

ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Downtown Honolulu

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection.

		Input points below
<input checked="" type="checkbox"/>	Has an active Public Image Committee	50 <u>50</u>
<input checked="" type="checkbox"/>	Update club website and social media accounts at least twice monthly	100 <u>100</u>
<input checked="" type="checkbox"/>	Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50 <u>50</u>
<input checked="" type="checkbox"/>	Reviewed all club materials and signage for Rotary brand compliance	25 <u>25</u>
<input checked="" type="checkbox"/>	Club website has up-to-date information about club meetings and projects	100 <u>100</u>
<input checked="" type="checkbox"/>	Had at least 2 press releases or articles published to promote Rotary	50 <u>50</u>
<input checked="" type="checkbox"/>	Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25 <u>25</u>
<input checked="" type="checkbox"/>	Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10 <u>30</u>
<input type="checkbox"/>	Had a media campaign to solicit membership	50 <u>—</u>
<input checked="" type="checkbox"/>	Members are encouraged to wear Rotary pins outside of meetings	25 <u>25</u>
<input type="checkbox"/>	Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25 <u>—</u>
<input checked="" type="checkbox"/>	A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25 <u>25</u>
<input checked="" type="checkbox"/>	A Committee member completed a Rotary Learning Center course related to Public Image	25 <u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (250+) **Merit Points** 505

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

Our club led & co-sponsored two successful Public Image campaigns with the rest of the Downtown Hui - the first was the City & County of Honolulu 9/11 Remembrance Ceremony, and the second was the Honolulu Festival Parade. Both led to on air press coverage which featured and promoted Rotary. As the sponsor of the 9/11 Remembrance Ceremony, the Downtown Hui Presidents co-Emceed the event, which promoted Rotary on-site and also on air. The Festival Parade promoted Rotary through a banner, t-shirts, and Emcee shout outs.



ROTARY DISTRICT 5000

PEOPLE OF ACTION CLUB SERVICE AWARD

Rotary Club of Downtown Honolulu

Required:

- 2025-2026 Board roster was updated in ClubRunner by January 31, 2025;
- Rotary International and Districts Dues were paid on-time;
- Filed the applicable IRS tax form by November 15, 2024;
- Goals and Projects-up-to date in Rotary Club Central;
- Board of Directors approved documented budget for the Rotary Year 2024-2025;
- Updated or reviewed Club By-Laws within the past 3 years to reflect current Club operations.

Completed all of the above criteria and earned at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection.

Input points below

<input type="checkbox"/>	Financial reports were presented to the Board monthly and made available to members	25	
<input checked="" type="checkbox"/>	President/representative registered by January 1 for the 2025 District Conference	50	<u>50</u>
<input checked="" type="checkbox"/>	Meetings are interesting, inviting, organized and fun	25	<u>25</u>
<input checked="" type="checkbox"/>	Members' birthdays and anniversaries were acknowledged monthly	25	<u>25</u>
<input checked="" type="checkbox"/>	The club discussed and put in place ways to be welcoming and inclusive (training, greeters, prospects, new members, etc)	50	<u>50</u>
<input checked="" type="checkbox"/>	There was positive member feedback about the number and quality of speakers during the year	25	<u>25</u>
<input checked="" type="checkbox"/>	Club Website and/or Social Media is up-to-date and is Rotary Brand compliant	25	<u>25</u>
<input type="checkbox"/>	The club reached out to members who were not engaged for more than one month	50	
<input checked="" type="checkbox"/>	Held regular Board of Directors meetings	25	<u>25</u>
<input checked="" type="checkbox"/>	At least 3 Club Assemblies to address relevant topics were held this year	25	<u>25</u>
<input checked="" type="checkbox"/>	Have a communication plan to keep members informed via monthly or more frequent newsletters or social media	25	<u>25</u>
<input checked="" type="checkbox"/>	Speakers and projects planned for each month were communicated to all members prior to the start of the month	25	<u>25</u>
<input type="checkbox"/>	At least 10% of club members attended or viewed the recording of the District Training Assembly sessions that occurred in March and April 2025	25	
<input type="checkbox"/>	Members registered for the 2025 RI Convention (10 points per member)	10	

TOTAL CLUB ADMINISTRATION MERIT POINTS (250+) **Merit Points** **300**

What was the most successful Club Experience activity completed? (Describe in 200 words or less)

The most consistent, positive feedback we've received from members is the club's organization and communication. We have received significant feedback that the club's weekly newsletter, Google Doc Calendar & Meeting Schedule, and Meeting Invites have made it easy for our club members to participate in Rotary and know what's going on, no matter how busy their schedules are. This has made it easier for them to stay engaged and participate in club activities and meetings.

In our last Club Assembly, we did a deep dive exercise into our members' "Rotary Why" and projects/activities that interest them. Members were highly engaged in this activity and board members received great feedback on what activities & events would be of most interest and relevance to our club members. We also continued hosting "Rotarians of the Month" recognition led to increased member involvement and appreciation.

ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Honolulu Sunset

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection. Input points below

<input checked="" type="checkbox"/>	Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/>	Update club website and social media accounts at least twice monthly	100	<u>100</u>
<input checked="" type="checkbox"/>	Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
<input checked="" type="checkbox"/>	Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
<input checked="" type="checkbox"/>	Club website has up-to-date information about club meetings and projects	100	<u>100</u>
<input checked="" type="checkbox"/>	Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
<input checked="" type="checkbox"/>	Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
<input checked="" type="checkbox"/>	Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	<u>10</u>
<input checked="" type="checkbox"/>	Had a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/>	Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input type="checkbox"/>	Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25	<u>—</u>
<input checked="" type="checkbox"/>	A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	<u>25</u>
<input checked="" type="checkbox"/>	A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (250+) **Merit Points** 535

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

Our most successful Public Image campaign combined consistent digital engagement with impactful media exposure. We maintained an active presence by updating our Facebook account weekly and sharing meaningful content, including the President's ongoing messages that reflected Rotary values in action. A highlight of the year was President-Elect Dr. Dan Murariu—a renowned plastic surgeon—being featured on national television and in major newspapers in Romania for his work through Rotary's Vocational Training Team (VTT) program. His story elevated Rotary's global impact and significantly boosted our club's visibility.

ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of West Honolulu

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection.

		Input points below
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Update club website and social media accounts at least twice monthly	100	<u>100</u>
<input checked="" type="checkbox"/> Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
<input checked="" type="checkbox"/> Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
<input checked="" type="checkbox"/> Club website has up-to-date information about club meetings and projects	100	<u>100</u>
<input checked="" type="checkbox"/> Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
<input checked="" type="checkbox"/> Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	<u>10</u>
<input type="checkbox"/> Had a media campaign to solicit membership	50	<u>—</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input type="checkbox"/> Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25	<u>—</u>
<input checked="" type="checkbox"/> A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	<u>25</u>
<input checked="" type="checkbox"/> A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (250+)

Merit Points

485

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

We feel it is important to keep our members informed. A weekly newsletter is sent out and our website is updated regularly with meeting information. ClubRunner keeps us up-to-date on birthdays and anniversaries. Several of our members attended webinars on the proper use of the Rotary logo, so we try to be compliant with our materials.



ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Waikiki

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection.

		Input points below
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Update club website and social media accounts at least twice monthly	100	<u>100</u>
<input checked="" type="checkbox"/> Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
<input checked="" type="checkbox"/> Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
<input checked="" type="checkbox"/> Club website has up-to-date information about club meetings and projects	100	<u>100</u>
<input checked="" type="checkbox"/> Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
<input checked="" type="checkbox"/> Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	<u>10</u>
<input checked="" type="checkbox"/> Had a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25	<u>25</u>
<input checked="" type="checkbox"/> A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	<u>25</u>
<input checked="" type="checkbox"/> A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (250+) **Merit Points** 560

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

Our Facebook and Instagram Pages are followed by over 1,000 people. We do a Facebook live broadcast of our club meetings each week. Regular press releases go out to the media throughout Hawaii.



ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Metropolitan Honolulu

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection.

		Input points below
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Update club website and social media accounts at least twice monthly	100	<u>100</u>
<input checked="" type="checkbox"/> Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
<input checked="" type="checkbox"/> Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
<input type="checkbox"/> Club website has up-to-date information about club meetings and projects	100	—
<input type="checkbox"/> Had at least 2 press releases or articles published to promote Rotary	50	—
<input checked="" type="checkbox"/> Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	<u>10</u>
<input type="checkbox"/> Had a media campaign to solicit membership	50	—
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input type="checkbox"/> Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25	—
<input checked="" type="checkbox"/> A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	<u>25</u>
<input checked="" type="checkbox"/> A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (250+) **Merit Points** **335**

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

The Rotary Club of Metropolitan Honolulu has membership on the Public Image committee and regularly update social media with all Metro Club events to include monthly Pau Hanas. Metro club meetings are placed on Facebook during every in person club meeting introducing the program and program speakers.

ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Lahaina Sunset

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection. Input points below

<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Update club website and social media accounts at least twice monthly	100	<u>100</u>
<input checked="" type="checkbox"/> Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
<input checked="" type="checkbox"/> Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
<input checked="" type="checkbox"/> Club website has up-to-date information about club meetings and projects	100	<u>100</u>
<input checked="" type="checkbox"/> Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the People of		
<input checked="" type="checkbox"/> Action Campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	<u>100</u>
<input checked="" type="checkbox"/> Had a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
Club submitted a People of Action story to the District Public Image team to highlight		
<input checked="" type="checkbox"/> (25 points each)	25	<u>125</u>
A Public Image Committee member attended/viewed the District Training Assembly		
<input type="checkbox"/> session and attended the District Training workshop.	25	—
A Committee member completed a Rotary Learning Center course related to Public		
<input type="checkbox"/> Image	25	—

