



# Rotary District 6690 Public Image Grant Grant Guidelines for 2017 - 2018



## Program Overview

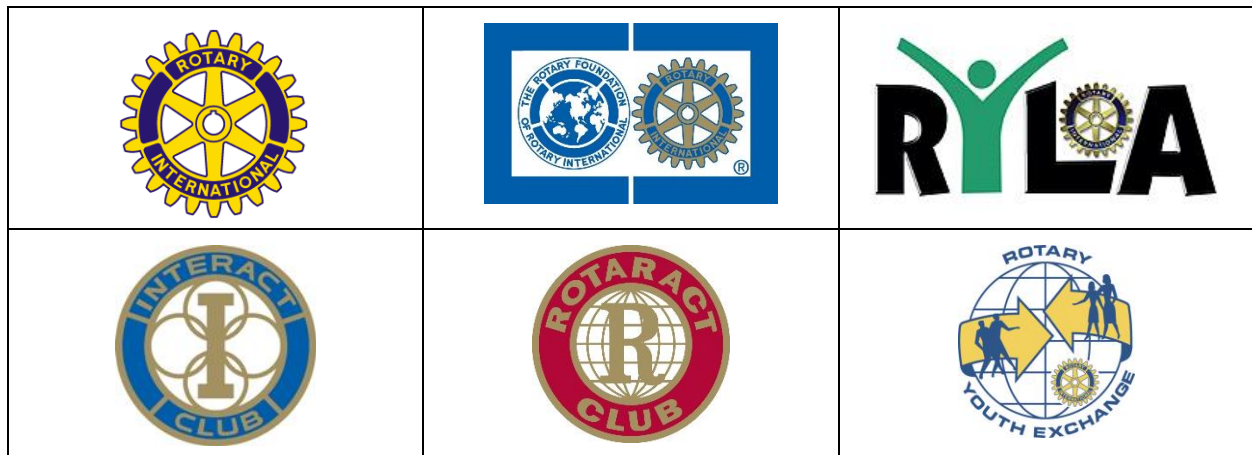
Rotary District 6690 is making \$16,000 available to its clubs via a matching grant program to fund Public Image projects/campaigns. Clubs may apply for one of these two available grants:

1. **Rebranding/Logo Update Initiative** - Up to \$250 available in 1:1 match for projects that update club supplies (e.g. banners, brochures) with Rotary's new brand/logo
  - a. Total project may exceed \$500 but District funding is capped at \$250 USD.
  - b. If replacing banners/signage, please consider free-standing banners which are easily deployed at community events e.g. Chamber after hours, festivals. These are more cost-effective than our traditional 'felt' banners which need to be hung.
2. **Outreach/Awareness Initiative** - \$250 District match for \$500 club minimum investment to support campaigns focused on membership & awareness e.g. online advertising, social media advertising, print/TV/radio/outdoor advertising. NOTE: funds are not intended to exclusively promote a specific event, and venue/food/beverage will not be reimbursed by the District.
  - a. Each club may apply for a grant **up to \$250 (U.S.) and must agree to match the grant with \$250 from club funds**. Clubs may opt to contribute more than the \$250 match.
  - b. **Clubs are encouraged to extend their reach by developing a joint project with neighboring clubs.** In such a case, a consolidated application is acceptable provided there is a separate signature page for each club. Grants will be paid to each participating club separately.

**Clubs are encouraged to obtain in-kind donations from local/specific vendors**, such as free or discounted printing, billboards, television or radio time. In-kind donations, however, do not qualify as club contributions toward the club match requirement for this grant.

## Rotary Branding

*For both grant categories, clubs are expected to use Rotary's most current branding messages and logos. (Each of the below graphics is no longer current).* Please be sure to reference Rotary's [Brand Guidelines](#) for correct usage and valuable ideas.





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### **Public Image Grant Qualifications:**

- All clubs within District 6690 are eligible to apply.
- Grant awards are based upon funds available, ensuring an equitable spread of Rotary promotion throughout the District.
- Club President **MUST** sign the grant application.
- *The Public Image grant program is a reimbursement program. When a Public Image grant application is approved, the club is responsible for implementing the proposed project and when all bills are paid, can then submit for reimbursement.*

### **Application Procedures:**

- 1) The Club President or Public Image chair completes the 2017-2018 Grant Application Form and submits it to the District no later than September 30th, 2017.
- 2) Applicants should read the application and “Terms and Conditions” (*see grant application form*) carefully and include the following information:
  - i) The plan must include budget and vendor quotes. Electronic quotes are acceptable for emailed applications.
  - ii) The plan must incorporate the official Rotary brand and comply with [Rotary Voice and Visual Identity Guidelines](#) as outlined at Rotary Brand Center.
  - iii) In-kind or gratis placements will add reach and value to your proposed project but do not count towards the club’s matching funds.
  - iv) Club President’s signature – A scanned signature is acceptable for an emailed application.
- 3) Clubs may obtain the 2017-2018 Grant Application Forms from the District Public Image Chair or from the district website [www.rotary6690.org](http://www.rotary6690.org).
- 4) Successful Awareness & Outreach grant applications will have well-defined measurable goals, a target audience, a mix of media, the ability to reach a large segment of the intended audience numerous times and a call to action.

### **Public Image Grant Application Deadlines:**

- 1) Club grant applications must be submitted electronically to Public Image Chair by **9/30/2017**
- 2) Grant approval/denial decisions will be emailed to applicants by **10/31/2017**
- 3) Public Image grant projects must be implemented and final reports submitted no later than **4/30/2018**
- 4) Reimbursement payments to Clubs from District will be released no later than **6/15/2018**



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## Resources for a Successful Public Image Grant

### 1. Rotary International materials

- a. To assist clubs, Rotary International has prepared public service announcement (PSA) materials that can be targeted for your specific club. A wonderful selection of customizable print and video promotional pieces are available at the [Brand Center](#) at rotary.org. Clubs may localize these materials by adding contact information, photos of local projects and/or customizing the PSAs to be more culturally appropriate for your market.
2. **Meet with local vendors** to learn the best ways to reach your target audience.
  3. **Contact the District Public Image Coordinator** to discuss your plans and/or to brainstorm effective programs.

## Payment Procedures:

- 1) After the club has paid all vendors, proof of payment and documentation of grant activities must be provided to the District Public Image Chair, along with the completed final report form, before reimbursement will be made. (Acceptable proof of payment is vendor statement showing zero balance, bank statement showing cleared check or credit card payment, cancelled check showing endorsement.)
- 2) All reimbursement requests and supporting items must be submitted, via post or e-mail with scanned receipts (preferred) no later than April 30, 2018, to the District Public Image Chair. See contact addresses below.
- 3) Reimbursement checks for clubs completing approved and accepted grant projects in accordance with the Grant Payment Procedures and these Guidelines, **will be mailed to participating clubs no later than June 15, 2018.**

## District 6690 Contact Information:

- 1) All communications or questions regarding the 2017-2018 District 6690 Public Image grant should be submitted to the District Public Image Coordinator. While it is quicker, cheaper and easier to use e-mail, post and phone communications and requests are certainly fine.

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