



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

**Rotary Club of** Ala Moana

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|  |       |            |
|--|-------|------------|
| 1. Has an active Public Image Committee  | 50    | <u>50</u>  |
| 2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50    | <u>50</u>  |
| 3. Regularly updated Club's Website and/or Facebook Page   | 25    | <u>50</u>  |
| 4. Published a club newsletter at least once a month   | 25    | _____      |
| 5. Had at least 2 press releases published to promote Rotary   | 50    | _____      |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                        | 25    | _____      |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)  | 50    | _____      |
| 8. Publish an article in a local or international newspaper or magazine  | 50    | _____      |
| 9 Had a media campaign to solicit membership   | 50    | <u>50</u>  |
| 10.Reviewed all club materials and signage for Rotary brand compliance   | 25    | <u>25</u>  |
| 11.Members are encouraged to wear Rotary pins outside of meetings  | 25    | <u>25</u>  |
| 12.A Committee member completed a Rotary Learning Center course related to Public Image  | 25    | <u>25</u>  |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>  | _____ | <u>275</u> |

**What was the most successful Public Image campaign completed? (1000 characters or less)**

Our Club FaceBook account was near dormant and our IG account nonexistent, so they were a priority. Our target audience is 30-50 year olds as that is our target for Club membership. We created a plan that included posts that would interest our target audience, we built a hashtag strategy that would draw non-followers to our pages, and we committed to posting at least 3x/week. We decided to grow organically and not through advertising. So we braced for low visibility and engagement at the start, with plans to grow through the year. After 8 months, our analytics are promising, especially on Instagram where the heart of our target audience frequents. We started with 0 followers on IG and now have 262, with 170 obtained in December and January. About 15% of posts are viewed by non-followers who found it via hashtag search. We had a membership inquiry generated from our IG account. On FB, our reach, visits and likes are up by 1,200%, 271% and 55% since July 1 when we started.



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Downtown Honolulu

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|   |     |            |
|---|-----|------------|
| 1. Has an active Public Image Committee   | 50  | <u>50</u>  |
| 2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50  | <u>50</u>  |
| 3. Regularly updated Club's Website and/or Facebook Page  | 25  | ___        |
| 4. Published a club newsletter at least once a month  | 25  | ___        |
| 5. Had at least 2 press releases published to promote Rotary  | 50  | <u>50</u>  |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                         | 25  | <u>25</u>  |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)   | 50  | <u>10</u>  |
| 8. Publish an article in a local or international newspaper or magazine   | 50  | ___        |
| 9. Had a media campaign to solicit membership   | 50  | ___        |
| 10. Reviewed all club materials and signage for Rotary brand compliance   | 25  | <u>25</u>  |
| 11. Members are encouraged to wear Rotary pins outside of meetings  | 25  | ___        |
| 12. A Committee member completed a Rotary Learning Center course related to Public Image  | 25  | ___        |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>   | ___ | <u>210</u> |

What was the most successful Public Image campaign completed? (1000 characters or less)



**ROTARY DISTRICT 5000  
 CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

**Rotary Club of East Honolulu**

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|  |       |            |
|--|-------|------------|
| 1. Has an active Public Image Committee  | 50    | <u>50</u>  |
| 2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50    | <u>50</u>  |
| 3. Regularly updated Club's Website and/or Facebook Page   | 25    | <u>25</u>  |
| 4. Published a club newsletter at least once a month   | 25    | <u>25</u>  |
| 5. Had at least 2 press releases published to promote Rotary   | 50    | _____      |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                        | 25    | <u>25</u>  |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)  | 50    | _____      |
| 8. Publish an article in a local or international newspaper or magazine  | 50    | _____      |
| 9 Had a media campaign to solicit membership   | 50    | _____      |
| 10.Reviewed all club materials and signage for Rotary brand compliance   | 25    | <u>25</u>  |
| 11.Members are encouraged to wear Rotary pins outside of meetings  | 25    | _____      |
| 12.A Committee member completed a Rotary Learning Center course related to Public Image  | 25    | _____      |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>  | _____ | <u>200</u> |

What was the most successful Public Image campaign completed? (1000 characters or less)

Each year our club hosts a Back to School Supply Drive at the Kahala Mall. The special guest during the event was Miss Hawaii Lauren Teruya who gave a live interview broadcast over our social media accounts. (Instagram and Facebook) The interview videos had various trending captions and hashtags to make mall shoppers, social media viewers and others aware of our project. One shopper said she decided to give after viewing our social media post. Miss Hawaii is a local celebrity and it was an honor to have her visit and interview with us. This was one of our most succesful Public Inage campaigns because it increased our viewership and community engagement.



