

**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of Eco Kaka'ako

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

- |   | Merit Points              |
|---|---------------------------|
| <input checked="" type="checkbox"/> <del>Has an active Public Image Committee</del> 50 <u>50</u>  |                           |
| <input type="checkbox"/> Club representative actively participated in the D5000 PI Committee 25 _____   |                           |
| <input checked="" type="checkbox"/> <del>Regular updates to club website and social media sites</del> 100 <u>100</u>  |                           |
| <input type="checkbox"/> Publish a club newsletter at least once a month 100 _____  |                           |
| <input type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club 50 _____  |                           |
| <input type="checkbox"/> Use and support the People of Action campaign 25 _____   |                           |
| <input checked="" type="checkbox"/> <del>Used public image materials at service projects and club events</del> 50 <u>50</u>                                     |                           |
| <input type="checkbox"/> Conduct a media campaign to solicit membership 50 _____  |                           |
| <input checked="" type="checkbox"/> <del>Club materials and all social media are Rotary brand compliant</del> 25 <u>50</u>                                      |                           |
| <input type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings 25 _____  |                           |
| <input type="checkbox"/> A committee member completed a Rotary Learning Center course<br>related to Public Image (25 points for each member attending) 25 _____ | <b>Total Public Image</b> |

**Merit Points 250**

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

**Rotary District 5000  
Club of Excellence Public Image Award**

Rotary Club of Honolulu Sunset

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>25</u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100	<u>100</u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>50</u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input checked="" type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<b><u>525</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

Dr Dan Murariu had national Romanian TV coverage about the training of complex surgical procedures as a training program for Romanian plastic Surgeons. Cristel Yount, a member of our club, became a new Rotarian of action and invited non-rotarians to participate in her Nepal project. In the process they learned about Rotary. Some of the invited guests became members of our club.

Members of our club participated in a joint project in the Philippines with our sister club. There was wide press coverage in the newspaper, television, and their social media. The Rotary Club of Makati Premier and our club participated in joint projects in Manila and Lagadarin, Philippines where images of the projects are posted on their website. our club has an active Facebook account where messages and images of club events, meetings and foodie events are posted. Information of our club's fundraiser was posted on the District 5000 website that brought in a number of guests to the fundraiser.

Finally the Indulgent Foodies socials were publicized on social media and was a hit with invited non Rotarians. Some of the invited guests became members of our club after learning what rotary was about.

We sponsored a Yacht in the Transpac race called the Grand Illusion and received Waikiki Yacht Club and media wide coverage. Our sponsored Yacht came in second in their division.

The Aloha Community Shed did an international GOFUNDME campaign for the Lahaina Fires relief and received \$5000 that was donated to the D5000 Lahaina fires relief foundation through our club. The Port Moresby Rotary Club and the Makati Premier Club Manila donated \$10,000 and \$1500 respectively.

**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of HONOLULU SUNRISE

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points
<input checked="" type="checkbox"/> Has an active Public Image Committee	50 <u>50</u>
<input type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25    _____
<input type="checkbox"/> Regular updates to club website and social media sites	100    _____
<input type="checkbox"/> Publish a club newsletter at least once a month	100    _____
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50 <u>50</u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25 <u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50 <u>50</u>
<input checked="" type="checkbox"/> Conduct a media campaign to solicit membership	50 <u>50</u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25 <u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25 <u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25 <u>25</u>
<b>Total Public Image Merit Points</b>	<b><u>300</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

Club President participated with District PI committee and used those guidelines to produce PI information for promotion of Youth Activities, Community Service, and Membership activities.

**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of Hilo Bay

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	_____
<input type="checkbox"/> Regular updates to club website and social media sites	100	_____
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100	<u>100</u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>50</u>
<input type="checkbox"/> Use and support the People of Action campaign	25	_____
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input type="checkbox"/> Conduct a media campaign to solicit membership	50	_____
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	_____
<input type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<b><u>300</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

The Rotary Club of Hilo Bay focused on World Peace and Conflict Resolution and Prevention, one of the pillars in the seven areas of focus in Rotary. We have worked with other East Hawai'i clubs and non-Rotary organizations to plant Peace Poles throughout the island, and each event was publicized to promote the critical importance of peace through public service announcement in the local newspaper.

Attaining World Peace will take many years or even decades, and planting the seeds of peace with narratives on peace and placing peace poles as constant reminders will lay the foundation to achieve a peaceful world one day.

A speaker at the Rotary Convention in Melbourne Australia said that peace is not just the absence of war, but it is setting the conditions that everyone can live in dignity. This way of looking at peace and conflict resolution must be the mindset of individuals, families, communities, and countries. Hopefully this campaign will bear fruits in the future. Rotarians from Clubs in Hawai'i furthered their commitment to the RI President on his visit to Hawai'i by suggesting that a Rotary Peace Center be built in Hawai'i.

