



# Rotary International Public Relations Grant Application for 2011-12

The RI Board of Directors has allocated Public Relations Grant funds for 2011-12 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 **up to US\$15,000**.

## I. 2011-12 PR Grant Qualifications

- Only districts are eligible to apply. One application will be considered per district.
- Grants of up to US\$15,000 per district will be available until funds are depleted.
- 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. Grant awards are based upon funds available by region, ensuring an equitable spread of Rotary promotion worldwide.

*Please note: The PR grant program is a reimbursement program. When a PR grant application is approved, the district is responsible for implementing the PR project and can then submit for reimbursement.*

### 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](http://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 on vendors' stationery
- Detailed description or visual example of your proposed campaign materials, including any *Humanity in Motion* materials
- District governor's signature

The district governor should read the application and the Terms and Conditions section carefully, and must sign the Terms and Conditions document. A scanned electronic signature is acceptable for e-mailed applications.

## III. Application Deadlines

All grant applications must be submitted by **15 August 2011**.

RI notifies district governors (by e-mail) of grant approval or denial no later than **15 November 2011**.

PR grant projects must be implemented and all reimbursement requests submitted to RI by **1 June 2012**.

## IV. Resources for a Successful PR Grant

### 1. *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 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](http://www.rotary.org/humanityinmotion).

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

### 2. Rotary Public Image Coordinators

Consult your Rotary Public Image Coordinator (RPICs) for assistance with your PR grant planning. Find contact information at [www.rotary.org/prgrants](http://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 area and 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

You can view examples of successful PR grant projects at [www.rotary.org/prgrants](http://www.rotary.org/prgrants).

### 4. Local vendors

Meet with local 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 e-mail by 15 November 2011. *Please ensure that your e-mail 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 e-mail (with scanned receipts), no later than **1 June 2012** to:

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

Questions? Please e-mail [prgrants@rotary.org](mailto:prgrants@rotary.org).



# Public Relations Grant Application Form 2011-12

Please type or write clearly in ink

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

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

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

Phone: \_\_\_\_\_

E-mail:\* \_\_\_\_\_

Alternate Contact:

Name: \_\_\_\_\_

E-mail:\* \_\_\_\_\_

Multicountry grant  
(list countries sharing this grant)

\*Please ensure that the e-mail address provided is valid; RI will e-mail all correspondence about this application to this address.

1. 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) \_\_\_\_\_

Why did you choose this/these media for your campaign? \_\_\_\_\_

2. What is your campaign focus?  Polio  Water  Literacy  Membership  Peace  Other \_\_\_\_\_

Describe your campaign materials, including why you chose this focus and how your plan meets this need, and attach sample copy and layout.

Describe how you will customize your project to your district (i.e., how you will provide local contact information, photographs that feature local projects, and content that shares information about your projects).

2a. Are you using materials from *Humanity in Motion*, Rotary International's public image campaign that helps increase awareness of what Rotary does and gives to society?  Yes  No

If yes, which *Humanity in Motion* public service announcements will be used?

*Humanity in Motion IV*  *Humanity in Motion V*  This Close

Other (please describe) \_\_\_\_\_

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

Business and professional people

Community leadership

General public

Other \_\_\_\_\_

Men  Women  Both

Ages 25-35

Ages 35-50

Ages 50+

Income US\$40,000-\$100,000

Income US\$100,000+

- 3a. 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.).
- 3b. How long will your campaign placements run (how many days, weeks, months, etc.)? \_\_\_\_\_  
Estimated dates on which they will run: \_\_\_\_\_
- 3c. How often will your campaign placements run (e.g., TV: 10 airings/week paid, 20 in-kind airings per week for 13 weeks)? \_\_\_\_\_
- 3d. How many Rotary clubs are involved in implementing your PR campaign? \_\_\_\_\_
4. Describe your PR grant plan in detail, including how your PR campaign conveys to the general public what Rotary is and does. Please include who your intended viewer is. (Use a separate sheet if necessary; two pages total.) Also include copy and layout of any original ad material, customization of *Humanity in Motion*, or scripts for radio or TV spots.

5. Calculate total costs related to the application for a PR grant. District's contribution must be at least one-third of the total PR grant amount requested.

<b>PR Grant Project Costs</b>	<b>Total (local currency)</b> <dropdownfield here>	<b>Total (US\$)</b>
Request (up to US\$15,000)		US\$
District contribution (minimum 1/3 of request)		US\$
<b>Total Project Costs</b>		US\$

6. What is the budget to accomplish this plan? (Attach vendor quotes on vendor stationery.)

<b>Vendor Name</b>	<b>Description of Service</b>	<b>Cost</b>
<b>Total Budget</b>		

7. Describe the type of in-kind/donated contributions\* obtained, including the vendor name and value.  
*\*In-kind/donated contributions are services or goods having a monetary value (e.g., donated print/billboard space, TV/radio time). Value is how much an in-kind/donated contribution would cost if you had to pay for it (e.g., If an organization donates space, how much would it have cost to rent that space?). In-kind/donated contributions involve the community and help to stretch PR grant funds.*

<b>Vendor Name</b>	<b>Description of In-Kind Service Donation</b>	<b>Value</b>
<b>Total Cost</b>		

## 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](http://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 [rilicensingservices@rotary.org](mailto:rilicensingservices@rotary.org).
- District governors will be notified of grant approval or denial by 15 November 2011. 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 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 2011-12 and the above Terms and Conditions for the Rotary International Public Relations Grants.

District Governor's Name (print): \_\_\_\_\_ District Number: \_\_\_\_\_

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

E-mail: \_\_\_\_\_