



Rotary International Public Relations Multidistrict Grant Application for 2012-13

The RI Board of Directors has allocated Public Relations Grant funds for 2012-13 to help districts improve public awareness and understanding of what Rotary does within their local communities. Increasing awareness of Rotary within your community attracts the interest of potential members and inspires existing Rotarians. Each district may apply for a PR grant of **up to US\$15,000**.

I. 2012-13 PR Grant Qualifications

- Only districts are eligible to apply.
- Grants of up to US\$15,000 per district will be available until funds are depleted.
- Districts may select from the following options when applying for PR grants:
 - Single district grant only
 - Multidistrict grant only
 - Both a single district grant and a multidistrict grant (Total funds requested not to exceed \$15,000.)
- Grants may be single year or multiyear (up to 3 years). Multiyear grants require the approval of the incoming district governors for the years in which the grant is requested. Annual reporting on progress is required. DGEs in the years subsequent to the year the grant was approved must submit a signed verification form by the grant application deadline indicating if the grant will continue during the next year.
- Districts must contribute at least one-third of the total grant amount requested. For example, if a district requests \$15,000 for its PR project, the district must contribute at least \$5,000. Thus, the total value of the PR project would equal \$20,000.
- PR grant funds are awarded on a competitive basis based on the quality of your submitted application. Applications are reviewed and scored based on established criteria. Because one of the goals is to build a consistent image of Rotary through PR grants, those grants using Humanity in Motion or “This Close” materials receive additional points. Grant awards are based upon funds available by region, ensuring an equitable spread of Rotary promotion worldwide.

Funding a Public Relations Project (all amounts in US\$)

PR Grant Request	District Contribution*	Minimum Total Project Value
\$15,000	\$5,000	\$20,000
10,000	3,333	13,333
6,000	2,000	8,000
3,000	1,000	4,000
1,000	333	1,333

*Minimum one-third of grant request

In addition to financial contributions, districts are encouraged to obtain in-kind donations from local/specific vendors, such as free or discounted print space, billboards, or television or radio time. In-kind donations, however, do not qualify as district contributions toward the one-third match requirement for this grant.

Before planning your project, review examples of best projects at www.rotary.org/prgrants.

II. Application Components

Districts applying for a PR grant must complete an application, including:

- Detailed description of the PR project plan
- Amount of district contribution (at least one-third of total grant request)
- Price quotes and intended audience estimates (demographics) on vendors’ stationery

- Detailed description or visual example of your proposed campaign materials, including any changes or localization in Humanity in Motion materials
- 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 emailed applications.

III. Application Deadlines

All grant applications must be submitted by **4 March 2012**.

RI notifies district governors (by email) of grant approval or denial no later than **1 July 2012**.

PR grant projects must be implemented and all reimbursement requests submitted to RI by **1 June 2013**. Reimbursement may be requested at completion of project at any time up to **1 June 2013**.

IV. Resources for a Successful PR Grant

1. Humanity in Motion PSA materials

One of Rotary's strategic goals is to enhance its public image. Delivering consistent images and messages is important to achieving this goal. Rotary International has prepared Humanity in Motion public service announcement (PSA) materials that can be targeted for your specific district and clubs. These materials are professionally produced for television, 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 www.rotary.org/humanityinmotion.

Districts are encouraged to utilize these materials as part of their grants and to localize the Humanity in Motion materials by adding contact information, photos of local projects or Rotarians, and/or customizing the PSAs to be more culturally appropriate.

2. Rotary Public Image Coordinators

Consult your Rotary public image coordinator for assistance with your PR grant planning. Find contact information at www.rotary.org/prgrants.

Building awareness of Rotary among the general public is one of the three pillars of Rotary's strategic plan. Rotary's RPIC regional zone coordinators are Rotarians who are professionals in public relations, and who are responsible for assisting districts and clubs in learning how to best promote Rotary's public image. They are appointed by the Rotary International president and are available to work with districts in their outreach efforts.

3. Successful PR grants

Successful PR grants 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 whether that be contacting someone locally, finding more information on a website, or donating funds. You can view examples of successful PR grant projects at www.rotary.org/prgrants.

4. Developing metrics to measure success

Well-defined, measurable goals are key in determining the effectiveness of any PR grant. When establishing the plan for a PR grant, define what you hope to achieve (e.g., a 1% increase in membership, additional donations to support your projects). Don't forget to establish a method for measuring your progress toward those goals as a result of your PR campaign. Go to www.rotary.org/prgrants to find resources to help you develop and track success toward goals for your PR grant.

5. Local vendors

Meet with local media, public relations, and/or marketing vendors to learn the best ways to reach the preferred audience of 40- to 60-year-old business and professional leaders in your area. Or discuss ways that you can reach a younger or older audience, college students, community leaders, or other demographic groups.

