



District 5950 Public Image Grant 2017-2018

District 5950 has allocated Public Image Grant funds for a third 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 \$250**.

I. 2017-18 PI Grant Qualifications

- Only clubs in good standing in District 5950 are eligible to apply.
- Only clubs who have not previously received a PR Grant are eligible.
- District matching PI grants of up to \$250 will be available to a club until March 1, 2018, or until District PI Grant funds (\$2500) 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 \$250.
- Potential PI 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 must 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.)
- PI Projects that are already completed or in process are not eligible for funding.
- Clubs are encouraged to 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 match requirement.
- The proposed project must use the new RI logo / branding. Create / customize a new club logo for download on Rotary's Brand Center: <https://brandcenter.rotary.org> or find customizable templates for RI's *People of Action* PI campaign.
- Clubs submitting an PI Grant Application must have a Public Image rep identified.
- Clubs must have their goals in Rotary Central and this must help them attain one of those goals.

II. Application Components

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

- Detailed description of the PI project and how this project will meet a club goal that has been entered into Rotary Club Central.
- Detailed explanation or visual illustration of the proposed PI 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 PI project.
- Project price quote(s).
- PI Grant amount requested and amount of direct club contribution.
- Club President's and club member responsible for Public Image signatures on the application.

III. Application Deadlines

March 1, 2018: Last date to submit grant applications and required components (unless District PI Grant funds have already been depleted)

June 1, 2018: Club PI projects must be completed and all reimbursement requests and grant reports submitted to District 5950

IV. More information

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**Public Relations Grant Application
2017-2018**

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

Project Description

1. Describe your club's proposed public image project in detail and what club goal it will help your club reach.

2. Who is your intended audience for this project?

3. Estimated number of people that will be reached by this PI project? _____

4. Grant amount requested (maximum grant: \$250)? \$_____

5. What is the total project budget? \$_____

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

7. Please provide a visual illustration or rendering of the proposed project if available.

