

SUBMISSIONS FOR RY2014-15 BEST ROTARACT AWARENESS AWARD

2nd Nominee: Rotaract Club of Subang [WINNER]

Innovation and Creativity	<p>"RAC Subang initiated "Project #10for1KG"; a project "sold" as the Rotaract initiative to create a #HealthierMalaysia and a #HealthierWorld.</p> <p>What we did:-</p> <p>(a) Created a Facebook Event page which can be found at https://www.facebook.com/events/513821422087404/; RAC Subang was successful in reaching over 3,900 individuals with over a thousand views;</p> <p>(b) 24 #WeightPledgers shared their efforts with their friends and family members on social media;</p> <p>(c) Updates were posted to the Facebook event page on a bi-weekly basis or at its longest; once per month. Each of these updates will then be shared across social media;</p> <p>(d) A party, which was a celebration for all the #WeightPledgers took place in Changkat Bukit Bintang with a special appearance by Pink Panther. Promotion for this started sometime in mid-March and reached an outstanding 5,100 plus individuals on social media;</p> <p>(e) An article was written about Project #10for1KG (the article can be found at http://www.mr-stingy.com/lost-26-kg-charity/);</p> <p>(f) The article was featured on SAYS.com; recording over 11,300 views and counting (see http://says.com/my/lifestyle/how-my-friend-lost-26-kg-in-6-months-and-raised-rm10-000-for-charity/);</p> <p>(g) This article also caught the attention of Business Insider and can be found at http://www.businessinsider.my/friend-lost-26-kg-6-months-raised-ten-thousand-charity/#bMls6dyfu0wZLPOC.97. "</p>
Commitment or Continuity	<p>The awareness project lasted for 6 months with an update on the project being shared on social media every bi-weekly or at the very least once a month.</p>
Reach or Coverage	<p>The audience of this campaign ranged from individuals from the "Rotaract age group" to working adults, students and individuals from all walks of life. In the first week of the project, we received registration to be a #WeightPledger from an individual in Beijing, China and an individual from Boston.</p> <p>The channel of communication was done mainly through social media with the assistance of the ever-famous Whatsapp application.</p>
Effectiveness or Results	<p>"As a result of this campaign, the following were our achievements:-</p> <p>(a) Our Facebook page made it pass the 500 likes mark and now stands at 621 likes (and counting);</p> <p>(b) The Project #10for1KG (a brainchild of the Rotaract Club of Subang) reached over 3,900 individuals and recording over 1000 views;</p> <p>(c) The celebration party at Changkat Bukit Bintang reached an outstanding 5,100 plus individuals on social media;</p> <p>(d) The article written by Aaron Tang (also known as Mr. Stingy) reached over 3000 views on his own website;</p> <p>(e) The same article was then featured on SAYS.com; recording over 11,300 views and counting;</p> <p>(f) The same article was also featured on Business Insider;</p> <p>(g) PP James, PP Calvin and Aaron Tang secured an interview with HealthWorks.my where the three of them shared the story behind Project #10for1KG and how Rotaract brought them together for the ultimate cause of "Fellowship Through Service"."</p>

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1st Nominee: Rotaract Club of University Teknologi Petronas

