis on West Maui and to support the club's goals for service projects, membership development and fundraising.

MAUI NEWS: The Maui News is the only island-wide newspaper on Maui. To date since July 1st, 14 articles have been published in The Maui News about club activities and events. Such articles that also included photos are: "Lahaina Rotary Club Wins Award", "Rotary Club Awards GoGreen Scholarship", "Cruise will support student scholarship", "Kihei students conduct toy drive",

THE LAHAINA NEWS: This weekly publication is a long-running and influential paper which specifically serves the West Maui community. The Lahaina News has been instrumental in driving attention to the club. Visitors to the club throughout the year have noted that they read about the weekly speaker in the paper, which was the reason they attended a meeting. To date since July 1st, 31 articles have been published in The Lahaina News about club activities, speakers and events. Topics with larger coverage with photos have included: "Lahaina Sunset Rotary Club to host Friendraiser", "Three West Maui Rotary Clubs hold successful school supplies drives", "Rotary Club of Lahaina Sunset to award academic scholarship", Nevah Too Late to Perform at Rotary St. Patrick's Day Party", "Students collaborate with Lahaina Sunset Rotarians on Pennies for Polio Drive". Also, we have inducted 8 new members into our club and after each induction the Lahaina News has run a photo and biography of each newly inducted member. Also, the Lahaina News featured a number of editorials about our partnership with Malama Maui Nui and how the monthly "Go for the Green Recycling" program that we host has positively affected the West Maui community.

ROTARY SHIRTS: Orange "Rotary at Work" vests are worn by all members who work the monthly "Go for the Green" Recycling project held at the Lahaina Cannery Mall. At the event we provide each person entering the recycling area with a postcard that features our club meeting dates and information about the club. Now that our membership has grown by 8 new members with 3 more being inducted in the spring, new royal blue polo shirts have been designed featuring the Rotary masterbrand and our Club name. Currently orders are being placed by most members.

ELECTRONIC SILENT AUCTION: For the first time we worked with "32 Auctions" to electronically host our silent auction for our signature "Go for the Green Ballroom Bash". Over 100 items were featured four days before the event and bidding began immediately -- there were over \$5000 in bids prior to the date of the event. Any time a bidder placed a bid, he was notified if someone placed a higher bid. Bidding was fierce the final 30 minutes and the beauty of this process is that people who could not attend the event still could bid on items. Check out was simple with this process -- all items were paid for electronically and picked up in a very short period of time. No long lines and no paper and clipboards! Public relations wise, this was a good move so that more could see and bid on these items, which of course, added to our total silent auction income.

SOCIAL MEDIA: The club's social media presence is strong and includes a website:

www.rotarycluboflahainasunset.org, a Twitter account: @SunsetRotary10, a Facebook page: www.facebook.com/rotarycluboflahainasunset.org, and an Instagram account: lahainasunsetrotary. The website is updated regularly with press releases and speaker information. A tab on membership entitled "Join Us" has been used quite often. The site was also updated with the latest Rotary template for a fresh look. The Facebook page is updated after each meeting and/or event which features photos of events held.

Rotary Club of:

Mililani Sunrise

Club Division:

☐ Large Club☐ Medium Club☒ Small Club

Award Category: Public Relations/Image

Check for each item completed:

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<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 mililanisunriserotary.org
<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
<input checked="" type="checkbox"/>	X Facebook (URL <u>http://www.facebook.com/MililaniRotary</u>)
<input checked="" type="checkbox"/>	X Twitter (Account name <u>@Mililani_Rotary</u>)
<input checked="" type="checkbox"/>	X LinkedIn (Account name <u>Rotary Club of Mililani Sunrise</u>)
<input type="checkbox"/>	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 _____)
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A narrative follows: ☒ Yes ☒ No

Submission Deadline: 31 March 2018

Public Image Narrative for Rotary Club of Mililani Sunrise

Public Image has been a very challenging area with our Rotary club. We have finally been successful in having the neighborhood paper in MidWeek announce the speakers in their weekly paper. We have been successful in telling our Keiki Vision story and have it published in the neighborhood paper.

We are very visible to the community whenever we do projects because hang our banner, make signs and do whatever it takes to draw attention to what we do. We know that this is not enough. After our weekly meetings, pictures are posted on Facebook featuring our speakers.

This is an area that we need to do a better job.