**Could your club benefit from up to $250 to $400 for Public Image projects?**

*Here’s what a couple of our 5580 clubs have done with Public Image grant money:*

The *Staples, MN 20 member club* used the Public Image grant for a TV cover that indicates where and when they meet, and is on display at all times. This is an example of a project that has lasting visibility to a broad base of community members. It keeps the Rotary name and invitation to attend in front of the community. As they complete and publicize service projects, this information will become even more important!!

The *5 Fargo area clubs* collaborated to purchase Rotary banners to be posted at the entry of an “inclusive" park that’s being built - there are non-Rotary collaborators, as well. The park is being built with the help of a district grant, which would not cover the banner costs. This is a great example of leveraging the club and grant monies to showcase Rotary in the area. It lets the community know that Rotary is serving their needs! This benefits both Rotary and the area clubs. It would be interesting to know how many people see those banners as they look at the construction site.

These 2 projects have visibility to a large number of community members, and will be useful for some time to continue to create impact. Can your club think of a project that would have an impact in your community?

**How did they do It, and how can YOU do it?**

1. Identify a project. Determine the potential cost.
2. Complete the [PUBLIC IMAGE GRANT APPLICATION](https://clubrunner.blob.core.windows.net/00000050019/en-ca/files/sitepage/public-image/public-image-grant-application/ROTARY-DISTRICT-5580-PUBLIC-IMAGE-FUNDS-APPLICATION.docx) and email it to Scott Soderberg, as instructed on the form.
3. Scott will contact you with any questions, or for clarification.
4. If approved, you can proceed with your project.
5. On project completion, submit the completion information and return it to Scott.

SIMPLE, right?!

The **exciting** part: you can receive up to***$250***in matching funds for your projects, if you’ve received grant money in the past.

**REALLY exciting**: If your club has never received a 5580 Public Image grant, you are eligible to receive up to ***$400***in matching funds.

If you have any questions, contact Scott Soderberg, Public Image Grants coordinator at: [rotaryscott5580@gmail.com](mailto:rotaryscott5580@gmail.com)

Take advantage of these public image dollars for your club!

~ Not sure what to do that will have an impact?~

Contact a Public Image team member, or your AG, for ideas on what your club could do to use these funds to enhance your club’s and Rotary’s public image in your community.