TOTAL PUBLIC IMAGE MERIT POINTS (250+) 675

Merit Points

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

Our public image initiatives have successfully been responsible for the addition of 17 new members since July 1, 2024. Press releases have been submitted and published for each of our meetings, attracting numerous members of the public. Our meetings and events are featured on Maui Now online news as well as in the digital and weekly print editions of the Maui News. Over 50 submissions have been published on these platforms since July 1st, and we also post upcoming meetings and activities on our Facebook page each week. Individuals attend our meetings to hear our speakers and often return to participate in our various volunteer opportunities. Since July 1, 2024, our club has sponsored 16 different Maui Fires Relief Projects, drawing volunteers to assist with our efforts. These volunteers frequently end up joining our club because of the initial press coverage of our activities. Press coverage of our Bite of Lahaina Fundraiser led to a sellout crowd for the evening event and silent auction, raising \$18,000 for future projects. Public image is central to our success as an active and dynamic organization within our community.



ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Kihei-Wailea

Attain at least **250** Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection. Input points below

<input checked="" type="checkbox"/> Has an active Public Image Committee	50	50
<input checked="" type="checkbox"/> Update club website and social media accounts at least twice monthly	100	100
<input checked="" type="checkbox"/> Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	50
<input checked="" type="checkbox"/> Reviewed all club materials and signage for Rotary brand compliance	25	25
<input checked="" type="checkbox"/> Club website has up-to-date information about club meetings and projects	100	100
<input checked="" type="checkbox"/> Had at least 2 press releases or articles published to promote Rotary	50	50
<input checked="" type="checkbox"/> Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	25
<input checked="" type="checkbox"/> Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	40
<input type="checkbox"/> Had a media campaign to solicit membership	50	—
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	25
<input checked="" type="checkbox"/> Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25	50
<input checked="" type="checkbox"/> A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	25
<input checked="" type="checkbox"/> A Committee member completed a Rotary Learning Center course related to Public Image	25	25

TOTAL PUBLIC IMAGE MERIT POINTS (250+) Merit Points **565**

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

Our club has our meetings and projects featured in the Maui News and Maui Now. We have flyers distributed to businesses and homes to publicize our Satellite Club e-Cycle events (quarterly). We bring our club tent to large public gatherings like the Imua Family Service Halloween (about 1500 attendees), and to projects that we do.



ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Honolulu Sunrise

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection.

		Input points below
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Update club website and social media accounts at least twice monthly	100	<u>100</u>
<input checked="" type="checkbox"/> Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
<input checked="" type="checkbox"/> Reviewed all club materials and signage for Rotary brand compliance	25	<u>50</u>
<input checked="" type="checkbox"/> Club website has up-to-date information about club meetings and projects	100	<u>100</u>
<input checked="" type="checkbox"/> Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	<u>30</u>
<input type="checkbox"/> Had a media campaign to solicit membership	50	<u>—</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input type="checkbox"/> Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25	<u>—</u>
<input checked="" type="checkbox"/> A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	<u>25</u>
<input type="checkbox"/> A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>—</u>

TOTAL PUBLIC IMAGE MERIT POINTS (250+) **Merit Points** 505

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

NOTE: We had 1 Press Release and 2 Rotary Public Service Announcements produced and broadcast, rather than 2 Press Releases.

We represented the District at Children and Youth Day where we distributed Rotary brochures and displayed Rotary banners and logo items. As a result of our work there we engaged Olelo and developed a 1 minute interview with Club President for broadcast and then subsequently developed a 1-minute Public Service Announcement (PSA) that is broadcast and is active on our webpage home page. Each of these has produced interest.



ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Hilo Bay

Attain at least 250 Merit Points from July 1, 2024 to June 15, 2025 to be eligible to participate in the award selection.

		Input points below
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Update club website and social media accounts at least twice monthly	100	<u>100</u>
<input checked="" type="checkbox"/> Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
<input type="checkbox"/> Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
<input checked="" type="checkbox"/> Club website has up-to-date information about club meetings and projects	100	<u>100</u>
<input checked="" type="checkbox"/> Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
<input type="checkbox"/> Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>—</u>
<input type="checkbox"/> Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	<u>—</u>
<input type="checkbox"/> Had a media campaign to solicit membership	50	<u>—</u>
<input type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>—</u>
<input type="checkbox"/> Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	25	<u>—</u>
<input checked="" type="checkbox"/> A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	<u>25</u>
<input type="checkbox"/> A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>—</u>

TOTAL PUBLIC IMAGE MERIT POINTS (250+)

Merit Points

400

What was the most successful Public Image campaign completed? (Describe in 200 words or less)

An article with photo was submitted and published by the Hawaii Tribune Herald reporting on the successful Medic project completed by the Interactors of the Interact Club of St. Joseph High School. The photo included the Interactors, Rotarians from the RC of Hilo Bay and staff members of the Salvation Army. We hope that this very positive project by Interactors helping the homeless community will reduce and remove the stigma of the homeless individuals and their families and initiate positive changes to help the homeless. We also hope that projects like this will more widely viewed through public television channels. Discussions have been initiated.