

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Kapolei

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

370 ✓

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

Members are well versed in providing appropriate photos in a timely manner to be able to post on Facebook, Instagram and Website. Members are conscious about wearing a Rotary pin or Rotary shirts.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Upcountry Maui

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>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).	# _____ x 10=	_____
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)	# _____ 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	<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)

The press releases garnered us a new member and at least 2-3 potential new members that are in the application process currently.

PUBLIC IMAGE PEOPLE OF ACTION AWARD

Rotary Club of Honolulu Pau Hana

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	—
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)	# — x 25=	—
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

525

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

Our most successful vehicle for public image and widespread exposure is our active presence on Facebook and Instagram. Social media has proven to be a wonderful, highly efficient tool to easily convey Rotary discipline, share our service impact, and invite the community to attend both our special events and our bi-weekly meetings.

Our critical secondary vehicle for getting the word out is a custom club pamphlet created and printed by our member, Averie. This professionally designed brochure lists our club's highest accolades and major accomplishments, while seamlessly providing readers with a warm, friendly invitation to check out a meeting and see our club in action.