

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Lahaina Sunset

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u>6</u> x 10=	<u>60</u>
Had a media campaign to solicit membership	50	<u>50</u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u> </u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u>5</u> x 25=	<u>25</u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u> </u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u> </u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points 535

What were your successful Public Image activities completed? (Describe in 200 words or less)

Our club PI continues to thrive with high quality speakers at our meetings. Our PI chair delivers press releases to Maui Now and Maui News, which helps to get the word out to the public so they can attend and learn more about Rotary and other non-profit organizations across Maui. Additionally, ten articles were published about our special events and projects. Our public image initiatives have successfully been responsible for attracting new members, resulting in 9 of them joining as members. Press and social media advertising of our "Friendraiser" helped generate over 50 attendees (both members & guests). Our website and social media highlight our commitment to the community.

We proudly were highlighted in the May 2026 issue of Rotary Magazine with a People of Action story on Lights for Lahaina, an event produced by Aloha Amplified where we had a strong Rotary presence.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Pearl Harbor

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	50
Update club website and social media accounts at least monthly	100	100
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	50
Reviewed all club materials and signage for Rotary brand compliance	25	
Club website has up-to-date information about club meetings and projects	100	100
Had at least 2 press releases or articles published to promote Rotary	50	
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	25
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# _____ x 10=	_____
Had a media campaign to solicit membership	50	
Members are encouraged to wear Rotary pins outside of meetings	25	25
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# _____ x 25=	_____
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	
A Committee member completed a Rotary Learning Center course related to Public Image	25	
TOTAL PUBLIC IMAGE MERIT POINTS (200 min)	Merit Points	350

What were your successful Public Image activities completed? (Describe in 200 words or less)

The Rotary Club of Pearl Harbor's Public Image committee was greatly improved this year by the addition of Brittany Anne Elcar, a young new member serving as associate director. She energized the program by integrating our Facebook page with our Instagram account and regularly producing eye-catching content for the Club image.

The Public Image director posts on Facebook in advance of every meeting, and follows the meeting with photos and stories - over 50 posts for the Rotary year 2025-2026. The club has correct branding on website and social media accounts as the website manager is on District social media team. Our website and Facebook pages were revamped to ensure proper alignment with RI standards. Our website is linked to the Facebook page, updating events for every meeting and project. Most members wear pins, and specialized Rotary shirts, including Aloha-style for meetings (which members continue to wear at work and wherever they go during the day) and "Rotarian at Work" shirts for

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Metropolitan Honolulu

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u> </u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u> </u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u> </u> x 10=	<u> </u>
Had a media campaign to solicit membership	50	<u> </u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u> </u> x 25=	<u> </u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u> </u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u> </u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points

350

What were your successful Public Image activities completed? (Describe in 200 words or less)

This year we found a person to manage our website. It has not been updated in years and now is as current as possible. We updated all areas of the website and post to Facebook when possible (monthly).

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of HONOLULU SUNSET

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the		
People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# 5x 10=50	<u>50</u>
Had a media campaign to solicit membership	50	<u>50</u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# 3 x 25=	<u>75</u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u>25</u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points

650 What

were your successful Public Image activities completed? (Describe in 200 words or less)

Our club had a successful year promoting Rotary's impact through a variety of public image initiatives. Past President Dr. James Ham was featured in a two-page article in The Rotarian highlighting his volunteer service and humanitarian work. The signing with our sister club, the Rotary Club of Fukuoka, received coverage on KZOO Radio and in Lighthouse Hawaii's print and online publications. A club member who writes a regular column for the Honolulu Star-Advertiser also highlighted several Rotary projects, including a shoe drive for Farrington High School JROTC that generated hundreds of donated pairs of shoes for students in need. Our vocational awards winners were shown on Midweek magazine. To further strengthen our public presence, we actively engaged local media to promote club activities and service projects and worked with a ClubRunner Product Specialist to enhance our website. Our website, Facebook, and Instagram platforms are updated multiple times each week by dedicated members, helping us consistently share Rotary's story, expand community awareness, and showcase our impact.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Honolulu Sunrise

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u>4</u> x 10=	<u>40</u>
Had a media campaign to solicit membership	50	<u>0</u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u>0</u> x 25=	<u>0</u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u>0</u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>0</u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min) Merit Points 465

What were your successful Public Image activities completed? (Describe in 200 words or less)