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

**Rotary Club of Honolulu**

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|  |          |
|--|----------|
| 1. Has an active Public Image Committee  | 50 50    |
| 2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50 50    |
| 3. Regularly updated Club's Website and/or Facebook Page   | 25 25    |
| 4. Published a club newsletter at least once a month   | 25 25    |
| 5. Had at least 2 press releases published to promote Rotary   | 50 50    |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                        | 25 25    |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)  | 50 50    |
| 8. Publish an article in a local or international newspaper or magazine  | 50 50    |
| 9 Had a media campaign to solicit membership   | 50 50    |
| 10. Reviewed all club materials and signage for Rotary brand compliance  | 25 25    |
| 11. Members are encouraged to wear Rotary pins outside of meetings   | 25 _____ |
| 12.A Committee member completed a Rotary Learning Center course related to Public Image  | 25 25    |

**TOTAL PUBLIC IMAGE MERIT POINTS (250+) = 425**

What was the most successful Public Image campaign completed? (1000 characters or less)

I feel our RYLA campaign was very successful. 50 High School aged children from Oahu alone attended Camp Homelani in February. Speakers - some were asked, some asked to be a presenter, and a few stepped up when a speaker was unable to attend at the last minute – gave valuable information on leadership styles, preparing for life in any area they choose, and even one speaker brought to the forefront, that some of the jobs today's youth are preparing for, may not yet exist. Our future leaders, engaged in learning skills that will help them in all areas of life – problem solving, collaborating, time restraints, and work doesn't have to be boring! I am encouraged by our future leaders with the skills they are learning, employing, and their creative thinking!



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Honolulu Sunrise

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|   |       |            |
|---|-------|------------|
| 1. Has an active Public Image Committee   | 50    | <u>50</u>  |
| 2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50    | _____      |
| 3. Regularly updated Club's Website and/or Facebook Page  | 25    | _____      |
| 4. Published a club newsletter at least once a month  | 25    | _____      |
| 5. Had at least 2 press releases published to promote Rotary  | 50    | _____      |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                         | 25    | _____      |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)   | 50    | _____      |
| 8. Publish an article in a local or international newspaper or magazine   | 50    | _____      |
| 9. Had a media campaign to solicit membership   | 50    | _____      |
| 10. Reviewed all club materials and signage for Rotary brand compliance   | 25    | <u>25</u>  |
| 11. Members are encouraged to wear Rotary pins outside of meetings  | 25    | <u>25</u>  |
| 12. A Committee member completed a Rotary Learning Center course related to Public Image  | 25    | <u>25</u>  |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>   | _____ | <u>125</u> |

What was the most successful Public Image campaign completed? (1000 characters or less)



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

**Rotary Club of** Honolulu Sunset

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|  |     |            |
|--|-----|------------|
| 1. Has an active Public Image Committee  | 50  | <u>50</u>  |
| 2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50  | <u>50</u>  |
| 3. Regularly updated Club’s Website and/or Facebook Page   | 25  | <u>25</u>  |
| 4. Published a club newsletter at least once a month   | 25  | <u>25</u>  |
| 5. Had at least 2 press releases published to promote Rotary   | 50  | <u>50</u>  |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                        | 25  | <u>25</u>  |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)  | 50  | <u>50</u>  |
| 8. Publish an article in a local or international newspaper or magazine  | 50  | <u>50</u>  |
| 9 Had a media campaign to solicit membership   | 50  | <u>50</u>  |
| 10.Reviewed all club materials and signage for Rotary brand compliance   | 25  | <u>25</u>  |
| 11.Members are encouraged to wear Rotary pins outside of meetings  | 25  | <u>25</u>  |
| 12.A Committee member completed a Rotary Learning Center course related to Public Image  | 25  | <u>25</u>  |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>  | --- | <u>450</u> |

**What was the most successful Public Image campaign completed? (1000 characters or less)**

The Rotary Club of Honolulu Sunset started the year hosting five medical professionals from Ukraine as part of the Open World Program. Our guests stayed in member's homes, visited medical facilities to learn more about rehabilitation of war injuries and had several cultural exchange programs. The program was highlighted on the evening news (2 channels) and in the Honolulu Advertiser.

RCCHS installed a "Peace Pole" at Jefferson Elementary School. Our peace pole dedication was a huge success with all students and many parents participating. We generated local media coverage with DOE leaders, State Senate, State Representatives, and Honolulu City Council members present. The evening news captured the event and was written up in the Honolulu StarAdvertiser.

Events were publicized to develop membership through social media and photographs of our club banner.

The Club has a website that is updated with a schedule of events. A Club brochure was updated and is given to all members & guests.