**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of     Hilo    

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>    </u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100	<u>100</u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>50</u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input checked="" type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand complaint	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<u><b>500</b></u>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

**ROTARY MEDIA PLAN PROMOTING MEMBERSHIP**

The Rotary Year (July 1, 2023 to June 30, 2024) was kicked off at our annual Brewfest on July 8, 2023 at the Beautiful Hilo Yacht Club grounds. Over 1000 people were on site to enjoy the day and/or help with the event.

The media support included radio on nine local radio stations and in the Hawaii Tribune Herald. Radio spots were created to not only push the beneficiaries of the portion of the net profits.

Posts were also present on Facebook and Instagram, showing people enjoying the Brewfest, the entertainment and learning about Rotary.

At the event, the Rotary Club of Hilo had a tent dedicated to telling people about our club and about Rotary in general. A large "spinning Prize Wheel" was used to encourage non-members participation at the tent. Over 20 Brewfest attendees expressed interest in our Rotary Club Gaining nearly 40 new members during the Rotary year... many can be attributed to the Brewfest tent engagement.

All club members who were on site to help with the event were wearing specific "Hilo Brewfest" t-shirts. Branding was important to the club... making sure that people knew this was a Rotary event.

**Rotary District 5000**  
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Rotary Club of Downtown Honolulu

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>25</u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100	<u>100</u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>50</u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input checked="" type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<b><u>525</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

The Rotary Club of Downtown Honolulu is committed to its Public Image by doing the following:

- Active Public Image committee with 3 club members
- Nathan Kam is an active participant of the D5000 PI committee
- Regular updates to the club's website, Instagram, and Facebook pages
- Weekly eNewsletter that goes out to all club members
- 2 Press Releases were submitted to promote Rotary (PETS & RI President visit)
- Paid Media campaign to promote Club Membership in November 2023
- People of Action logo included in club Social Media posts
- Rotary banners, signage, and table cloths included at Rotary events
- Social Media promotes not only club efforts, but also individual member accomplishments
- Club Members are encouraged to wear their Rotary pin outside of meetings AND to carry the 4-way test coin
- A committee member has completed the Rotary Learning Center course related to Public Image

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Rotary Club of West Honolulu

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>    </u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100	<u>100</u>
<input type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>    </u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>    </u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<b><u>400</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

Keeping our members up-to-date and informed is important to us. We send out a weekly newsletter and update our website regularly.

**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of Waikiki

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input checked="" type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>25</u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input type="checkbox"/> Publish a club newsletter at least once a month	100	<u>    </u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>50</u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>    </u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<b><u>375</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

The Rotary Club of Waikiki's Public Image Committee effectively promoted the club's service projects, garnering significant attention through several press releases. Notably, the annual garage sale benefiting Waikiki Elementary School received excellent publicity. The committee also leveraged social media, making The Rotary Club of Waikiki's Facebook page one of the most active in the district. By utilizing approved Rotary-branded materials, the committee ensured consistent and professional promotion of the club's activities and initiatives. Including TV coverage on KITV and KHON, MidWeek magazine, and multiple other media, including The Star Advertiser, helped generate the largest event for us in the past 15 years for our rummage sale, with the largest amount of proceeds exceeding \$5,000.00, benefiting our school.



**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of Metropolitan Honolulu

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input type="checkbox"/> Has an active Public Image Committee	50	<u>    </u>
<input checked="" type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>25</u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input type="checkbox"/> Publish a club newsletter at least once a month	100	<u>    </u>
<input type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>    </u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>    </u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<b><u>275</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (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**  
**Club of Excellence Public Image Award**

Rotary Club of Lahaina Sunset

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	<u>50</u>
<input type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>    </u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input type="checkbox"/> Publish a club newsletter at least once a month	100	<u>    </u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>50</u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input checked="" type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>25</u>
<b>Total Public Image Merit Points</b>		<u><b>400</b></u>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

Our club excels in publicizing our projects and activities through press releases that reach print and social media platforms. With a strong presence in "The Maui News," our meeting speakers are highlighted for each meeting to attract new guests. A recent Wildfires Relief Workshop saw 40 community members attending, generating interest in our club. Between 7/1/23 and 5/30/24 our members have participated in over 75 projects and activities. Over ¾ of the projects and activities were associated with Maui Wildfires Relief. Regular updates of all these activities posted on our website and Facebook page have led to increased volunteer participation in our projects. As a result, we have welcomed 12 new members into our club since July 2023. Additionally, members of our club were the planners of the Rotary International President's visit to Maui on 4/15/24. We directed the evening program and the hosted the dinner for 190 attendees held at Lahainaluna High School. There was extensive media coverage, both in print, social media and television news coverage of this special event.

**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of     Kona    

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input type="checkbox"/> Has an active Public Image Committee	50	_____
<input type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	_____
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	<u>100</u>
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100	<u>100</u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>50</u>
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	<u>25</u>
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	<u>50</u>
<input checked="" type="checkbox"/> Conduct a media campaign to solicit membership	50	<u>50</u>
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	<u>25</u>
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>50</u>
<b>Total Public Image Merit Points</b>		<b><u>475</u></b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

Our club made great efforts this year to increase Rotary's and our club's visibility in the community. It was not one thing; it was everything. We felt there were no home runs, just a lot of base hits.

