

## ROTARY DISTRICT 5000

### Awards Submissions Checklist for 2016-2017

### Items Due by March 31, 2017

Rotary Club of:

Hawaii Kas

**Club Division:**

**Large Club**

### Medium Club

~~X~~ 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 ( Debs, account name or URL midweek )
- ☒ 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 2017**

**ROTARY DISTRICT 5000**

*Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

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

As we grow, this area will be addressed. We have just had a member join, who is a member of the Hawaii News Now team. One of our members will be doing newsletters etc. We will become more active on Facebook.

In other words, watch out Rotary world, here we come and more to come

We did have coverage on the news, both at 6:00 PM and 10:00 Pm for our Ducky dash. Our top winner was a fellow named "Donald" and his email address is [duck@yahoo.com](mailto:duck@yahoo.com).

Our club had excellent coverage in Midweek, with several articles, both before and after our event.

There was also TV coverage of our participation in the Heiau clean up

And our great new president, was interviewed on Olelo , at length

Not bad for a little club that went down to six members.

**ROTARY DISTRICT 5000**

*Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

Rotary Club of: Windward Oahu

**Club Division:**          Large Club          Medium Club        X   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  
www.windwardrotary.org
- ☐ Club lists all service projects on Rotary Showcase
- ☒ Club posts or prints a Newsletter     each week,   X   each month,     other:
- ☒ Club utilizes social media to communicate with members and non-Rotarians
  - ☒ Facebook (URL https://www.facebook.com/WindwardRotary/\_)
  - ☐ 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:**      X   Yes          No

**Submission Deadline: 31 March 2017**

**Public Relations/ Image:**

1. Newspaper Post of our International Vocational Student Exchange in Midweek and shared the story at other Rotary clubs.
2. Magazine spread of our Sherwood Forest Beach Clean-up in Kailua Beach Neighbors. The magazine article also mentioned Toys for Tots and our Meals on Wheels deliveries since 1989.
3. Advertised the Shrimp Pa'ina fundraiser on the D5000 Website and at Windward Community College and to several D5000 clubs.

### ***Awards Submissions Checklist for 2016-2017 Items Due by March 31, 2017***

**Club Division:**                      **Large Club**                      **Medium Club**                      **X Small Club**

**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)

**A narrative follows:**   X   Yes        No

**Submission Deadline: 31 March 2017**

## **Public Relations/Image 2016-2017 Rotary Club of West Pearl Harbor**

The Rotary Club of West Pearl Harbor is a small club which has selflessly offered community and international service for over 46 years. On May 7, 2017, the club will celebrate its 47<sup>th</sup> birthday.

This past Rotary year has been especially rewarding in the Public Relations/Image arena for the club, beginning with the induction of four new members – three female and one male. This has strengthened the image of our Rotary club, because it shows diversity and has the potential to capture a wider range of age demographics in our community.

The Rotary Club of West Pearl Harbor distributes an online newsletter of weekly meetings to its members. In addition, announcements of guest speakers and activities have been printed weekly in the calendar of West Oahu Voice – an insert in Midweek. Color photos with captions have been printed in West Oahu Voice six times:

1. July 2016 Photo of president transition from Linda Parsons to Sharon Amano
2. August 2016 Photo of Sharon Amano and Sonya Mendez promoting the club's dictionary fundraiser
3. November 2016 Photo of DG Clint Schroeder and AG Christina Enoka with the club's seven Polio Champions
4. December 2016 Photo of Sharon Amano presenting a koa paddle to sister club president Takashi Noguchi from the Rotary Club of Kanagawa, Japan
5. February 2017 DGE Nalani Flinn and guest speaker Natalie Nimmer displaying Marshallese artwork
6. April 2017 Photo of Sharon Amano, talent show judges, and winners of "Waipahu's Got Talent" – the club's annual scholarship fundraiser

During the club's dictionary fundraiser in August 2016, press releases were posted on the following online calendars and social media accounts:

[Hawaiieventsonline.com](http://Hawaiieventsonline.com), [hnlnow.com](http://hnlnow.com), [eventbrite.com](http://eventbrite.com), [honolulumagazine.com](http://honolulumagazine.com), [tgif@staradvertiser.com](mailto:tgif@staradvertiser.com), [honolulufamilycalendar.com](http://honolulufamilycalendar.com), [kikutv.com](http://kikutv.com), Sonya Mendez Facebook page, Go Fund Me.

