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**TOP TEN WAYS TO PROMOTE TRF GRANT PROJECTS**

1. **Share the impact:** People, regardless of if they are Rotarians or not, don’t get emotionally engaged by numbers. They get engaged through an emotional attachment…and sharing the impact of your project will generate emotion, make you unforgettable, and maximize your success!
2. **Identify a “Promotion Lead” as part of the project team:** Don’t have a single person coordinating the project…a team can help spread the work and be more effective! One member of this team should oversee gathering pictures and stories and implementing a plan to promote the project!
3. **Keep your club updated:** Make sure your club is familiar with the grant and understands the impact of the project. Not only will they be more engaged in the outcome and be willing to participate, but they can tell others. You should be proud of your project…and your fellow club members should be too!
4. **Invite other clubs to participate in funding and implementation:** There is strength in numbers and partnering with other clubs will help increase the impact of your project. Plus, it’s a great way to tell other Rotarians about your efforts!
5. **Create a compelling presentation you can share:** The best way to get other clubs and the public involved in a project is to tell them the importance of it. Develop messages that make others want to be a part of your efforts!
6. **Add project to Rotary Showcase:** A great way to easily tell the Rotary world what you are doing…and a good way to get ideas for your next project too!
7. **Develop a press release:** The local media won’t know about your project if you don’t tell them.Put together a press release that tells them enough to pique their interest (who/what/where/when/why).
8. **Submit content to local media:** Don’t expect local media to be fully engaged with a press release. Make their job easy: send them articles/columns/photos about your project…it’s an easy way to provide them content for their publication. Remember…photos tell 1,000 words!
9. **Utilize social media:** A cheap and easy way to publicize your project. Create attractive and compelling posts showing your club members in action and the impact of your project and encourage your members to share/like/retweet to expand the visibility exponentially. This is all free, too!
10. **Celebrate your success:** When the project is over, celebrate! Remind your club members and community of the impact the project will have and invite them to join in the fun as you celebrate your success. After all, who doesn’t enjoy being part of something successful AND fun?!

**KEY ZONE 25B & 29 CONTACTS**

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