



## **SPRING 2018 CLUB PUBLIC IMAGE MINI-GRANT OVERVIEW**

The purpose of this mini-grant is to improve the public image of the Rotary clubs of District 7930. Categories for mini-grant approval are listed in the grant application. We encourage you to use vendors that offer high quality and consider multiple bidders.

### **GUIDELINES**

- The grant is a reimbursement matching grant – 50% of expenses up to \$250.
- Clubs cannot receive grant money up front but may submit receipts for payment prior to the deadline. Mini-grant funds may be used to subsidize a larger quote.
- All promotions, materials, and messaging must meet the Rotary International Branding Standards and be PRE-APPROVED by a member of the Public Image Committee. Design help is available from the Public Image Committee.
- Qualifying materials/promotions/messaging may be used to promote projects, membership, events, or general information but should be primarily aimed at increasing the visibility of your club and improving its public image.
- Recipients may be asked to share their materials/designs with other Rotary clubs.
- It is highly encouraged that materials/promotions/messaging serve a multi-purpose. For example, materials for an event should include an invitation to visit a club.

### **REQUIREMENTS**

- You **must** submit a sample of the design proposed for your grant item(s). All designs must match Rotary Branding Guidelines. Grants will not be approved without a pre-approved design.
- Purchase must happen after April 27, 2018.
- Submit a photo of your finished product in action to the Public Image Committee with receipts by or before the deadline.

### **TIMELINE**

March 15-April 23, 2018 - grants may be submitted

April 27, 2018 - notice of acceptance or denial

June 1, 2018 - receipts must be submitted to the Public Image 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 to the Public Image Committee along with a sample of your proposed material/promotion/message to: Rotary District 7930 Public Image / c/o Amy Luckiewicz / 10 Elsie Road / Lynn, MA 01904  
Electronic applications are preferred. Please email PDF to [rotary7930publicimage@yahoo.com](mailto:rotary7930publicimage@yahoo.com).

### **CHECKLIST**

- \_\_\_ Our club's Board of Directors know we are applying for this mini-grant and that the club(s) must match each dollar requested.
- \_\_\_ Our club's Treasurer understands this is a reimbursement matching grant and must submit a copy of the project's receipt(s) no later than June 1, 2018.
- \_\_\_ We have submitted our design for pre-approval to the Public Image Committee.
- \_\_\_ We have read the requirements stated in the overview and understand the timeline.

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

# Rotary District 7930 Public Image Mini-Grant Spring, 2018 Application



Please type or print clearly.

Primary Rotary Club Name		Club Public Image Chair Name	
Primary Contact	Primary Phone	Primary Email	
Briefly describe what the mini-grant will be used for. Include information such as your reach, quantity and target. What is the goal of the project? Is it measurable (if applicable)?			
Select one or more categories your grant will be used for: <input type="checkbox"/> club brochure <input type="checkbox"/> direct mail <input type="checkbox"/> social media advertising <input type="checkbox"/> club business cards <input type="checkbox"/> event promotions <input type="checkbox"/> television advertising <input type="checkbox"/> club clothing or nametags <input type="checkbox"/> promotional products <input type="checkbox"/> website development <input type="checkbox"/> club display (multi-use) <input type="checkbox"/> professional photography <input type="checkbox"/> other (specify) _____ <input type="checkbox"/> club signage <input type="checkbox"/> PSA production _____			
You must submit a copy of your proposed design in advance. It must comply with Rotary Branding Guidelines. Failure to get pre-approval of your design may result in disqualification of reimbursement.			
If purchasing items, will they be: (check if applicable) <input type="checkbox"/> for members' use <input type="checkbox"/> given to the public		Proposed vendor name	
Total Project Cost  \$ _____		Amount Requested  \$ _____	

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 **June 1, 2018**.

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

\_\_\_\_\_  
Date

\_\_\_\_\_  
Club President's Email

\_\_\_\_\_  
Club President's Phone