Honolulu Sunrise actively promotes Rotary through our website, Facebook, and Instagram, highlighting the impact of our members and our service in the community. Our content showcases not only service projects, but also our Unsung Heroes recognition, club socials, and Rotary On The Road experiences, giving the public a broader view of what Rotary membership looks like. We also pursue earned media by distributing press releases for significant initiatives. Most recently, our Hawai'i Foodbank donation was featured in multiple media outlets, including The Maui News, extending Rotary's visibility beyond our local community.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Honolulu

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u> </u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u> </u> x 10=	<u> </u>
Had a media campaign to solicit membership	50	<u> </u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u> </u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u> </u> x 25=	<u> </u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u>25</u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points

400

What were your successful Public Image activities completed? (Describe in 200 words or less)

We posted many updates to our Facebook and Instagram accounts for our service projects and other activities of Club members. We had two Club leaders appear on the public access television program "Inspire You and Me". We participated in co-branding of the Hawaii Beer Fest and answered questions for several guests about Rotary and our Club. (We have had at least three members join as a result of our outreach at the Beer Fest.)

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Hilo Bay

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u> </u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u>4</u> x 10=	<u>40</u>
Had a media campaign to solicit membership	50	<u> </u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u> </u> x 25=	<u> </u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u> </u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u> </u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points

440

What were your successful Public Image activities completed? (Describe in 200 words or less)

Our club website had a major overhaul with many wonderful improvements. Mid year we upgraded our Clubrunner account which added even more features to our website. We also successfully completed a weekly newsletter following each weeks meeting. We were featured in several stories with our Interact Club. Our annual signature event, Oktoberfest, gave our club an opportunity to be broadcast on several radio stations and highlighted in the newspapers and on banners all around Hilo.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Hilo

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u>3</u> x 10=	<u>30</u>
Had a media campaign to solicit membership	50	<u>50</u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u>2</u> x 25=	<u>50</u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u>25</u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points

605

LB

What were your successful Public Image activities completed? (Describe in 200 words or less)

Our club participated in the iconic Merrie Monarch parade with the three other East Hawaii Clubs, UH Hilo & ECC Roteract Club and St. Joseph Interact Club. We had a beautifully decorated truck flow and walkers with thousands of people including community members and visiting folks lining the streets to enjoy the parade. We were announced at several points in the parade as they shared important information regarding Rotary and the services we provide. The parade was also broadcast of television as well. The event was enjoyed by all.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Ala Moana

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u>50</u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u> </u> x 10=	<u> </u>
Had a media campaign to solicit membership	50	<u>50</u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u> </u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u>2</u> x 25=	<u>50</u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u> </u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u> </u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points

850

What were your successful Public Image activities completed? (Describe in 200 words or less)

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of South Hilo

Attain at least 250 Merit Points from July 1, 2025 to June 30, 2026 to be eligible to participate in the award selection.

Has an active Public Image Chair	50	<u>50</u>
Update club website and social media accounts at least monthly	100	<u>100</u>
Club has correct branding (from the Brand Center) on club website, social media accounts and banners	50	<u>50</u>
Reviewed all club materials and signage for Rotary brand compliance	25	<u>25</u>
Club website has up-to-date information about club meetings and projects	100	<u>100</u>
Had at least 2 press releases or articles published to promote Rotary	50	<u>0</u>
Actively utilize social media platforms to share Club stories that support the People of Action Campaign	25	<u>25</u>
Distributed Public Image materials/banners/brochures at service projects and club events (10 points for each project or event).	# <u>5</u> x 10=	<u>10</u>
Had a media campaign to solicit membership	50	<u> </u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u>25</u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u> </u> x 25=	<u> </u>
A Public Image Committee member attended/viewed the Club Leadership Learning Seminar and attended the District Learning workshop.	25	<u>25</u>
A Committee member completed a Rotary Learning Center course related to Public Image	25	<u>25</u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)	Merit Points	<u>435</u>
---	--------------	------------

What were your successful Public Image activities completed? (Describe in 200 words or less)

The RCSH should be recognized as a Club of Excellence in Public Image because of the constant team effort to strength the clubs impact in East Hawaii. Together this club is dedicated to work together to continue to promote meaningful events and service projects through public image/social media. 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 service above self in all our Rotary projects. The RCSH embodied the People of Action and mentored students at Hawaii Community College and seniors at the Emergency Shelter.