Rotary has been promoted to the community by club members wearing "Rotarians at Work" tee shirts while volunteering for a golf tournament in July 2016. Approximately 120 golfers were exposed to West Pearl Harbor Rotary. In addition, Rotarians proudly wore their shirts for a service project at Waipahu High School.

Going forward, the Rotary Club of West Pearl Harbor will continue to maintain a high profile in the West Oahu community, through media promotion of club activities and to further enhance Rotary's mission of "doing good in the world."

**ROTARY DISTRICT 5000**

*Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

Rotary Club of: Mililani Sunrise

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

www.mililanisunriserotary.org

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/rotarymililani/)

Twitter (Account name Mililani\_Rotary)

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)

**ROTARY DISTRICT 5000**

*Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

**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**

**Public Relations/Image**

RCMS regularly sends out press releases for the annual golf scholarship tournament. We have also sent out releases about our scholarship winners. The Club's website is updated weekly on speakers and events, and monthly for it's President's message. The club's Facebook page is updated weekly with meeting pictures. Club members all have work t-shirts prominently displaying the Rotary Wheel and Club name.



***Items Due by March 31, 2017***

**Submission Deadline: 31 March 2017**

## **ROTARY DISTRICT 5000**

### ***Awards Submissions Checklist for 2016-2017***

#### ***Items Due by March 31, 2017***

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.

*Items Due by March 31, 2017*

## Lahaina Sunset

         **Large Club**               **Medium Club**      **X** **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 [www.rotarycluboflahainasunset.org](http://www.rotarycluboflahainasunset.org)  
☐ Club lists all service projects on Rotary Showcase  
☒ Club posts or prints a Newsletter \_\_\_ each week, \_\_\_ each month, ☒ other: Bi-monthly  
☒ Club utilizes social media to communicate with members and non-Rotarians  
     ☒ Facebook (URL [www.facebook.com/rotarycluboflahainasunset.org](http://www.facebook.com/rotarycluboflahainasunset.org))  
     ☒ Twitter (Account name @SunsetRotary10)  
     ☐ LinkedIn (Account name \_\_\_\_\_)  
     ☒ Other -- Instagram, account name or URL: \_\_lahainasunsetrotary  
☒ 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 11-16-16, # of people attending 25). The “Elevator Speech Contest” members encouraged to submit 3 minute Elevator speech – 10 entries – tie for first place winners.  
☒ Club members rewarded for wearing the Rotary pin outside of meetings - every member has a Travel Badge which is worn at every Community project  
☐ 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 2017**

## Narrative/Public Image

### The Rotary Club of Lahaina Sunset

The Rotary Club of Lahaina Sunset has a Public Relations Director 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.

For the 2016-2017 Rotary year (to March 31<sup>st</sup>), 26 press releases were sent out to *The Lahaina News*, *The Maui News* and online newspaper, *Maui Now*.

The releases promoted the club's community service activities, including its participation in the End Polio Now campaign, Hawaii Rotary's 5 Million Words Challenge, Read Aloud America and Go Green Third Saturday Recycling, the club's monthly service project. Press releases were also distributed to publicize the club's role in local school supplies drives, its Go Green college scholarship and Camp RYLA. The RYLA release made the cover of *The Wrap*, a widely-circulated paper owned by *The Maui News*.

Part of the club's public relation's strategy is to increase the visibility of those who speak at meetings. To this end, a "community speaker series" promotional plan is in place. Every speaker and their topic is the subject of a news release. To date, ten speaker announcements have been distributed to local news outlets with more planned before the end of the Rotary year.

News releases have also included four new member inductions and three releases for the promotion of the club's annual "Go for the Green" St. Patrick's Day fundraiser.

The island-wide press response has been overwhelmingly positive. Every release has been published in *The Lahaina News*, a long-running and influential paper which specifically serves the West Maui community. The *Maui News* has published several releases, as has *Maui Now*. *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. A volunteer who helped with the monthly recycling project also mentioned that the club's press was the reason for his interest in both the event and the club.

