



Public Relations Multidistrict Grant Application Form 2011-12

Please type or write clearly in ink

PR grant coordinator contact name: _____

Phone: _____ E-mail: _____

Number of Rotary districts participating in PR grant: _____

Please enter participating district numbers:

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)

- | | |
|---|--|
| <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+ |

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.

PR Grant Project Costs	X	Number of Districts	Total (local currency)	Total (US\$)
			<dropdownfield here>	
Request per district \$ _____ (up to US\$15,000)				US\$
District contribution \$ _____ (minimum 1/3 of request)				US\$
Unmatched Bonus US\$1,000/district				US\$
Total Project Costs \$ _____ (request + district contribution)				US\$

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

Vendor Name	Description of Service	Cost
Total Budget		

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.*

Vendor Name	Description of In-Kind Service Donation	Value
Total Cost		

Is my application complete?

- Detailed description of the PR campaign plan
- Amount of district contribution (at least 1/3 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

Number of Rotary districts participating in PR grant: _____

1. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

2. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

3. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

4. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

5. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

6. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

7. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

8. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

9. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

10. District Number: _____ District Governor's Name: _____
Phone: _____ E-mail: _____
Signature: _____

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

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