

# **PR GRANTS: FREQUENTLY ASKED QUESTIONS**

## **1. How do I apply for a PR Grant?**

All applications should be coordinated with the district governor. The 2008-2009 PR Grant application forms will be e-mailed to all district governors. The forms will also be available on rotary.org for download beginning 1 July 2008.

Districts must submit the following to apply for a PR Grant:

1. a complete application including a detailed description of the PR project plan
2. amount of district contribution -- at least one-third the total PR Grant requested
3. price quotes on vendors' stationery
4. proposed copy layout for print materials and scripts for radio or television placements

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. An electronic signature or its equivalent is required for applications sent via e-mail. The application materials must be sent to RI Headquarters or via the RI regional offices.

## **2. When are PR Grant applications due?**

All PR Grant applications must be postmarked or electronically transmitted to RI Headquarters by **1 October 2008**. Rotary International will notify district governors of their grant approval or denial by **31 December 2008**.

## **3. Can I submit more than one PR Grant application?**

No. Only ONE application will be considered per district. Districts may coordinate a campaign but separate applications should be submitted by each district.

## **4. Can Rotary clubs apply?**

No. Only Rotary International districts are eligible to apply. Rotary clubs should work with their district governor and/or district PR Committee to be included in the district's PR Grant application.

## **5. Are districts required to contribute funds?**

Yes. Districts must contribute a minimum of ONE-THIRD (1/3) of the total PR Grant amount requested.

## **6. What is the difference between district contribution and in-kind funds?**

In-kind refers to the monetary value of donated contributions or reduced rates for services or goods from media organizations, printers or other partners participating in the district's public relations proposal. Examples include donated print or billboards space, or television or radio time. Such contributions involve the community and help to stretch PR Grant dollars. Please note that in-kind and donated contributions do not qualify as district contributions toward the one-third match requirement.

**7. We are working to install the Rotary logo on all the park benches in our community - the project is great PR for our club. Can we use PR grant money for this type of project?**

Projects involving such activities as building a clock tower, promoting a public health or environmental campaign, or installing public benches or traffic safety signs may help enhance Rotary's public image, but are more accurately classified as club community service projects.

Proposed projects should utilize materials from Rotary's *Humanity in Motion* public image campaign. These materials can be previewed and downloaded at:

<http://www.rotary.org/support/prtools/tools/psa3.html>.

These *Humanity in Motion* public service announcements (PSAs) are suitable for television, radio, print, internet and billboard advertising. Districts may "localize" the *Humanity in Motion* materials by adding contact information and/or customizing the PSAs to be more culturally appropriate.

**8. How should I send in the PR Grant application and supporting materials?**

Please send completed PR Grant applications and supporting materials to RI Headquarters via post or e-mail.

Post: RI Public Relations Grants  
PR Division, Rotary International  
1560 Sherman Ave.  
Evanston, IL 60201 USA

E-mail: [prgrants@rotary.org](mailto:prgrants@rotary.org)

**9. Does our district get the grant money up-front?**

No. The PR Grants program is a reimbursement program.

After a PR Grant application is approved, the district is responsible for implementing the PR project and paying the vendor(s) upon completion. Following vendor payments, the district must submit the following for reimbursement:

1. Proof of performance (i.e.: photos of billboard, print supplement tear-sheets, etc.)
2. Original vendor receipts
3. Copy of vendor invoices
4. Completed Payee Information Form (this form will be included with approval e-mail)

**10. Can our district get grant money for a PR project we've already implemented?**

No. All PR Grant projects should be implemented after **1 December 2008** and all reimbursement requests submitted to RI Headquarters before **1 June 2009**.