Our club's efforts were not in vain. We received significant national and local PR when we were honored with the prestigious PGA Champions Tour Charity of the Year Award. This award, given to only one non-profit out of the 400 that the PGA works with annually, was a testament to our 26 years of dedicated service at the Mitsubishi Electric Championship at Hualalai. The recognition we received was widely publicized in both local and national print and online media.

Our Facebook page was updated over 50 times throughout the year, highlighting speakers, member recognition, volunteer projects and Rotary issues (namely Polio). We did several paid Facebook ads during the year, which let the broader community know who we are and what we do.

We produced six videos "What is the Rotary Club of Kona?" with our members that we display on our social media.

Our club also produced two retractable banners, which we display during some meetings, and several banners for the Meat N Eat program, where we distribute 300 meals and about 75 bags of groceries to people who drive up.

We've also emphasized with our membership that Thursdays (our meeting days) are a great day to wear our Rotary shirts and pins, even if you can't attend the meeting.

As a token of our appreciation and to further promote our club, each member and many of our speakers have been presented with unique 'Rotary bling'. These items include wine cups, tumblers, bumper stickers, Rotary coins and pens, imprinted golf balls, and Rotary at Work shirts.

## Rotary District 5000 Club of Excellence Public Image Award

Rotary Club of     Kāne ʻōhe    

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points	
<input checked="" type="checkbox"/> Has an active Public Image Committee	50	50
<input checked="" type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	25
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100	100
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100	100
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	50
<input checked="" type="checkbox"/> Use and support the People of Action campaign	25	25
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50	50
<input checked="" type="checkbox"/> Conduct a media campaign to solicit membership	50	50
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25	25
<input checked="" type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	25
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	25
<b>Total Public Image Merit Points</b>		<b>500</b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

How can one isolate a successful public image campaign to highlight? Public image is a multi-pronged effort and our club did a wonderful job broadcasting our image and following branding guidelines. Not only did our club create a new brochure following the R1 brand template, we had a membership rally that included a younger audience and so created a video brochure which I called the TL/DR (too long; didn't read) brochure that used elements from R1 as well as our own club photo assets. We created a new enewsletter using a free newly (for us) discovered tool. To avoid fees from mailing services, the enews were copied and pasted into a normal email and sent to members and anyone who wished to be on our mailing list. We had the physical brochures with a QR code to our video brochure available at meetings, membership events, and fundraising events. The video brochure also went up on our website. We gratefully leveraged the visit from RI President Gordon McNally's visit to appear on the morning news, print media, and of course had a membership rally and pau hana event at the Waikalua Loko I'a fishpond which our club is partner support of.

**Rotary District 5000**  
**Club of Excellence Public Image Award**

Rotary Club of East Honolulu

**Attain at least 200 merit points from July 1, 2023 to June 30, 2024 from the following options to earn an Honorable Mention:**

	Merit Points
<input type="checkbox"/> Has an active Public Image Committee	50
<input checked="" type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25 <u>25</u>
<input checked="" type="checkbox"/> Regular updates to club website and social media sites	100 <u>100</u>
<input checked="" type="checkbox"/> Publish a club newsletter at least once a month	100 <u>100</u>
<input checked="" type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50 <u>50</u>
<input type="checkbox"/> Use and support the People of Action campaign	25
<input checked="" type="checkbox"/> Used public image materials at service projects and club events	50 <u>50</u>
<input type="checkbox"/> Conduct a media campaign to solicit membership	50
<input checked="" type="checkbox"/> Club materials and all social media are Rotary brand compliant	25 <u>25</u>
<input type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25
<input checked="" type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25 <u>25</u>
<b>Total Public Image Merit Points</b>	<b>375</b>

What was the most successful Public Image campaign completed? Why should your club be recognized as a Club of Excellence in Public Image? (Describe in 200 words or less)

I'm proud of our Instagram Story campaign, which significantly boosted our visibility and engagement. We featured behind-the-scenes glimpses into our projects and events, highlighting our community impact through photos and videos. Each story included clear calls to action, inviting viewers to join our meetings and events. This campaign increased awareness, attracted interest, and fostered community involvement, effectively highlighting our club's mission and activities.

Our board has worked diligently to maintain and elevate our club's visibility. A club representative has regularly participated in the D5000 PI Committee meetings, ensuring alignment with district goals and sharing best practices.

We have consistently updated our website and social media platforms, keeping our community informed about our activities and achievements. Our monthly calendar style newsletter and online bulletin has provided valuable updates and insights, fostering greater engagement among our members.

We successfully issued press releases to promote Rotary and our club's work parties and events, and we actively supported the People of Action campaign to highlight the impact of our work. Public image materials were prominently used at our service projects and events, reinforcing our brand identity.

Despite a challenging year with member transitions and the lingering effects of COVID, our concerted efforts have kept our club strong and visible. This culminated in our Sake Sushi Soiree, which was 80% community members and prospective members as attendees and volunteers. I am proud of the dedication and achievements of our team.