



"It's simple. The more members we have, the more people we can help. A stronger membership base will result in stronger communities."

Gary CK Huang
Rotary International
President



PUBLIC RELATIONS POINTERS

www.rotary9780.org
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Issue # 3

DISTRICT PUBLIC RELATIONS GRANTS Your chance for a Grant

You will have received the information about District Club Strengthening Public Relations Grants. These Grants are a great way to showcase your Club and Rotary by getting your PR message out there to your community.

The Application Form is short and easy to complete, but there are ways you can improve your chances of success. Here goes...

- Workshop possible grant projects with your Club Executive and/or PR Committee to establish what PR initiatives would most benefit your Club or Rotary. Make sure these are well formulated, in line with your Club's strategic plan and will be supported by your Club members.
- Satisfy yourselves that you have met the **SMART** principle: that is ***S*pecific, *M*easurable, *A*chievable, *R*ealistic and *T*imely.**
- Make sure you address at least two of the required project objectives. When writing your application, keep referring to these objectives both to satisfy yourself that you are on track and to show the assessors that you are on track.
- Do solid research to ensure you can meet the project objectives within your budget and time estimates, and say this in your application.
- Don't limit yourself to the examples of projects listed at Part 4 of the guidelines. Be creative and think outside the square. Think about a joint

Committee/Club/District PR project.

- Keep your writing clear and succinct. Don't waffle. Use headings and dot points wherever you can to improve clarity.

The bottom line is that it's a competitive process.

Every Club that applies for a grant believes their project should be funded so ensure yours addresses the objectives, is optimistic and well-constructed, and has a clear PR message.

Application Form & Guidelines are available to download from www.rotary9780.org under the Public Relations tab on the home page. Applications are open now and close on June 30 2015

Good luck!

District PR & Communication Team