Innovation and Creativity	<p>RACUTP had visited three beneficiary homes located in Ipoh to carry out the community service. The participants managed to brighten up their day by playing games with the children. Everyone tried their best to make the children feel they are loved even if they are physically or mentally lesser than normal or abandoned. Many participants had come to realize that the best thing a person can donate is their time and it's every individual's responsibility to help others in their community and beyond. These experiences took focus off of them and made them more aware of the world and people around them. Even a short amount of time with a single event like this can expose a student to a meaningful learning experience, and that one student can impact one disadvantaged person's existence for years to come.</p> <p>Child Pro Fair was held for two days in conjunction with the International Children's Day. The lifestyles of the unfortunate children and the children's rights were exhibited at the booth. students and non-students in the university stopped by our booth to get involved in the activities prepared. One of the main activities was to have the students to make a charity pledge at the booth.</p> <p>Child-Pro Night marked the end of Child-Pro which lasted for two consecutive semesters."</p>
Commitment or Continuity	<p>RACUTP started off by searching for capable board members to join the team of the event. It is then followed by the discussion and preparation for the whole event. One semester is used up to plan the events of Child-Pro in details and Children Provision 2014 lasted for two consecutive semesters, which are May 2014 semester and September 2014 semester, which both sums up to a year time. Child-Pro is organized annually since year 2010.</p>
Reach or Coverage	<p>We managed to reach out to most of the UTP students as we had done a lot of publication throughout the whole event. Besides, we managed to communicate with outsiders such as the vendors from Ipoh night markets as well as the potential sponsors. Finally and most importantly will be the children from the beneficiary homes. We communicated with our audience through social media platforms such as Facebook and Twitter by frequently updating and sharing them with the latest information of the event ranging from Child-Pro video, posters of upcoming events to photos of all the events of Child-Pro.</p>
Effectiveness or Results	<p>We had reached the main objective of Children Provision 2014, which is to cultivate, foster and portray our love, care, attention and awareness towards the unfortunate children such as orphans. Besides, we had managed to raise awareness about current scenario of inadequate care and attention to the younger generation among UTP students through the events that were carried out. It was a meaningful event whereby children from the beneficiary homes gained happiness and positive vibes from us and we in turn gained something more than what we gave to them, life lessons which are really precious.</p>

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3rd Nominee: Rotaract Club of Penang

Innovation and Creativity	RAC Penang had come out with multiple plan to promote Rotaract to the public. In the age of technology we had implement mobile app for RAC Penang. This app is to deliver an instant message for all of the members and it can book member's calendar for Rotaract event such as meeting, installation, activity and etc. It can constantly update our members. In the other ways, RAC Penang had been promoting Rotaract by creating FB like page, LinkedIn, Twitter, Instagram, Google+, Blogspot, and other social network. Rtr Ninja is our representative who communicates with other rotaractors and the public.
Commitment or Continuity	Every event and activity will be updated within 7 to 14 days within our social media as aforementioned. Dedicated directors and members will be in charge of updating the event or activity that they had did.
Reach or Coverage	We had reach at International level of communication. We are being approach by the club from Instagram and via Fb like page. Such as RAC Casa Elfida, RAC May Pen, RAC Marianas, RAC Chetumal, RAC SNB, E-WA Rotary, Interact Panamá Norte, Interact Club Goiânia, RAC Magnesia, RAC Maltepe, RAC Pamoja, RAC Bombay Film City, RAC Ciudad de Mérida, RAC De Coro, RAC De Outro Preto, RAC Fès Karaouyne, RAC IHEC Carthage, RAC Almaty, RAC Chinatown-Manila, RAC Hanover, RAC Negril, RAC Santa Cruz, RAC Hungary, RAC La Marsa Carthage, RAC Les Bergesdulac, RAC Nueva Segovia and a lot more clubs in India, and South East Asia.
Effectiveness or Results	We had successfully created a Rotaractor Ninja image in public. We received many positive feedbacks from public when they saw Rtr. Ninja, because they will immediately think of RAC Penang. Also, Sister Club signing between RAC Chinatown-Manila and a few Rotaract Clubs in India is on progress.

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4th Nominee: Rotaract Club of University of Nottingham, Malaysia Campus

Innovation and Creativity	Many of them in university never knew the existence of Rotaract and Rotary. Even if they do, they always thought it was a local club. When we share with the students that Polio was eradicated mainly by Rotary and its partners, none of them could see the impact as Polio has been a long eradicated virus in Malaysia. Thus, Rotaract UNMC organised a World's Greatest Meal Project which shared mini information of Polio and how rotary and its partners have helped to eradicate it. DRR Belvinder Kaur has joined us to share a few words about Polio and how rotaract works as well. Since then a reputable image was created for rotaract on campus and many have joined hands to work together for our projects.
Commitment or Continuity	The event was held in 1st semester of the year and it is to be held as an annual event yearly to introduce Rotaract, Rotary and its affiliates to university members.
Reach or Coverage	A total of RM50 was collected from the BBQ night and the funds were transferred into Polio Eradication Fund by Rotary International.
Effectiveness or Results	This event have impacted more new members to join. As of that night, 10 new members joined and have regularly joined our meetings to create an impact.