

# DISTRICT 5280 2016 - 2017 PUBLIC RELATIONS AWARDS ENTRY FORM

## REQUIRED ACTIVITIES

Public Relations efforts are vital to Rotary's continued growth and service.

RI and the District encourages Rotary Clubs to enhance their Rotary's Public Image as well as **Imagine** the possibilities that **Rotary** presents to clubs and the communities they serve.

Every Club should develop a PR plan and initiate activities that will enhance its visibility while helping to increase awareness of Rotary's brand.

Your club's efforts will be recognized at the 2017 District Conference where clubs from each category may be presented with an award. [Small (24 or less); Medium (25 to 50); and Large (51+)]. All of the following requirements **must be fulfilled**:

- ☐ Develop and implement a club Public Relations Plan. (Include a copy). Describe in **full** your club's signature activity (the one the club is best known for in your community). Provide examples of media coverage, number of attendees and funds raised or donations made (cash and inkind.) Provide the URLs for your club's social networking sites (Facebook, Twitter, YouTube, Instagram, etc.) that are used to regularly publicize your club's activities to Rotarians and non-Rotarians.

- ☐ Start or maintain a regularly published electronic/print club newsletter (weekly, bi-weekly or monthly). Circle the correct publication time frame and include a print copies of the publication or the URL to the electronic publication.

Promote to non-Rotarians at least one fellowship, networking or collaborative event that is open to the public. Answer the following questions.

Describe the event? When and where was it held? How many non-Rotarians attended? How was the event promoted? (Include samples of publicity materials.) Why was the event successful?

**Answers to the above items should be typed and submitted electronically or by hard copy.**

Clubs must complete all of the above list of required items and submit supporting materials (hard or electronic copies) along with this form by **March 3, 2017** to qualify for award consideration. *Late applications will not be accepted.* Up to one award may be presented in each club size category.

Materials from winning clubs will be used during an awards presentation at the 2017 District Conference in Lake Arrowhead.



## 2016 - 2017 Entry Form

Please complete and submit this form:

Club.

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President:

=certify that our Club has completed the Public Image activities listed **h c h Y** **YhUbX** qualify for a **8 jgfjM** & \$ Public Relations Award.

President's Signature:

Email:

D\cbYBc:

Club Address:

City: Njd.

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