V. Notification

PR grant recipients will be notified by email by 1 July 2012. *Please ensure that 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, via post or email (with scanned receipts), no later than **1 June 2013** to:

Rotary International
Attn: Public Relations Division (PR Grants)
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698
USA

Questions? Please email pgrants@rotary.org.



Public Relations Grant Application for 2012-13

Multidistrict Application

Single year Multiyear (check one: 2yr 3yr)

Please type or write clearly in ink

PR grant coordinator contact name: _____

Phone: _____ Email: _____

Number of Rotary districts participating in PR grant: _____

Please enter participating district numbers:

1. What are your goals for this campaign? Goals should be specific and measurable (e.g., increase membership in the district by 1%).

2. Who is your target audience (the people you want to reach with your PR campaign)? (check all that apply)

- | | |
|-------------------------------------------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Business and professional people | <input type="checkbox"/> Ages 25-35 |
| <input type="checkbox"/> Community leadership | <input type="checkbox"/> Ages 35-50 |
| <input type="checkbox"/> General public | <input type="checkbox"/> Ages 50+ |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Income US\$40,000-\$100,000 |
| <input type="checkbox"/> Men <input type="checkbox"/> Women <input type="checkbox"/> Both | <input type="checkbox"/> Income US\$100,000+ |

a. What is the estimated number of people* who will view your campaign? _____

*Work with each of your vendors to arrive at an estimate (e.g., If your target audience is women ages 35-50 and you'll be placing newspaper and TV ads, your newspaper and TV vendors can supply demographic data — number of readers/viewers, average age, gender distribution, etc.).

3. What media are you using in your PR campaign? (check all that apply)

- Radio TV Print Billboards Online (web ads, blogs, podcasts)
 Other (please describe) _____

a. Why did you choose this/these media for your campaign?

4. What is your campaign focus? Polio Water Literacy Membership Peace Other _____

a. Why did you select this focus?

5. Will you use Rotary's Humanity in Motion campaign materials? Yes No
- a. If yes, which Humanity in Motion public service announcements will be used? Please attach sample of proposed copy and layout of any localization of these materials for print ads and scripts for video/radio spots.
 Humanity in Motion IV *Humanity in Motion V* "This Close" Other (please describe)
- b. If no, please briefly describe your campaign materials and attach a sample of proposed copy and layout for print ads and scripts for video/radio spots.
6. How long will your campaign placements run (how many days, weeks, months, etc.)? _____
- Estimated dates on which they will run: _____
- a. How often will your campaign placements run (e.g., TV: 10 airings per week paid, 20 in-kind airings per week for 13 weeks)? _____
7. Describe your PR grant plan in detail, including how your PR project conveys to the general public what Rotary is and does. Please include your intended audience. *(Use a separate sheet if necessary; two pages total.)*

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 use of the Rotary Marks as described in the *Manual of Procedure* (chapter 5), www.rotary.org/graphics, and the *RI Visual Identity Guide*. Any proposed artwork other than Humanity in Motion materials should be explained in detail and include a visual representation and must accompany the PR grant application.

- Applicants developing original PR materials must comply with Rotary International's licensing guidelines.
- Rotary districts are encouraged to purchase goods, including banners and print and electronic materials, bearing the Rotary Marks from [official licensees of RI](#). If such goods are not reasonably available from an RI licensee, the nonlicensed vendor must obtain the specific review and approval of the RI Licensing Section for use of the Rotary Marks. Contact RI's licensing coordinator at rilicensing@rotary.org.
- District governors will be notified of grant approval or denial by 1 July 2012. 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 PR grant and/or award 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 individual's 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, organizations, 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 that these relationships are reported.

Is my application complete?

- Detailed description of the PR campaign plan
- Amount of district contribution (at least one-third of total PR grant request)
- Price quotes and estimated audience on vendor's stationery
- Proposed copy layout for print materials and scripts for radio/TV placements
- District governor's signature

I have read and agree to this Public Relations Grant Application 2012-13 and the above Terms and Conditions for the Rotary International Public Relations Grants.

Number of Rotary districts participating in PR grant: _____

1. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

2. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

3. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

4. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

5. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

6. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

7. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

8. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

9. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

10. District Number: _____ District Governor's Name: _____

Phone: _____ Email: _____

Signature: _____

11. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
12. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
13. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
14. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
15. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
16. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
17. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
18. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
19. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
20. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____

21. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
22. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
23. District Number: _____ District Governor's Name: _____
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24. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
25. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
26. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
27. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
28. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
29. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____
30. District Number: _____ District Governor's Name: _____
Phone: _____ Email: _____
Signature: _____