

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

Rotary Club of Upcountry Maui

**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 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 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 type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	_____
<b>Total Public Image Merit Points</b>		<u><b>450</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)

For our project related to the Maui Fires Relief Fund, we purchased musical instruments for working musicians who lost their instruments in the fire. A club member would meet the musician at the music store, take pics with them, and we shared those images on social media. This promoted the musician, the music store, the Maui Fires Relief Fund and our club.

**Rotary District 5000  
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Rotary Club of South 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 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>		<u><b>525</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)

The Hilo Huli Luau Fundraiser Event on May 5, 2024 - Posted banners and flyers around town and advertised through radio and website. The RCSH should be recognized as a Club of Excellence in Public Image because of the constant team effort lead by Zeda Medina to strength the club's impact in East Hawaii. She brought together an active team that was dedicated to work together to bring RCSH back to regular and meaningful events and service projects. The group met monthly to plan and engage the activities and service projects whether they be solo oriented or with other sister Rotary Clubs. The RCSH Leadership Hui was successful in promoting self in service and the magic of Rotary in project. The RCSH embodied the People of Action and mentored students at Hawaii Community College and seniors at the Emergency Shelter.

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Rotary Club of     Kona 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 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 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 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>375</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)

With the assistance of Joshua Laguna, our club internet website was restarted and upgraded. We have one of the best club newsletters, "The Coffee Press" in District 5000. We had local media representation for our Peace Pole dedication at Hale Halewai Park in September 2003 and subsequent membership rally. We advertised a local Christmas ornament fundraising effort with a local artists gallery on FaceBook. We have new signage directing foot traffic along Alii Drive in Kailua Kona to our meeting site at Papa Kona Restaurant. We have new "Peacebuilder Club" banners that are used during our monthly "Meet and Eat" feeding efforts at Kealakehe Intermediate School and in local parades. We participated with a "May Peace Prevail on Earth" themed float in the Kailua-Kona July 4th and Christmas Parades.

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

Rotary Club of     Kihei-Wailea    

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>		<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)

The Rotary Club of Kihei-Wailea has a very strong public Image. Articles in which RCKW appeared have been in the local newspaper on at least 27 occasions. Senator Angus McKelvey presented a certificate of accomplishments and recognition on behalf of the Hawaii State Senate. We dedicated a Peace Pole to Mark Harbison, a former member who was a internationally known Rotary Grant writer.

The club maintains and constantly updates our website and Facebook page.

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Rotary Club of     Kahala 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 type="checkbox"/> x (can't check it, but I want to )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 type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50	<u>      </u>
<input type="checkbox"/> x Use and support the People of Action campaign	25	<u>  25  </u>
<input type="checkbox"/> x 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 type="checkbox"/> Members are encouraged to wear Rotary pins outside of meetings	25	<u>      </u>
<input type="checkbox"/> A committee member completed a Rotary Learning Center course related to Public Image (25 points for each member attending)	25	<u>      </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)

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Rotary Club of Hickam Pearl Harbor

**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)

This year, our most successful Public Image campaign showcased our club's diverse impact and community engagement. A club member opened July's Honolulu City Council meeting with a message of Aloha, discussing Rotary's influence in Hawaii. Our efforts bridging vocational and community service were highlighted in Pacific Business News. We aired a feature on Olelo Community Media to address the struggles of youth moving from Micronesia. Additionally, a member competing in a national pageant emphasized our club's community efforts. These initiatives significantly raised our visibility, effectively communicated Rotary's mission, and attracted new members, exemplifying our excellence in public image.

**Rotary District 5000  
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Rotary Club of Lahaina 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	<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 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>50</u>
<b>Total Public Image Merit Points</b>		<u><b>325</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 vocational sponsorship program has been the most successful campaign on social media. Shortly after the fire, our Club quickly took action and started using the donations that were received to replace tools of professionals that had lost their tools in the fire. Each time an applicant's tools were purchased and delivered, we took a photo with that applicant and their new tools. Those photo's were posted on our Instagram and Facebook and we wrote up a short article for our website.

Through actively posting on social media, Rotary Clubs from around the world reached out to us. One Club particularly stands out. The President of the Rotary Club of Plymouth MA took it upon himself to raise \$20,000 for our Club by hosting a music festival. And then he hosted a silent auction that raised another \$27,000. When he visited our Club, he mentioned that the main reason he chose to support our Club was because he saw that we were active in the community through posting photos on social media. The power of social media has led us to be able to replace so many more tools for our community.

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Rotary Club of Ewa Beach

**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 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>50</u>
<b>Total Public Image Merit Points</b>		<b><u>550</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)

In this year alone, we have drastically improved our club's visibility on social media and in our community. We are now at 246 following on Instagram, 551 followers on Facebook and we have been featured on Hawaii News Now and hope to have more features on the MidWeek. We have regularly updated our website and all social media platforms which has greatly helped our club gain support from other rotarians and spread the word about the great work we do. Our 2024 calendar is also an amazing Public Image campaign as we spread our reach in the elementary schools in Ewa Beach and throughout the entire local community.