**ROTARY DISTRICT 5000  
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Rotary Club of Hilo

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|   |     |             |
|---|-----|-------------|
| 1. Has an active Public Image Committee   | 50  | <u>50</u>   |
| 2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50  | <u>50</u>   |
| 3. Regularly updated Club's Website and/or Facebook Page  | 25  | <u>25</u>   |
| 4. Published a club newsletter at least once a month  | 25  | <u>25</u>   |
| 5. Had at least 2 press releases published to promote Rotary  | 50  | <u>    </u> |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                         | 25  | <u>25</u>   |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)   | 50  | <u>50</u>   |
| 8. Publish an article in a local or international newspaper or magazine   | 50  | <u>50</u>   |
| 9. Had a media campaign to solicit membership   | 50  | <u>50</u>   |
| 10. Reviewed all club materials and signage for Rotary brand compliance   | 25  | <u>25</u>   |
| 11. Members are encouraged to wear Rotary pins outside of meetings  | 25  | <u>25</u>   |
| 12. A Committee member completed a Rotary Learning Center course related to Public Image  | 25  | <u>    </u> |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>   | --- | <u>375</u>  |

What was the most successful Public Image campaign completed? (1000 characters or less)

The PI committee focused on our social media this year, posting on Facebook and Instagram 2 or more times a week. One of our new Eco Satellite club members initiated a restoring the wetlands project called Aina Ho'ola Initiative. She started an Instagram page which has attracted many new, young volunteers. She was also able to get a big article in the local newspaper and a story on KHON news. The exposure and social media presence has resulted in a steady increase in volunteers at each monthly workday. We are following up with the volunteers to hopefully join the Eco Satellite Club.



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

**Rotary Club of** Kakaako Eco

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|  |     |                   |
|--|-----|-------------------|
| 1. Has an active Public Image Committee  | 50  | <u>50</u>         |
| 2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50  | <u>50</u>         |
| 3. Regularly updated Club’s Website and/or Facebook Page   | 25  | <u>25</u>         |
| 4. Published a club newsletter at least once a month   | 25  | <u>25</u>         |
| 5. Had at least 2 press releases published to promote Rotary   | 50  | <u>50</u>         |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                        | 25  | <u>25</u>         |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)  | 50  | <u>280</u>        |
| 8. Publish an article in a local or international newspaper or magazine  | 50  | <u>50</u>         |
| 9 Had a media campaign to solicit membership   | 50  | <u>50</u>         |
| 10.Reviewed all club materials and signage for Rotary brand compliance   | 25  | <u>25</u>         |
| 11.Members are encouraged to wear Rotary pins outside of meetings  | 25  | <u>25</u>         |
| 12.A Committee member completed a Rotary Learning Center course related to Public Image  | 25  | <u>25</u>         |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>  | --- | <u><b>680</b></u> |

What was the most successful Public Image campaign completed? (1000 characters or less)

Our most successful public image campaign comes from our genki ball project. Our president, Jenny Do, reaches out to each president of all clubs in Hawaii personally through a phone call or text message to let them know. She keeps track on a spreadsheet with notes on what she tells each president so she can periodically check in on them about attending genki ball or making a donation. She also reaches out to KHON, Hawaii News Now, Star Advertiser, KITV4, and Pacific Business News journalists that she is connected to to let them know updates and have them come to events. They generally write an article or showcase our genki event on TV. We also do social media marketing on Facebook and Instagram every other day leading up to the event for weeks in advance. We also tell our sponsors to post on their social media pages and invite their friends, family, and employees.





**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of KONA

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|   |     |            |
|---|-----|------------|
| 1. Has an active Public Image Committee   | 50  | <u>50</u>  |
| 2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50  | _____      |
| 3. Regularly updated Club's Website and/or Facebook Page  | 25  | <u>25</u>  |
| 4. Published a club newsletter at least once a month  | 25  | <u>25</u>  |
| 5. Had at least 2 press releases published to promote Rotary  | 50  | <u>50</u>  |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                         | 25  | <u>25</u>  |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)   | 50  | <u>50</u>  |
| 8. Publish an article in a local or international newspaper or magazine   | 50  | <u>50</u>  |
| 9. Had a media campaign to solicit membership   | 50  | _____      |
| 10. Reviewed all club materials and signage for Rotary brand compliance   | 25  | <u>25</u>  |
| 11. Members are encouraged to wear Rotary pins outside of meetings  | 25  | <u>25</u>  |
| 12. A Committee member completed a Rotary Learning Center course related to Public Image  | 25  | <u>25</u>  |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>   | --- | <u>350</u> |

What was the most successful Public Image campaign completed? (1000 characters or less)  
 Without a doubt, it's been our ability to get our projects featured in our local paper, WH Today. Our Meet N Eat program has been featured twice this year. Meet N Eat was the front page/ headline story for our "30 Year" Anniversary dinner. The feedback we got was outstanding.