In addition, a press release on the 5 Million Words Challenge, a literacy initiative spearheaded by the club, was published in *Maui Now* and caught the attention of a writer from *The Rotarian* magazine, who will publish an article on the project in an upcoming issue, giving the club national and international exposure.

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

[www.rotarycluboflahainasunset.org](http://www.rotarycluboflahainasunset.org), a Twitter account: @SunsetRotary10, a Facebook page: [www.facebook.com/rotarycluboflahainasunset.org](https://www.facebook.com/rotarycluboflahainasunset.org), and an Instagram account: lahainasunsetrotary. The website is updated regularly with all press releases and speaker information. A new tab on membership entitled "Join Us" was developed this year. The site was also updated with the latest Rotary template for a fresh look. A monthly electronic newsletter is also distributed, which covers club meetings.

ROTARY DISTRICT 5000

*Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

Rotary Club of: Lahaina Sunrise

Club Division:      Large Club      Medium Club   x   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)

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.lahainasunriserotary.org>

Club lists all service projects on Rotary Showcase

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

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

Facebook (<https://www.facebook.com/rotaryclublahainasunrise/>)

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 2017

## ROTARY DISTRICT 5000

### *Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

#### Rotary Club of Lahaina Sunrise Public Relations Award Submission

The Club has been very visible in Lahaina town. We are weekly submitting items to our Facebook page and have recently started to do an “event” invite for our weekly meetings. We will also be showing our presenter on March 28th on Facebook live. Our goal is to continue this.

Some of the publication dates in the Lahaina News were as followed:

July 7-13- Maui Rotary Clubs celebrate induction of presidents

July 21-27-pg 2 Rotary clubs join forces to provide school supplies for children and teachers on Maui pg 11- Photo and description of Sunrise Club BOD induction.

Aug 18-Aug 24- Page 1- feature story on our Exchange Student AynMarie Eastridge

August 25- 31- pg 10- Island Rotary clubs hold Successful school supply drive for Maui students

Sept 8- 14- page 20- Community vision for Lahaina Harborfront area begins to unfold. Photos of our club refinishing the benches under the Banyan tree.

Sept 29- Oct 5- pg 7 Rotary Club of Lahaina Sunrise to host popular Oktoberfest benefit

Beginning January 1- we have been highlighting our speaker weekly in the paper. It has brought in many non rotarians from the community who want to hear our speaker.

In September we had shirts made one says “Sunrise Rotarians at Work” and the other we had made was for our Christmas tree fundraiser.

*Awards Submissions Checklist for 2016-2017*  
*Items Due by March 31, 2017*

☐ Club has a public relations committee  
X

☐ 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 \_\_\_\_\_  
X

☐ Club lists all service projects on Rotary Showcase

☐ Club posts or prints a Newsletter \_\_\_\_ each week, \_\_x\_ each month, \_\_\_\_ other: \_\_\_\_\_

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

☐ Facebook (URL \_Kona Mauka Rotary Cub-Hawaii\_\_\_\_\_)  
X

☐ 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  
X

☐ 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)

**ROTARY DISTRICT 5000**

*Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

☐ 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 2017**

**Following our Strategic Planing Session in January we formed a Public Relations Committee which has been working hard to implement some new initiatives. Our Facebook and Club Runner sites are being updated on a regular basis.**

**Our Newsletter, one of the best in the State, comes out monthly and is circulated to a wide audience of both Rotarians and Non-Rotarians.**

**We have been having more articles and pictures published in West Hawaii Today. A news release was published about our Golden Jubilee Event and about the Dr. Seuss 500 Million Word Project.**

**Whenever we present a community group with a check of \$ 750.00 or more we can have a photo in the local newspaper, West Hawaii Today.**

**In June we will participate in the King Kamehameha Day Parade. We have a decorated float with many Kona Mauka Banners. Members will wear Rotary At Work Shirts, walk along the route and pass out treats. This is one of the largest parades in the community.**

