

**Rotary District 6540 Public Relations Award Application – *Individual Club***

**Prerequisites: Individual clubs applying for this award must:**

1. Have had at least one member attend the PR Punch! District 6540 webinar:
2. Implement tools and processes explained in the webinar for a minimum of four months before applying for the award.

**Award submission deadline: September 30, 2016**

Submissions must be electronic and sent to: [**barbwachtman@gmail.com**](mailto:barbwachtman@gmail.com)

**Webinar precertification answer:**

What name did the “6 certification hints” from the webinar spell? Please write in this box:

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**1. Date of Application: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.** **Club name and number:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3. Club mailing address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**4. Key contact person:**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Street City ZIP code*

**Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Business phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mobile: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**5. Provide a summary of how your club changed and updated its public relations (PR) activities based on information from the PR Punch! webinar. Please be specific, and, whenever possible, provide samples of your PR efforts, which encompass some or all of these areas:**

* The PR Plan and Calendar
* Using and writing press releases and calendar submissions
* Developing a digital photo library
* Developing media toolkit
* Tips on using social media
* Creating a vibrant website
* Using the strong RI brand

**6. Please attach a copy of your Club’s PR plan and calendar.**

**7. Explain the “PR successes” your club has achieved, such as news coverage and a higher community profile as a result of using tools and processes from the “PR Punch” webinar. Please be specific, providing dates and precise summaries. Please attach screenshots of websites and social media postings and copies of news coverage, etc.**

**8. Please describe how you have used public relations tools and suggestions from the media center and public relations materials at Rotary.org. Please cite specific publications you have referenced and tools you have used such as quotations, stories and photos. Please include copies of articles and postings where the material was used.**

**9. If you chose to take the $1,000 in cash (rather than as a Paul Harris Fellow) how do you plan to use this money in your club’s PR efforts? Once again, please be specific and provide project plan/goals, budget of expected expenses, timetable and expected outcomes.**

**10. What are your club’s future PR plans and goals?**

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*Club President – Electronic signature if available*

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*Club President - Printed*