



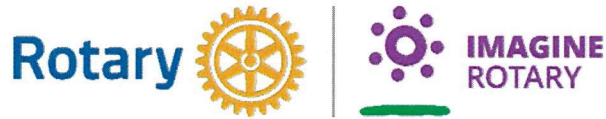
**ROTARY DISTRICT 5000
CLUB OF EXCELLENCE PUBLIC IMAGE AWARD**

Rotary Club of Diamond Head / Kaimuki

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	<u>50</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	_____
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	_____
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	250	_____

What was the most successful Public Image campaign completed? (1000 characters or less)
 One of our recent efforts focused on highlighting news and articles from various clubs from around the world with the goal of spreading our reach. Following our posts, we were able to increase our follower count and received several inquiries from Rotarians and potential members about attending one of our meetings/events.



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

Rotary Club of Ewa Beach

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	_____
3. Regularly updated Club’s Website and/or Facebook Page	25	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	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	_____
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	25
12.A Committee member completed a Rotary Learning Center course related to Public Image	25	25
	275	-----
TOTAL PUBLIC IMAGE MERIT POINTS (250+)		

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

This year we increased our social media presence and following on both Facebook and Instagram. We have grown our followers on Facebook to 520 and have increased activity from our followers such as likes, comments, shares, requests to collaborate, etc.

Our most successful campaign was promoting a speaker, Tom Driskell, from the State Veterans Care Home currently under construction in Kapolei. We marketed via email, social media, flyers and word of mouth and had our largest turn out of both club members and community members.



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

Rotary Club of Hawaii Kai

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	20
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	25
7. Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event)	50	30
8. Publish an article in a local or international newspaper or magazine	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	25
12. A Committee member completed a Rotary Learning Center course related to Public Image	25	_____
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	300

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

The Rotary Club of Hawaii Kai organized a film night event in partnership with the Hawaiian International Film Festival. The event was held at the Hawaii Kai Shopping Center and was free to the public. The event showcased locally made films, followed by a screening of the movie Abominable. As people settled into their seats, live music was performed to entertain the audience. Overall, it was an enjoyable night out for the community, offering a chance to enjoy locally made films and a popular Hollywood movie.



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

Rotary Club of Hickam Pearl Harbor

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>0</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>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	----400

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

Rotary HPH’s most successful campaign was the multi-club, multi-organization service project hosted at Hawaii Foodbank on March 18th. Our email and social media campaigns led to over 50 volunteers registering. All Rotarians were encouraged to wear their Rotary t-shirts, allowing for effective promotion of the Rotary brand. Video footage was taken of the Rotarians in action, capturing the spirit of service and community involvement. After the service project, a video was created summarizing the event and was sent out to local news stations, which aired on the evening news. This video footage led to a successful public image campaign as it allowed a wider reach to the public, helped to increase the visibility of Rotary and its mission, and the impact Rotary makes in the community.



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

Rotary Club of Kapolei

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> </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>25</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>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	<u> </u> <u>250</u>

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

Our club has been diligent in keeping our members and non – members aware of what is going on within the club through social media. Weekly updates on our Facebook page and Instagram on various projects happening and club meetings. Recently we just added ourselves as a page on the Nextdoor App to reach a different demographic. People of action type photos are sent to our local Mid-Week to be published. Also, club meetings are shared with the Mid-Week calendar. Currently working with a student volunteer who is assisting us with our Public Image by updating our website and making our social media more visually consistent with Rotary International branding. Members are consistent in wearing Rotary branding in order for the general public to see us in the community.

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

Rotary Club of Kapolei 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	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	25
12. A Committee member completed a Rotary Learning Center course related to Public Image	25	25
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	350

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

RCKS made great strides in our Public Image campaign this year. A RCKS member revamped our club website (<https://rotaryclubofkapoleisunset.org>) utilizing a carousel, Rotary "Myth Busters", and ClubRunner Events calendar. People reached on our Facebook page increased by 892%! Facebook engagements increased by 346%! Facebook page likes increased by 145%! (<https://www.facebook.com/RotaryClubofKapoleiSunset>) Our new Public Image Chair has been attending District Public Image Meetings and so has our President. We have posted events, news, and highlights on our InstaGram regularly. We send in pictures and article information to the Midweek editor after our events. One of our members and her daughter were highlighted in the Honolulu Star Advertiser. Club members proudly wear name tags and Rotary Brand shirts to events and even have Rotary sunshades in their vehicles. We send out a "Friends of Rotary" email once/month to prospective members/volunteers. We made a new RCKS brochure too



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

Rotary Club of Mililani 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	<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	_____
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	<u>50</u>
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	_____
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	_____	<u>300</u>

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

Partnering with the Town Center of Mililani has impacted our club and our community by adding to the visibility of our projects. One of our most successful projects has been our School Supply Drive. The Town Center allows us to set up tables in front of Longs, and over a two-day period, donations from our generous community amounted to over 35 boxes of school supplies valued at over \$3300, and cash donations over \$3600. School supplies were donated to Kipapa Elementary, a Title 1 school, and cash donations were distributed to the other 5 elementary schools in Mililani to purchase books for their libraries. Other successful projects have been participating in a food drive, showcasing Mililani Middle School Interact Club's posters, pedestrian safety sign-waving, and the Makana Giving event which resulted in a donation to RCMS for \$2,500, to be used for community projects. We also set up "Ask Me About Rotary" tables to inform the community about Rotary.



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

Rotary Club of North Hawaii

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> </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> </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>
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	<u>375</u>

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

The most effective Public Image Event was conducted @ our Peace Pole Planting on Earth Day, Sept 21, 2022 where we had over 50 people from both sides of the Big Island @ this Lunch Event and installed a Peace Pole @ the Waimea Preservation Building in the center of town for a very visible Event. We had a Banner with updated Rotary Logo. We had a representative for the Hawaii Mayor's Office deliver a proclamation. There were Rotary Members from at least 5 Rotary Clubs in attendance. This Peace Pole Event was the "Cornerstone" of two other Peace Pole Events in Hilo in the Morning and Kona in the Evening the same day.



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

Rotary Club of Pahoa 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	
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	
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	
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	
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+)	---	275

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

Peace pole initiative. We installed a peace pole at our corporate member Kua O Ka La School site. We had over 100 people attend including representative from the Mayors office, local Senators and county Councilwomen. We received certificates from the Mayor and gained a new member as a result. (County councilwoman for Pahoa). There was alot of facebook media that resulted from this initiative. We also had alot of media from our ‘Paint the Town" Project in Pahoa including a front page from the Hawaii Tribune Herald newspaper. Our Genki Hou project also received a news article in the Honolulu Star Advertiser paper.

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

Rotary Club of West Pearl Harbor

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	40
8. Publish an article in a local or international newspaper or magazine	50	0
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	0
12. A Committee member completed a Rotary Learning Center course related to Public Image	25	25
TOTAL PUBLIC IMAGE MERIT POINTS (250+)	---	365

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

Utilizing our social media platforms and website to inform the public on what we were doing on a weekly basis AND why we were doing it. For example, each month we post our club calendar and the guest speakers or projects for that month ties into the Rotary Calendar theme while we also explain why this theme is important for Rotary. We also publish guest speakers talks on our website under each month's theme so that the public can watch it and see how us Rotarians express interest in wanting to learn more about those speakers/companies from their talks, but also how Rotary can be involved. Many people have various interests and by showing diverse speakers/topics from the themes, it attracts more diverse membership.