

## Rotary International Public Relations (PR) Grant Application for 2009-2010

The RI Board of Directors has allocated funds for 2009-2010 to help districts improve public awareness and understanding of Rotary in their local communities. Increased Rotary awareness attracts the interest of potential members and inspires existing Rotarians.

Each district can apply for a grant UP TO US\$10,000. The PR Grants will be awarded on a competitive basis until the funds are depleted.

### I. 2009-2010 PR Grant Qualifications

- Only districts are eligible to apply. One application will be considered per district.
- Grants of up to US\$10,000 per district will be available until funds are depleted.
- Districts must contribute a minimum of one-third of the total grant amount requested. For example, if a district has requested US\$10,000 for its PR project, the district must contribute at least US\$3,333. Thus, the total value of the PR project would be US\$13,333 or more.
- PR Grant funds are awarded on a competitive basis based on the quality of the application. PR Grant funds allocated are based upon funds available by region to ensure an equitable spread of Rotary promotion worldwide.

The following chart shows how PR Grants and district contributions work together to fund a PR project:

PR Grant Amount Requested	Required District Contribution (1/3 of PR Grant requested)	Minimum Total Value of PR Project
US\$10,000	US\$3,333	US\$13,333
US\$6,000	US\$2,000	US\$8,000
US\$3,000	US\$1,000	US\$4,000
US\$1,000	US\$333	US\$1,333

In addition to financial contributions, districts are encouraged to obtain in-kind donations from vendors, such as free or discounted print space, billboards and television or radio time. Note that in-kind and donated contributions do not qualify as district contributions toward the one-third match requirement.

As you develop your PR project, please read the examples of best projects before planning your project [http://www.rotary.org/RIdocuments/en\\_pdf/pr\\_grant\\_model\\_en.pdf](http://www.rotary.org/RIdocuments/en_pdf/pr_grant_model_en.pdf)

### II. Application Components

- Districts must submit the following to apply for a PR Grant:
  - Complete application including a detailed description of the PR project plan
  - Amount of district contribution -- at least one-third the total PR Grant requested
  - Price quotes on vendors' stationery

- Use *Humanity in Motion* materials, (provide description of any localization) If not using *Humanity in Motion*, provide proposed copy layout for print materials and scripts for radio or television placements.
- District Governor's signature

- The applicant and district governor should read the application and the “Terms and Conditions” section carefully, and the district governor must sign the “Terms and Conditions” document. A scanned electronic signature is acceptable for applications sent via e-mail.

### III. Application Deadlines

- All grant applications must be submitted by **15 July 2009**
- Notification from Rotary International regarding grant approval or denial will be e-mailed to the district governor by **1 October 2009**
- PR Grant projects must be implemented and all reimbursement requests submitted no later than **1 June 2010**.

### IV. Recommendations for a Successful PR Grant.

#### 1) Use *Humanity in Motion* PSA materials

To assist clubs and districts, Rotary International has prepared *Humanity in Motion* public service announcement (PSA) materials that can be localized. These materials are professionally produced for TV ,radio, , print, billboard and internet and can provide a cost effective project while ensuring a consistent message throughout the Rotary world. These materials can be previewed and downloaded at: <http://www.rotary.org/humanityinmotion>

Districts may localize the *Humanity in Motion* PSA materials by adding contact information and/or customizing the PSAs to be more culturally appropriate.

In January 2010, Rotary clubs will receive additional *Humanity in Motion* materials that will help to promote the benefits of membership in Rotary. These can be incorporated into your existing campaign if applicable.

A detailed description or a visual example of any proposed artwork -- other than *Humanity in Motion* materials -- should be included in the PR Grant application.

#### 2) Public Image Resource Group (PIRG)

Consult your PIRG regional coordinator for assistance with your PR Grant planning. Click here for contact information [http://www.rotary.org/RIdocuments/en\\_pdf/rg\\_08\\_pi\\_contact\\_information.pdf](http://www.rotary.org/RIdocuments/en_pdf/rg_08_pi_contact_information.pdf)

Rotary's PIRG area and regional coordinators are Rotarians who are professionals in public relations, and who are responsible for promoting Rotary's Public Image campaign. They are appointed by the Rotary International president and are available and willing to work with districts in their outreach efforts to the general public.

### V. Notification

PR Grant recipients will be notified by email by 1 October 2009. Please ensure your email address is correct on your application and that any additional contact names are listed legibly. Difficulty in reading your contact information or incorrect information could delay the processing of your application.

#### **VI.. Payment Procedures**

1. PR Grants are issued on a reimbursement basis only. If a PR Grant application is approved, the district is responsible for implementing the PR project and paying the vendor(s) upon completion. After the district has paid all vendors, proof of payment and documentation of grant activities must be provided for reimbursement.
2. All reimbursement requests and supporting items must be submitted to Rotary International via post or e-mail (with scanned receipts) by **1 June 2010** to:

Rotary International  
Attn: Public Relations Division – PR Grants  
1560 Sherman Avenue  
Evanston, IL 60201  
USA

[prgrants@rotary.org](mailto:prgrants@rotary.org)

Questions? Please email [prgrants@rotary.org](mailto:prgrants@rotary.org).

# Public Relations (PR) Grant Application Form 2009-2010

General Information: (Please type or write clearly in ink.)

Rotary District Number: \_\_\_\_\_

Country/Countries in District: \_\_\_\_\_

District Governor's Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

District Governor's E-mail Address: \_\_\_\_\_

Multi-Country (Please indicate countries sharing this grant)

\_\_\_\_\_  
\_\_\_\_\_

Multi-District Grant (Please indicate districts sharing this grant)

\_\_\_\_\_  
\_\_\_\_\_

\*Please ensure the e-mail address provided above is valid as RI will send all correspondence regarding this application via e-mail.

