

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of East 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>50</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>6</u> x 10=	<u>60</u>
Had a media campaign to solicit membership	50	<u>0</u>
Members are encouraged to wear Rotary pins outside of meetings	25	<u>0</u>
Club submitted a People of Action story to the District Public Image team to highlight (25 points each)	# <u> </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

360 ✓

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

Our social media/ website has been updated on a monthly basis.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Mililani 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> </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>2</u> x 10=	<u>20</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 395

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

Public Image Chair, Jodie Brede, prepares monthly news letters on a timely basis, and periodically, updates our ClubRunner with Rotary and Club information. Public Image Chair, follows for correct Rotary branding.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Lahaina 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> </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>1</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> </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 385

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

Team work makes the dream work. Our club's public image presence is managed by a team. Our co-president has become an expert at updating events on ClubRunner. Multiple members have posted to our Facebook page this year. The workload has been shared, which gives the chair that warm and fuzzy feeling.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Kona 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	___
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	___
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	___
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	___
A Committee member completed a Rotary Learning Center course related to Public Image	25	___

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points 435

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

FaceBook--our Public Image person does a magnificent job keeping the Kona Club "out there". We participate in Kailua-Kona parades with our Peace Poles and flag on display. We hang our banner at our monthly Meet n Eat at Kealakehe Intermediate School (distributing food bags). We fly our Kona Sunrise flag at local memorial services at West Hawaii Veterans' Cemetery, Memorial Day and Veterans' Day. We distributed Rotary Challenge Coins at the Kona Brewers Festival, explaining that we truly believe the Four-Way Test.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Kihei-Wailea

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>5</u> x 10=	<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)	# <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>25</u>
TOTAL PUBLIC IMAGE MERIT POINTS (200 min)	Merit Points	<u>550</u>

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

We focused on building our presence, strengthening community partner relationships, increasing number of guests at our meetings and events, and enhancing member satisfaction.

We accomplished our goals through:

- * Garnering input from our South Maui community through surveys at Kihei 4th Friday and World Peace Day, with 78 surveys received. These informed our action planning on impactful projects.
- * Increasing our social media followers and business partner engagement dramatically, giving us greater exposure to new social media audiences.
- * Publishing articles in the news media and social media for each of our speakers and events, which increased awareness and attendance.
- * Updating our website and social media on a regular basis, contributing to positive feelings by current

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Rotary Club of Kahului

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>2</u> x 10=	<u>20</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

676 445

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

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PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Ewa Beach

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>12</u> x 10=	<u>120</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> </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> </u>

TOTAL PUBLIC IMAGE MERIT POINTS (200 min)

Merit Points 570

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

We had an increase in engagement and viewership on our social media accounts and an increase in followers. Our website is current and relevant. We regularly post on Instagram and Facebook. It shows us doing good and having fun.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Hickam 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	<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>24</u> x 10=	<u>240</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>1</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>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>790</u>
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What were your successful Public Image activities completed? (Describe in 200 words or less)

Our most impactful campaign - "let's Serve" Shelter Dinners - addressed a critical perception challenge: making Rotary's impact visible, relatable and actionable. Rather than relying solely on promotional messaging, we focused on real, recurring service in action. Each quarter members served meals at a Honolulu shelter with content capturing moments of service. The campaign succeeded because it delivered consistency - a repeatable quarterly initiative, authenticity - real members, real service, real impact, and clarity - a simple, visual story of helping others. The result was a strong public image of Rotary as active, compassionate and accessible - not just an organization but a movement people can join. Importantly, the campaign functioned as a call to action, directing the community to upcoming service opportunities and inviting participation.