

DISTRICT 5000 CLUB EXCELLENCE AWARD CATEGORY: Public Image

Rotary Club of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Club Division  Large Club  Medium Club  Small Club

To receive the D5000 Foundation Excellence Award, attain at least 250 Public Image Merit Points from July 1, 2021 to April 10, 2022.

Check the box for each item completed. Input points for each item checked.

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| --- | --- | --- | --- |
|  | Club has an up-to-date strategic planthat includes specific strategies and goals related to the club’s Public Image in their local community | 25 |  |
|  | Club conducted a training workshop with its members on Public Image, what it means, current and desired states, what are the club’s strategies to get to the desired state, and to set goals and action items for engaging everyone as Public Image Ambassadors for the club | 25 |  |
|  | Club posts or prints a weekly/monthly Newsletter (+25 pts if shared with Non-Rotarians) | 25 |  |
|  | Club has been featured in the D5000 Newsletter | 25 |  |
|  | Club has a current website that is updated at least monthly to showcase the club activities and includes about what to do and who to contact if people are interesting in joining your club | 25 |  |
|  | Club has at least one social media account that is updated at least monthly to share club stories that support the People of Action initiative (+25 pts for weekly updates) | 25 |  |
|  | Club’s Facebook and/or Instagram account follow both D5000 and Rotary International Facebook and Instagram accounts | 25 |  |
|  | Club’s social media followings, interactions, and engagement increased 10% from July 1, 2021 | 25 |  |
|  | Club follows other D5000 clubs on Instagram and/or Facebook | 25 |  |
|  | Club posts, comments, shares, engage with D5000 clubs/ programs (HRYF, RYLA, TRF) | 25 |  |
|  | Club shares @rotaryD5000 or @HawaiiRotary post monthly | 25 |  |
|  | Club has posted an online event using Facebook, Eventbrite, or other online event planner | 25 |  |
|  | Club applies compliant use of Rotary Signature Brand and Mark of Excellence in accordance with Rotary Brand Guidelines on club website, social media profiles and posts, printed materials and club apparel | 25 |  |
|  | Club submitted news release or pubic service announcement to local media to promote club event | 25 |  |
|  | Local media covered a club project/event (+25 for each additional story/max 100pts) | 25 |  |
|  | Rotary Day of Service project aired on local tv station | 25 |  |
|  | Rotary Day of Service project featured in local newspaper or publication | 25 |  |
|  | Club submits an article or photo to a global/national media about club project(s) | 25 |  |
|  | Global/National media features club project/event | 25 |  |
|  | Club submitted Rotary Day of Service project to Rotary Showcase (rotary.org) | 50 |  |
|  | Club implements a media campaign to attract new members (e.g., video, brochure, website, or social media post(s) | 25 |  |
|  | Club visibly showcases public image materials (e.g., club banners/brochures) at projects events | 25 |  |
|  | Club utilizes the Rotary Brand Center for advertising and public service materials, such as broadcast videos, print ads, and other official materials to promote Rotary | 25 |  |
|  | Club hosts a public event highlighting Club’s work to bring people together to find solutions to an issue important to the community. | 50 |  |

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|  | Club members wear Rotary logo apparel and/or Rotary pin at Rotary sponsored events | 25 |  |
|  | Club created a PR/PI video showcasing the club as People of Action and showed it to non-Rotarians on social media, local TV, and to Rotary Showcase (+ additional 25 pts) | 25 |  |
|  | Public Image Committee Chair and/or members enrolled in and completed a related course in the Rotary International Learning Center (rotary.org) | 25 |  |
|  | Members attended D5000 Information & Training Sessions on Public Image | 25 |  |
|  | Club reported results of Public Image goals on Rotary Club Central (rotary.org) | 25 |  |
|  | Total Public Image Award Points | 825 |  |

Please attach a narrative to share additional information and highlights of your most impactful International Service activities. You may use a media platform of your choice (e.g., 8 ½”x 11” 1-page written narrative, 2-minute video, or 2-minute multi-media presentation).Be creative. Deadline: April 10, 2022 and