1. What media are you using in your campaign:  Radio  TV  Print  Billboards

New media (web ads, blogs & podcasts)  Other (please describe)

\_\_\_\_\_  
\_\_\_\_\_

2. Are you using *Humanity in Motion* materials?  Yes  No

Which materials?  Polio  Water  Literacy  Membership  Peace  General Rotary

If yes, describe how you will localize it to your district. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If no, describe your campaign materials and attach sample copy and layout: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Who is your targeted audience? \_\_\_\_\_

\_\_\_\_\_  
3a. How many people will view your campaign? \_\_\_\_\_  
\_\_\_\_\_

3b. How long will your campaign placements run? \_\_\_\_\_

3c. How often will it run? \_\_\_\_\_

4. Please describe in detail your PR Grant plan. Use a separate sheet if necessary (two pages total.)

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6.) Calculate total costs related to the application for a PR Grant:

<b>PR GRANT PROJECT COSTS</b>	<b>TOTAL (Local Currency)</b>	<b>TOTAL US\$</b>
<b>PR Grant</b> Amount Requested: (up to US\$10,000 maximum)		US\$
District's Contribution(Minimum 1/3 amount requested):		US\$
<b>TOTAL PR Grant Project Costs (= Grant Amount Requested + District Contribution)</b>		<b>US\$</b>

7.) What is the budget to accomplish this plan? (Please attach vendor quotes on vendor stationery.)

<b>VENDOR'S NAME</b>	<b>DESCRIPTION OF SERVICE</b>	<b>COST</b>
<b>TOTAL VENDOR COSTS</b>		

8.) Describe the type of in-kind or donated\*\* contributions obtained:

<b>IN-KIND/DONATED CONTRIBUTION** VENDOR'S NAME</b>	<b>DESCRIPTION OF IN-KIND SERVICE</b>	<b>VALUE</b>
<b>TOTAL IN-KIND/DONATED COSTS</b>		

\*District's contribution must be at minimum one-third of the total PR Grant amount requested.

\*\*In-kind refers to contributions of services or goods having a monetary value. Examples include donated print or billboards space, or television or radio time. Such contributions involve the community and help to stretch PR Grant funds.

### **Terms and Conditions for Rotary International Public Relations Grants**

- Districts are strongly encouraged to use Rotary's *Humanity in Motion* Public Service Announcements (available in nine Rotary languages) in print, broadcast and billboard media. Should applicants develop original PR materials, they must comply with Rotary International's guidelines for using the Rotary wheel as described in the "Guidelines for Rotary Publications" at: <http://www.rotary.org/support/prtools/training/publication.html> and "Rotary International's Style Manual" at: [http://www.rotary.org/RIdocuments/en\\_pdf/547en.pdf](http://www.rotary.org/RIdocuments/en_pdf/547en.pdf) Any proposed artwork other than *Humanity in Motion* materials should be explained in detail and/or include a visual representation and must accompany the PR Grant Application.
- District Governors will be notified of grant approval or denial by 31 December 2009. Funds will be distributed throughout the Rotary world on a competitive basis until all designated funds are allocated.
- PR Grants will be awarded only up to the original amount indicated on the approval notification letter sent to the district governor. If actual expenditures are less than the approved amount, Rotary International will reimburse only the actual expenditures. Rotary International is not responsible for any costs incurred by the grant recipient beyond the original, approved amount stated in the approval letter.
- Districts that are awarded PR Grant funds must comply with all deadlines regarding implementation of the PR project and reimbursement.
- Disclosure of any possible conflicts of interest. All individuals involved in a public relations grant and/or awards shall conduct their activities in a way that avoids any actual or perceived conflict of interest. A conflict of interest is a relationship among individuals through which an individual involved in a PR grant or award causes benefit, or could be perceived to cause benefit, for such individual or such individuals' family, personal acquaintances, business colleagues, business interests, or an organization in which such individual is a trustee, director, or officer. Any and all disclosures must be explained prior to grant approval:
  1. A fair, open and thorough request for proposals or bidding process must be conducted to ensure that the best services are secured at a reasonable cost, despite any connection between a vendor and a Rotary entity. Possible conflicts of interest may arise when a Rotary entity is considering business in which funds will be paid to a Rotarian; a goods and/or service provider owned or managed by a Rotarian, or employees of agencies, organization or institutions partnering with Rotary.
  2. The PR Grants conflict of interest disclosure is intended to promote transparency in all financial transactions involving the grants. The statement is not intended to prohibit

Rotary club members from providing services to their clubs or districts, nor is it intended to prohibit Rotarians in media-related businesses to assist Districts in effective outreach to their communities.

Rotary International acknowledges that there are real costs involved in providing a service to clubs and districts and businesses involved in the grants are allowed to recover those costs.

The purpose of the disclosure is to ensure that districts are able to show that they are doing due diligence in planning, and these relationships are reported.

**IS MY APPLICATION COMPLETE?**

Elements for complete application:

- Detailed description of the PR project plan.
- Amount of district contribution (Minimum of 1/3 the total PR Grant requested.)
- Price quotes on vendor's stationery.
- Proposed copy layout for print materials and scripts for radio or TV placements.
- District Governor's signature

I have read and agree to this Public Relations Grant Application 2009-2010 and the above Terms and Conditions for the Rotary International Public Relations Grants

District Governor's Name (Print): \_\_\_\_\_

District Number: \_\_\_\_\_

District Governor Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Email address: \_\_\_\_\_