**When we marshal the other Community Parades, members wear Rotary at Work Safety Vests.**

**Members are encouraged to wear their Rotary Pins.**

**All New members are give a "Four Way Test" Plaque to display in their Home, Place of Business, or Office.**

**Sponsors of our Fund Raiser are given a framed Mahalo Certificate, with Rotary Logos, to display in their places of business. I have actually seen them displayed.**



### Awards Submissions Checklist for 2016-2017

Rotary Club of: Kapdei

**Award Category: Public Relations/Image**

☒ 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: in progress

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

☒ Facebook (URL Rotary Club of Kapolei facebook.com)

☐ 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 Feb 9, # of people attending 17)

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

☐ Other (describe in narrative)

**A narrative follows:** ☒ Yes ☐ No

**Submission Deadline: 31 March 2017**

## **ROTARY CLUB OF KAPOLEI**

### **Public Image:**

Our club has increased awareness through our speakers and local media. We attend monthly networking engagements with the Kapolei Chamber of Commerce. We invite prospective members to attend our weekly meetings.

We have an active Facebook following that keeps us connected to the community and the Rotary world. We update our website weekly. We take weekly pictures of our guest speaker signing a book which we donate to the business academy at Kapolei High School, our meeting host. We take group pictures of members in committees, during fellowship, celebrating a cause, inductions and presentations, and this sharing apprises our larger community of what we do.

Our Public Relations Committee submitted two pictures supporting news articles about our School Supply Drive and our Rotary Gives Thanks Day “Rice Rally” where we collected rice for a neighboring church to receive and help distribute to families in need. We widely advertised our fundraiser Bingo 4 Scholarships, which helped in tickets sales. Feedback from our attendees indicated that we had reached a large segment of the population in our area. An article and photos of our upcoming scholarship recipients will be posted after awards ceremony, which takes place shortly after submission of this recap, but within the current Rotary year.

Members promote Rotary by wearing their pins and district shirts in public meetings and while traveling. As we do community projects, we are attired in Rotary garb, and we view each such public event as an opportunity to recruit future Rotarians. Our membership growth in this year has shown us that it is on target. Our members need not be rewarded for wearing the Rotary logo, as it’s a common accessory and attire for us. A Rotary shirt or pin can always strike up a conversation, which leads to an invitation to attend a meeting or event.

Our newsletter is on the drawing board but we are determined to see it through. We do a weekly electronic bulletin through Clubrunner to keep current and prospective members informed. It’s a great tool.

### Items Due by March 31, 2017

## Kapolei Sunset

         **Large Club**               **Medium Club**      x      **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  
sites.google.com/site/rotaryclubofkapoleisunset/home
- ☐ Club lists all service projects on Rotary Showcase
- ☒ Club posts or prints a Newsletter \_\_x\_\_ each week, \_\_\_ each month, \_\_\_ other: *mailchimp* email
- ☒ Club utilizes social media to communicate with members and non-Rotarians
- ☒ Facebook (URL https://www.facebook.com/KapoleiSunsetRotary/)
- ☒ Twitter (Account name https://twitter.com/Rotary96707PM)
- ☐ 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:**        x   Yes                      No

## ROTARY DISTRICT 5000

### *Awards Submissions Checklist for 2016-2017*

*Items Due by March 31, 2017*

#### **Public Relations/Image**

Rotary Club of Kapolei Sunset (RCKS) has used the past Rotary year to implement many new efforts. First a PR Committee was formed that focused on both tools and publications.

Every week program and meeting information has been provided to local media and to neighborhood websites. This has resulted in print media, online media and television coverage about RCKS speakers, the RCKS work day on the Mighty Mo, Books 4 Kids, and the Rice Rally. RCKS sent information about project and fundraisers to legislators, and they advertised for RCKS in their bi-weekly or monthly virtual newsletters.

RCKS has received help from several District 5000 Rotarians as it has updated its logo and created professional signage and banners.

In addition, RCKS has used web-based tools to organize social gatherings, create volunteer schedules and sell tickets for fundraisers. These included Evite, EventBrite and VolunteerSpot.

A Google website, [sites.google.com/rotaryclubofkapoleisunset](http://sites.google.com/rotaryclubofkapoleisunset) was developed by a member of the PR team. It contains board documents, a Gmail club calendar, speaker information, forms for requesting funds and photos of events.