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Metropolitan Honolulu

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|   |     |       |
|---|-----|-------|
| 1. Has an active Public Image Committee   | 50  | _____ |
| 2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50  | 50    |
| 3. Regularly updated Club's Website and/or Facebook Page  | 25  | _____ |
| 4. Published a club newsletter at least once a month  | 25  | _____ |
| 5. Had at least 2 press releases published to promote Rotary  | 50  | _____ |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                         | 25  | _____ |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)   | 50  | _____ |
| 8. Publish an article in a local or international newspaper or magazine   | 50  | _____ |
| 9. Had a media campaign to solicit membership   | 50  | _____ |
| 10. Reviewed all club materials and signage for Rotary brand compliance   | 25  | 25    |
| 11. Members are encouraged to wear Rotary pins outside of meetings  | 25  | 25    |
| 12. A Committee member completed a Rotary Learning Center course related to Public Image  | 25  | 25    |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>   | --- | 125   |

What was the most successful Public Image campaign completed? (1000 characters or less)



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

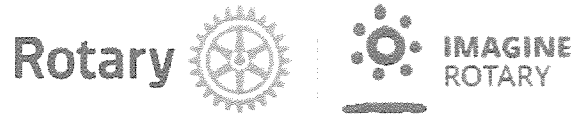
Rotary Club of WAIKIKI

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|  |              |
|--|--------------|
| 1. Has an active Public Image Committee  | 50 <u>50</u> |
| 2.A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50 <u>50</u> |
| 3. Regularly updated Club's Website and/or Facebook Page   | 25 <u>25</u> |
| 4. Published a club newsletter at least once a month   | 25 <u>25</u> |
| 5. Had at least 2 press releases published to promote Rotary   | 50 <u>50</u> |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                        | 25 <u>25</u> |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)  | 50 <u>50</u> |
| 8. Publish an article in a local or international newspaper or magazine  | 50 <u>50</u> |
| 9 Had a media campaign to solicit membership   | 50 <u>50</u> |
| 10.Reviewed all club materials and signage for Rotary brand compliance   | 25 <u>25</u> |
| 11.Members are encouraged to wear Rotary pins outside of meetings  | 25 <u>25</u> |
| 12.A Committee member completed a Rotary Learning Center course related to Public Image  | 25 <u>25</u> |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>  | <u>450</u>   |

What was the most successful Public Image campaign completed? (1000 characters or less)

With a record of almost \$4,000 raised, our Public Image campaign promoting Waikiki Rotary's 13th Annual Rummage Sale for the sole benefit of underprivileged keiki at Waikiki Elementary School wins hands down. We advertised this Rotary event not only in over 10 local community publications, but also on Instagram, Facebook and, for the first time, on the Nextdoor App. More than one person on the Nextdoor App, who had no knowledge of Rotary or this event, contributed boxes and bags of items which made the sale all the more successful and spread the word about Rotary in the community. The Rotary banner was also prominently displayed on school grounds weeks ahead at one of the busiest intersections in Waikiki which generated more donations. The PI campaign, repeatedly announced at meetings, also generated greater member participation than ever before with members spreading the word to friends and family.



**ROTARY DISTRICT 5000  
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of West Honolulu

**Attain at least 250 Merit Points from July 1, 2022 to April 10, 2023 from the following options to earn an Honorable Mention:** (type in earned points)

|   |     |             |
|---|-----|-------------|
| 1. Has an active Public Image Committee   | 50  | <u>50</u>   |
| 2. A Public Image Representative attended/viewed the District Training Assembly session and attended the District Training workshop | 50  | <u>50</u>   |
| 3. Regularly updated Club's Website and/or Facebook Page  | 25  | <u>25</u>   |
| 4. Published a club newsletter at least once a month  | 25  | <u>25</u>   |
| 5. Had at least 2 press releases published to promote Rotary  | 50  | <u>    </u> |
| 6. Actively utilize social media platforms to share Club stories that support The People of Action Campaign                         | 25  | <u>25</u>   |
| 7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)   | 50  | <u>    </u> |
| 8. Publish an article in a local or international newspaper or magazine   | 50  | <u>50</u>   |
| 9. Had a media campaign to solicit membership   | 50  | <u>    </u> |
| 10. Reviewed all club materials and signage for Rotary brand compliance   | 25  | <u>25</u>   |
| 11. Members are encouraged to wear Rotary pins outside of meetings  | 25  | <u>25</u>   |
| 12. A Committee member completed a Rotary Learning Center course related to Public Image  | 25  | <u>25</u>   |
| <b>TOTAL PUBLIC IMAGE MERIT POINTS (250+)</b>   | --- | <u>300</u>  |

What was the most successful Public Image campaign completed? (1000 characters or less)

We update our club website often and publish a weekly newsletter. We post important events to the FaceBook page and keep it fresh with the activities of the club and members.