

## **Rotary International Public Relations (PR) Grant Application Form for 2006-2007**

For the 2006-2007 Rotary year, the Board of Directors has allocated funds to assist Rotary clubs and districts in promoting Rotary and improving Rotary's public image. Clubs are encouraged to use the funds to place RI prepared TV and radio public service announcements (PSAs), billboards, banners, and newspaper supplements in their local newspapers or on local television and radio stations. Each club can apply for a grant up to \$3,000 (US).

The Rotary International Public Image Resource Group area and zone coordinators are responsible for promoting Rotary's Public Image campaign to clubs and districts, and to work with clubs in their outreach efforts to the general public.

### **1) PR Grant Qualifications:**

All clubs are eligible to apply.

### **2) Application Procedures**

- The district or club PR chair works with the district governor or club president to evaluate media outreach opportunities within the area and develop a detailed PR plan.
- Applicants should read the application and "Terms and Conditions" carefully and include the following information:
  - a. The plan must include budget and vendor quotes
  - b. Applicants must also review and sign the "Terms and Conditions for Rotary International Public Relations Grants."
  - c. The district governor should review the PR Grant application submitted by clubs in his or her district, and sign the "Terms and Conditions" document.

The PR Grant program is meant to be a worldwide program to help clubs promote Rotary within their region. Funds will be sectioned by region to ensure fairness and an equitable spread of Rotary promotion across the globe.

### **3) PR Grant Application Deadlines**

- All grant applications should be submitted by **31 October 2006**
- Decision letters will be emailed to applicants by *17 November 2006*
- PR Grant projects must be implemented no later than **1 June 2007**

### **4) PR Grant applications will receive priority when:**

1. The club has procured in-kind or gratis placements
2. The club contributes a portion of required funding
3. The club uses the already produced RI PSA material  
([http://shop.rotary.org/catalog/product\\_info.php?products\\_id=388](http://shop.rotary.org/catalog/product_info.php?products_id=388))

Below are examples of PR Grant applications that have been approved and denied in the previous year.

<b>Approval Examples(not limited to)</b>	<b>Denial Examples(not limited to)</b>
1) Billboards	1) Construction projects
2) Newspaper/Magazine Supplement	2) Internal Rotary club events
3) Radio/TV	3) After deadline period
4) Outdoor placements	4) No District Governor signature

### 5) **Payment Procedures**

Should your PR Grant application be approved, you will receive an approval letter with specifics of what parts of your project have been approved. The club will be responsible for implementing the PR project and paying the vendor after the project is completed. Once payment has been made to the vendor, please submit all three items below for reimbursement.

1. Proof of performance (photos of billboard, actual supplement run in newspaper)
2. Cancelled check/bank statement
3. Copy of invoice from vendor

Please note: RI will not be able to reimburse clubs without all of the three items above. Once all the items have been received, reimbursement takes up to 15 business days. All reimbursement requests are due to the Rotary Public Relations Department by **1 June 2007**.

Please send the completed PR Grant applications and reimbursement material via mail, fax or email to:

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

Fax: 1 (847) 866-8237  
E-mail: [prgrants@rotary.org](mailto:prgrants@rotary.org)

# Public Relations (PR) Grant Application Form 2006-2007

General Information: (Please write clearly)

Rotary Club Name: \_\_\_\_\_ Country: \_\_\_\_\_

Rotary Club District: \_\_\_\_\_ District Governor: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Fax: \_\_\_\_\_

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

**\*Please make sure email address is valid since RI will make all contacts regarding your application via email, with the address given here.**

1) Describe in detail the PR plan for which you are seeking funding (Utilize additional pages if possible)

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2) What is the name of the vendor (billboard company, newspaper company, radio station) and the estimated budget for each part of your proposed PR Grant?

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3) In-kind or Gratis placements (Yes or No): \_\_\_\_\_

If so, what and approximate value: \_\_\_\_\_

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Total budget for PR effort: \$ \_\_\_\_\_

Club contribution: \$ \_\_\_\_\_

Requested PR Grant funds: \$ \_\_\_\_\_ (up to US \$3,000)

See next page: Terms and Conditions for Rotary International Public Relations Grants

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

- Applicants are encouraged to use Rotary’s Public Service Announcements (available on CD-ROM in seven Rotary languages) for use in print, broadcast and billboard media. Should applicants develop original PR materials, those materials must comply with Rotary International’s guidelines for using Rotary marks 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/newsroom/downloadcenter/pdfs/547en99.pdf>
- Applications will be reviewed on a case by case basis. Districts and clubs will be notified of grant approval or denial by 15 December 2006
- PR Grants will be awarded only up to the original approved amount located on the e-mailed approval letter. If actual services provided cost less than the approved estimate, then Rotary International will only reimburse the amount of actual expenses. Rotary International is not responsible for any amounts above the original approved amount noted in the approval letter.
- Clubs that are awarded PR Grant funds are required to follow all deadlines regarding run date of campaign and reimbursement materials

I have read and agree to this Public Relations Grant Application 2006-2007 and the above Terms and Conditions for the Rotary International Public Relations Grants

Contact Person and District Governor; please sign below agreeing to above

Contact Name(Print): \_\_\_\_\_ Rotary Title: \_\_\_\_\_

Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

District Governor (Print): \_\_\_\_\_ District Number: \_\_\_\_\_

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