The *RCKS Update* e-newsletter is sent out weekly using MailChimp, a web-based tool that directly inputs the newsletter content into the email, rather than having it as an attachment.

The Facebook website, [facebook.com/KapoleiSunsetRotary](http://facebook.com/KapoleiSunsetRotary) is updated at least once a week with upcoming meeting information, as well as photos of past speakers or club projects.

Google Photos is used to store club photos, create albums and serve as a place for member uploads of photos.

The *Rotary96707PM* Twitter account is also used to share photos, meeting information and fundraiser details.

All members are provided a Rotarians At Work shirt that is worn when doing community service.

A PR subgroup, the membership work team, revamped the *RCKS Prospective Member Guide to Rotary* and created a membership brochure, *The Rotary Effect*, using the Rotary Brand Center tools. These documents help to tell the story of Rotary both to current and prospective new members. The work team also presented on these documents to the general membership.

**ROTARY DISTRICT 5000**

**Awards Submissions Checklist for 2016-2017**

**Items Due by March 31, 2017**

Rotary Club of:

Kanone

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 www.facebook.com/kanone Rotary.org)
  - ☐ 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 2017**

### Items Due by March 31, 2017

## Kahala Sunrise

     Large Club           Medium Club        x   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: Pre & Post-event
- ☒ Club utilizes social media to communicate with members and non-Rotarians
- ☒ Facebook (URL: <https://www.facebook.com/rotarykahala>)
- ☐ Twitter (Account name \_\_\_\_\_)
- ☒ LinkedIn (Account name: <https://www.linkedin.com/groups/3771826>)
- ☒ Other (Instagram, account name or URL <https://instagram.com/rotarykahala>)
- ☒ 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 2017**



Rotary Club of Kahala Sunrise  
Public Relations/Image Narrative

For the 2016-2017, the club initiated an aggressive Advertising and PR campaign with two primary objectives in mind:

- Build public awareness and strengthen the brand image for the Rotary Club of Kahala Sunrise (RoCKS).
- Increase the recognition of RoCKS events and display RoCKS' support for the community.

Two methods were used to reach our objectives. The first was the use of offline and/or traditional media.

- **Club shirts:** Ordered this year, the new club shirts are worn by all members during every community related event to aid with the club's visibility out in the public.
- **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.
- **Press Releases:** Press and calendar releases were sent out to notify the media of the club's activities. For the 2016-2017 year to-date, the club has sent out releases for their School Supply Drive and Rice Rally. As a result, RoCKS has received hits for both events in the MidWeek Calendar and the School Supply Drive was featured in the MidWeek "Hot Shots" (<http://www.midweek.com/hot-shots-11916/>)
- **Flyers and posters:** Prior to the club's events and activities, flyers are emailed or printed and passed on to the public to increase their participation. To-date, flyers have been created for the School Supply Drive, Rice Rally, and the ongoing Spam drive. During events, 22"x28" posters are printed and displayed in a stanchion to increase the visibility of the event.

New to the club this year was the added approach to digital and social media.

- **Facebook:** A revamped Facebook page was created that highlights all of the club's activities. It also serves as a platform to communicate upcoming events, to prospect members and as an advertising vehicle. With a small budget, Facebook ads were created to promote the visibility of the club, its activities, and to invite the public's participation.
- **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. Since the start of the new club year, RoCKS has already increased its membership by 3 new members who came to use after telling us that they saw our activities on Facebook and Instagram and wanted to be a part of what we were doing in the community.
- **LinkedIn:** For business members on LinkedIn, RoCKS has a group page and invite all members to be a part of so that it can serve as another avenue for communication and to prospect new members.
- **RoCKS Blog:** A blog was created for the club (<https://rotarykahala.wordpress.com/>) to support the ClubRunner site. It was developed to aid with the "Search Engine Optimization" (SEO) during organic online searches. Furthermore, it's used to dive deeper into the community events and visually "tell our story" for the public to see what we are doing to help their community. It also aids with promoting our events and our social media channels with the aim of enlarging our social community.