

ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Hickam Pearl Harbor

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 type="checkbox"/>	Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	10	—
<input checked="" type="checkbox"/>	Had a media campaign to solicit membership	50	50
<input checked="" type="checkbox"/>	Members are encouraged to wear Rotary pins outside of meetings	25	25
<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	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

525

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

Kalihi Elementary & Rotary Club of Hickam Pearl Harbor Collaboration

Throughout the 2024–2025 Rotary year, the Rotary Club of Hickam Pearl Harbor used strategic public image efforts to highlight its meaningful partnership with Kalihi Elementary School. The collaboration centered on service, cultural celebration, and community engagement.

The campaign launched in July 2024 with a campus beautification effort, where Rotarians installed culturally inspired decals throughout the school. Before-and-after photos, student reactions, and volunteer stories were shared across social media, enhancing visibility and engagement.

In November, the club supported Kalihi’s annual “Turkey Trot,” donating turkeys and pies, running student activity stations, and creating joyful moments that were captured in photo albums and shared online.

January 2025 marked the capstone event: the Peace Pole and mural dedication. The project, featuring multilingual messages of peace and a mural on Hawaiian canoe plants, demonstrated Rotary’s commitment to peace and youth empowerment. The event was promoted through coordinated web, social, and newsletter features.

This year-long campaign effectively showcased the club’s impact, strengthened Rotary’s brand in the community, and attracted new interest from members and partners by demonstrating how service and storytelling can inspire meaningful change.

ROTARY DISTRICT 5000 PEOPLE OF ACTION PUBLIC IMAGE AWARD

Rotary Club of Kapolei

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 type="checkbox"/>	Has an active Public Image Committee	50	—
<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>50</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 type="checkbox"/>	A Public Image Committee member attended/viewed the District Training Assembly session and attended the District Training workshop.	25	—
<input type="checkbox"/>	A Committee member completed a Rotary Learning Center course related to Public Image	25	—
TOTAL PUBLIC IMAGE MERIT POINTS (250+)		Merit Points	<u>275</u>

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

Regularly updated Facebook and Instagram accounts. Encouraged members to submit materials to share on Social Media. Also, encouraged members to share our Social Media Content on their personal pages.