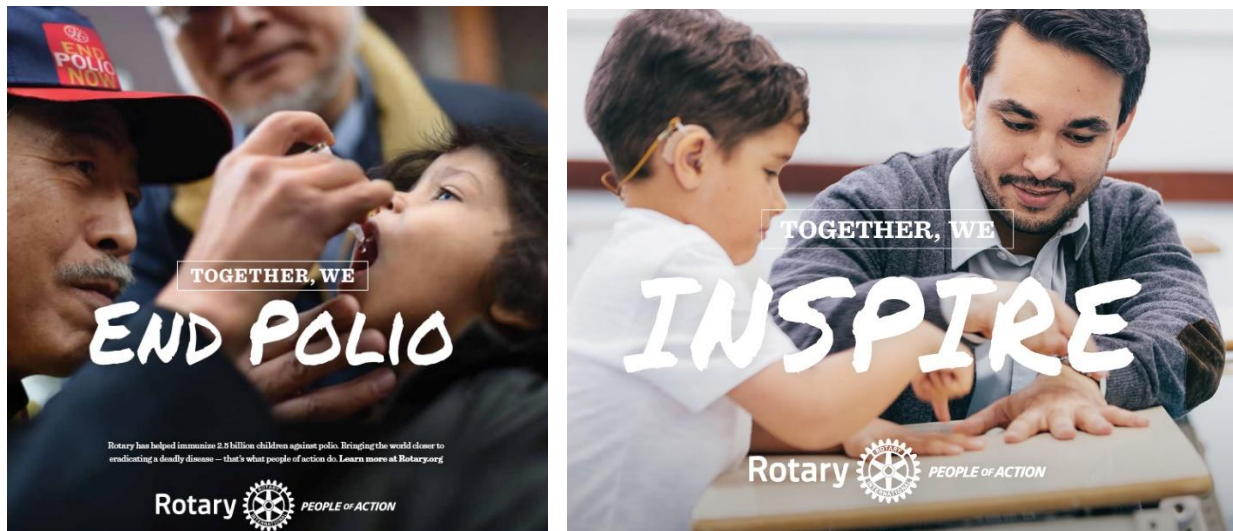


Rotary Public Image 2018 People of Action Grants



WHO: Public Image teams in District 5950 clubs may submit PEOPLE OF ACTION grant proposals.

WHAT: The R.I. People of Action public image campaign is a suite of online resources that are designed to help communicate to the public Rotary's story and highlight the impact we make around the world. \$100 matching grants will be provided to clubs submitting art and a promotional plan.

WHY: The campaign is the next step in the Rotary brand strengthening initiative that aims to tell Rotary's story in a consistent and compelling way. It helps narrow the gap between awareness of Rotary and a deeper connection and understanding about who Rotarians are and what we do in our communities.

HOW: Clubs are able to localize the campaign for their communities in My Rotary/Brand Center. Use local pictures or those shared on the Rotary website; choose a People of Action key word; write a brief description of the service shown.

WHEN: Submit 1) the prepared artwork (customized and relevant to your local club) along with 2) a promotional plan of where the ads will be utilized (print, mailers, billboard, social media marketing) and 3) the expense budget for People of Action. Clubs will receive grants until funds are exhausted or December 15, 2018.

RATIONALE: equip clubs to use the People of Action campaign to encourage regular publicity that can be created with scheduled free posts on social media.

SUBMIT: to receive matching funds, send a copy of the People of Action artwork and the publicity plan to Mark Shockey: mshockey@stpetersedina.org