

Rotary District 5000
Club of Excellence Public Image Award

Rotary Club of Mililani 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 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	<u> </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>
Total Public Image Merit Points		<u>450</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 most successful Public Image campaign has been partnering with the Town Center of Mililani (TCM). The partnership has impacted our club and our community by adding to the visibility of our projects. One of our most successful project has been our School Supply Drive (SSD). The TCM provides us with tables and chairs, fronting Longs, over a 2-day period in July. During our last SSD, generous community donors contributed \$3,895 in supplies, and \$3,938 in cash. The supplies are distributed to Kipapa Elementary, a Title I school; \$400 are donated to the other elementary schools, including Hanalani Schools.

On April 6, RCMS hosted our 3rd annual, "I Love Books" Fair at TCM. 300 students registered for the Book Fair, and received free books, funded by our District Grant and monies from our SSD. RCMS provided free shaved ice and popcorn to the students and parents.

At both functions, TCM allowed us to display our banners and provide Rotary information.

Updating our website, issuing our monthly newsletter, and emails are part of our communication process with our members and general public.

Rotary District 5000
Club of Excellence Public Image Award

Rotary Club of Kapolei

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>
Total Public Image Merit Points		<u>375</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 regularly posts on Facebook and Instagram with upcoming and past events. We post upcoming speakers, club accomplishments and fundraisers. We comply with Rotary branding and include it within the photos as well. We also submit significant events to our local MidWeek paper, including our Games with a Purpose Scholarship fundraiser in October.

Our Club PE was interviewed for an article about the Rotary Club of Kapolei for the Go Kapolei magazine. She encouraged membership and invited businesses to speak to our club.

Although we didn't have a club newsletter, our club president put together a weekly update of club activities and sent to both active club members and "Friends of Rotary", our contacts for people who have expressed an interest in Rotary but not yet ready to join a club.

Rotary District 5000
Club of Excellence Public Image Award

Rotary Club of West 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 type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25	<u>0</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>0</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	<u>0</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>0</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>
Total Public Image Merit Points		<u>325</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 utilized different methods in public image efforts, such as being featured on Midweek newspaper for our school supply drive supporting one of Waipahu's schools, Honowai Elementary, as the cost of school supplies has been on a constant rise, making it extremely difficult for many local families to provide their children with the necessary tools for learning. We also visited Waipio's community association on a monthly basis to post our membership flyer on their bulletin board. Lastly, we completed a fundraising calendar: "Making a Difference in Waipahu, featuring: Hawaii's Plantation Village", showing the public not only the pictures of the development of the sugar industry in Waipahu that gave impetus to the growth and developed into a town that brought immigrants from different parts of the world, but also our Rotary clubs involvement in various service projects to support the village and preserve history. We also included various businesses in Waipahu in the calendars which helped us sending the message to the public that we recognize the value that various professions and vocations contribute to help strengthen and grow our community.

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

Rotary Club of NORTH HAWAII'I

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>50</u>
<input type="checkbox"/> Club representative actively participated in the D5000 PI Committee	25 <u>25</u>
<input 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>1</u>
<input type="checkbox"/> At least 2 press releases were submitted to promote Rotary and your club	50 <u>1</u>
<input type="checkbox"/> Use and support the People of Action campaign	25 <u>25</u>
<input 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>50</u>
<input 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 <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 <u>50</u>

Total Public Image Merit Points 400

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 club made use of new Posters including New Rotary Logo on their Events and stressed using the ROTARY IMAGE to promote Events!