
District 5950 Public Relations Grant

2016-2017

District 5950 has allocated Public Relations Grant funds for a second Rotary year to help clubs improve public awareness and understanding of what Rotary does within their local communities. Increasing awareness of Rotary within a community attracts the interest of potential members and inspires existing Rotarians. A club may apply for a grant of **up to \$400**.

I. 2016-17 PR Grant Qualifications

- Only clubs in good standing in District 5950 are eligible to apply.
- Priority will be given to clubs that did not receive a Public Relations Grant in 2015-2016.
- District matching PR grants of up to \$400 will be available to a club until April 1, 2017, or until District PR Grant funds are depleted, whichever comes first.
- Clubs must contribute at least \$1 for every \$1 requested of District 5950. The District will match club contributions dollar for dollar up to a cap of \$400.
- Potential PR projects could include rebranded websites, club brochures, print ads, billboards, TV/cable public service announcements, radio public service announcements, social media-based campaigns, yard signs, etc. Creativity is encouraged.
- Projects likely to be funded are those that have a longer life span (e.g., membership brochures, reusable banners, etc.) One-time, special event-related projects are not eligible (e.g., banners for a club fundraiser.)
- PR projects that are already completed or substantially completed are not eligible for funding.
- Clubs may obtain in-kind donations from local/specific vendors, such as free or discounted print space, billboards, or television/radio time. In-kind contributions, however, do not qualify as club contributions toward the \$400 match requirement for this grant.
- The proposed project must use the new RI logo for branding the project. Create / customize a new club logo for download on Rotary's Brand Center: <https://brandcenter.rotary.org>

II. Application Components

Clubs applying for a District 5950 PR Grant must submit an application. The application should include the following elements:

- Detailed description of the PR project.
- Detailed explanation or visual illustration of the proposed PR materials.
- Description of how the new RI logo will be used in the project.
- Estimates of intended audience and number of people reached by proposed PR project.
- Project price quote(s).
- PR Grant amount requested and amount of direct club contribution.
- Club president's signature on the application.

III. Application Deadlines

April 1, 2017: Last date to submit grant applications and required components (unless District PR Grant funds have already been depleted)

June 1, 2017: Club PR projects must be completed and all reimbursement requests and grant reports submitted to District 5950

IV. More information

Mark Shockey
District 5950 PI Chair
5421 France Ave S.
Edina, MN 55410
612-799-0512
mshockey@stpetersedina.org



Public Relations Grant Application 2016-2017

Rotary Club: _____
Contact Name: _____
Phone Number: _____
Email Address: _____
Application Date: _____

Project Description

- 1. Describe your club's proposed public relations project in detail. Please provide a visual illustration or rendering of the proposed project if available.**

- 2. Who is your intended audience for this project?**

- 3. What is the estimated number of people that will be reached by this PR project?**

- 4. What is the grant amount requested (maximum grant: \$400)?**

- 5. What is the total project budget?**

- 6. Describe how the new Rotary logo will be used in the project.**

Certifying Signature

By signing this report, I confirm that to the best of my knowledge the District Public Relations Matching Grant funds will be spent only for eligible expenses and that all of the information contained herein is true and accurate.

Club President Signature: _____ **Date:** _____

Print Name and Club: _____

Mailing address to send awarded grant: _____

Please scan and submit the grant application to mshockey@stpetersedina.org

or send to:

Mark Shockey
5421 France Ave S.
Edina, MN 55410

DISTRICT 5950 OFFICE USE ONLY

Date Application Received: _____
Date Application Approved: _____
Date Decision Sent to Club: _____
Date Receipt(s) Provided by Club: _____
Date Paid to Club: _____