

Public Image Grant Application Form 2017-18

(Type or write clearly in ink. Answer all items.)

SINGLE CLUB APPLICATION

Club name:

MULTI-CLUB APPLICATION

Clubs involved:.....

Grant Originator/Writer:

E-mail:Phone:

Amount of grant being requested for this initiative: \$.....

Contact person (if different from above):

E-mail: Phone:.....

Public Image Grant Request \$_____ Club contribution \$_____

Overall Cost of Initiative \$_____

Please state Canadian or US Funds. The Club contribution must be at least 50% of the Overall Cost of the Initiative.

Please answer the following questions:

1. What is the goal of the proposed initiative?
2. How will you measure the success of the initiative?
3. What is the target audience?
4. How many people will be impacted by the initiative?
5. How will the target audience contact you? (i.e. what is your call to action?)
6. Why did you choose that audience?
7. What is the planned message content, and how does it relate to the desired result?
8. What medium(ia) is/are to be used, and why?
9. Will this be a one time or repetitive (regularly occurring, or continuous) initiative? If repetitive, will the project materials be re-usable?
10. To ensure branding conformity, attach the proposed design illustrating the correct use of Rotary branding and messaging material.

(If in doubt, refer to the Brand Centre under "My Rotary" at www.rotary.org)

The completed form and attachments to be returned to: Tony Sheard, District Public Image Chair by email: tony.sheard@gmail.com no later than noon on September 30th, 2017.