



## **SUMMER 2017 CLUB MEMBERSHIP MINI-GRANT OVERVIEW**

The purpose of this mini-grant is to encourage the Rotary clubs of District 7930 to host a "Friendraiser" event to attract new members and present alternative forms of membership.

### **GUIDELINES**

- The grant is a reimbursement matching grant – 50% of expenses  
Individual clubs may apply for an up to \$200 match  
One or more clubs partnering may apply for an up to \$300 match
- All promotions, materials, and messaging used must meet the Rotary International Branding Standards. A member of the Public Image Committee will assist you if needed.
- Recipients may be asked to share their event plan with other Rotary clubs.
- Matching district funds cannot be used for alcohol. Clubs may spend club funds as they see fit.
- Clubs offering an alternative form of membership as an option to join will receive priority consideration.

### **REQUIREMENTS**

- The Friendraiser event must have an explicit invitation to join Rotary.
- Club(s) must agree to refer prospective members to another club if the prospective member is not a good match for the host club(s).
- Submit a plan for how your club(s) will follow up with the prospective member to join your club.
- A minimum of 5 prospective members must be in attendance at the event to qualify for reimbursement.
- Complete a post-event one-page report (provided by the district) with receipts by or before the deadline.

### **TIMELINE**

August 1 - September 1, 2017 - grants may be submitted

September 7, 2017 - notice of acceptance or denial

September 7 - October 31, 2017 - event must take place

November 1, 2017 - receipts must be submitted to the Membership Committee for reimbursement

### **INSTRUCTIONS FOR APPLICANTS**

Please complete the following application. Incomplete applications will not be considered. Please fit all information on the application and do not submit additional narrative. Submit this application the Membership Committee along with a sample of your proposed material/promotion/message to: Rotary District 7930 Membership / c/o Amy Luckiewicz / 10 Elsie Road / Lynn, MA 01904  
Electronic applications are preferred. Please email PDF to [rotary7930membership@yahoo.com](mailto:rotary7930membership@yahoo.com).

### **CHECKLIST**

- \_\_\_ The primary and my partnering (if applicable) club's Board of Directors know we are applying for this mini-grant and that the club(s) must match each dollar requested.
- \_\_\_ The primary club's Treasurer understands this is a reimbursement matching grant and must submit a copy of the project's receipt(s) no later than November 1, 2017.
- \_\_\_ We have read the requirements stated in the overview and understand the timeline.

**QUESTIONS?** Contact Amy Luckiewicz, Membership Co-Chair at 781.588.0257 or email [rotary7930publicimage@yahoo.com](mailto:rotary7930publicimage@yahoo.com)



# Rotary District 7930 Membership Mini-Grant Summer 2017 Application

Please type or print clearly.

|  |   |   |  |
|--|---|---|--|
| Primary Rotary Club Name   |   | Partnering Rotary Club Name (if applicable)   |  |
| Primary Contact  | Primary Phone                               | Primary Email   |  |
| Event Date/Time  | Back Up Event Date/Time                     | Event Venue   |  |
| Approximate Number of Members Attending  | Approximate Number of Non-Members Attending | How are you inviting attendees (e-mail, mail, etc.)?  |  |
| <p>On separate sheet, briefly describe the plan for the event (speakers, food, beverages, displays, how you will engage the non-Rotarians in attendance, how will you introduce membership options, etc.). Please keep your proposal to one page. You may include any promotional materials if they are ready.</p> <p>Select one or more categories your grant will be used for:</p> <p> <input type="checkbox"/> food/refreshments at the event      <input type="checkbox"/> advertising of the event      <input type="checkbox"/> venue costs<br/> <input type="checkbox"/> event speaker      <input type="checkbox"/> other (specify) _____ </p> |   |   |  |
| <p>How will you identify non-Rotarians to invite? (select all that apply)</p> <input type="checkbox"/> alumni list<br><input type="checkbox"/> networking /professional group<br><input type="checkbox"/> past event participants<br><input type="checkbox"/> Rotarians' personal contacts<br><input type="checkbox"/> purchased contact list<br><input type="checkbox"/> other (specify) _____<br>_____<br>_____  |   | <p>How will you follow up with prospective members (required)? (select all that apply)</p> <input type="checkbox"/> invite to club meeting<br><input type="checkbox"/> invite to secondary event<br><input type="checkbox"/> adding to e-bulletin list<br><input type="checkbox"/> personal phone call<br><input type="checkbox"/> thank you note<br><input type="checkbox"/> other (specify) _____<br>_____<br>_____ |  |
| <p>Will you be offering an alternative form of membership? (if yes, specify)</p> <input type="checkbox"/> Service Member <input type="checkbox"/> Corporate Member <input type="checkbox"/> Non-Profit Member <input type="checkbox"/> Satellite Club Member   |   |   |  |
| <p>Total Event Cost</p> \$ _____   |   | <p>Amount Requested</p> \$ _____  |  |

By signing below, I acknowledge that my Rotary Club, if awarded, will receive the mini-grant as a reimbursement after I submit the project's receipt(s) to the Membership Committee by **November 1, 2017**.

\_\_\_\_\_  
Primary Club President's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Partnering Club President's Signature

\_\_\_\_\_  
Date