



Public Image Grants 2017-18

“Enhance Public Image and Awareness” remains one of Rotary International’s three key strategic priorities. (See the 2017-18 Presidential Citation.) To assist clubs in enhancing public image and awareness, the District has again allocated \$5,000 Cdn to be used for grants and clubs are invited to submit a proposal using a Grant Application Form.

Process:

Completed forms should be submitted to the Public Image Chair for a proposed public awareness project, requesting matching funds from the District, no later than September 30th 2017. The funding is for projects/initiatives that start, and are completed during the 2017-2018 Rotary year. The Public Image Chair and Social Media Chair will review and approve proposals. Clubs will be notified of the result no later than October 31st 2017.

Matching funds are available on a one-to-one basis, up to a maximum of \$400 Cdn or \$300 US per individual club. Only one initiative per club will be funded however favourable consideration will be given to multi club submissions and projects that include imaginative use of Social media, including social media advertising and use of ‘Rotary People of Action’ material. In the event of over subscription the grants available may be scaled back at the sole discretion of the review team. Grant opportunities have been provided to:

- improve public awareness and understanding of Rotary International
- Increase a community’s awareness of the club(s) activities
- assist in building and enhancing the club’s reputation in the local community.
- help position the club(s) as the service club(s) of choice in the local catchment area with the long term aim of assisting in the recruitment of new members

Clubs are required to focus on projects or campaigns that deliver up-to-date branding and relevant messaging using: signage, visual displays, broadcast media, print media, web applications or social media applications. The use of Facebook and other social media platforms for a proactive advertising “Rotary Themed Campaign” is specifically encouraged.

Public Image grant applications will be assessed using the following criteria:

- Cost versus size of audience reached and engaged by the proposed initiative.
- A detailed description, or visual example, of the proposed materials must be included that demonstrate conformity with Rotary’s visual identity standards
- Use of a “call to action” For example, website, social media page.
- The Grant Application form is submitted, on time, complete, and legible.

*Note: grant funds may **not** be applied to construction, cameras or video equipment, clothing, creation of public relations materials that Rotary International already produces, promotional items (including buttons), or fees paid to place the Rotary name or logo on license plates.*

Payment Claim Procedure:

Public Image grant funds are issued as expense reimbursements only. If a Public Image grant application is accepted, the District will be responsible for paying the club only after a paid invoice and project completion report has been received by the Public Image Chair. The report should confirm that the success criteria identified in Question 2 of the application form have been successfully accomplished.