



Rotary District 7930 Public Image Mini-Grant Overview

WINTER 2018-2019 CLUB PUBLIC IMAGE MINI-GRANT OVERVIEW

The purpose of this mini-grant is to improve and/or increase the public image of the Rotary clubs of District 7930. Categories for mini-grant approval are listed in the grant application. The district encourages 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.
- Submit a photo of your finished product in action to the Public Image Committee with receipts by or before the deadline.

TIMELINE

January 21, 2019 - grants submission deadline (notice of acceptance or denial by 1/25/19)

March 1, 2019 - receipts and a photo must be submitted to the Membership Committee for reimbursement

INSTRUCTIONS FOR APPLICANTS

Please complete the following application. Incomplete applications will not be considered. Submit the application the Membership Committee along with a sample of your proposed materials to:

Rotary District 7930 Membership * c/o Amy Luckiewicz * 10 Elsie Road * Lynn, MA 01904

Electronic applications are preferred. Please email PDF to rotary7930publicimage@yahoo.com.

CHECKLIST (FOR CLUB USE ONLY)

- 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 March 1, 2019.
- We have read the requirements and understand the timeline.
- I have submitted the application to the Public Image Committee.
- I have submitted the required documents for reimbursement by March 1, 2019.

QUESTIONS? Contact Amy Luckiewicz, Public Image Co-Chair at 781.588.0257 or email rotary7930publicimage@yahoo.com

Rotary District 7930 Public Image Mini-Grant Winter 2018-2019 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: <table style="width:100%; border:none;"> <tr> <td><input type="checkbox"/> club brochure</td> <td><input type="checkbox"/> direct mail</td> <td><input type="checkbox"/> social media advertising</td> </tr> <tr> <td><input type="checkbox"/> club business cards</td> <td><input type="checkbox"/> event promotions</td> <td><input type="checkbox"/> television advertising</td> </tr> <tr> <td><input type="checkbox"/> club clothing or nametags</td> <td><input type="checkbox"/> promotional products</td> <td><input type="checkbox"/> website development</td> </tr> <tr> <td><input type="checkbox"/> club display (multi-use)</td> <td><input type="checkbox"/> professional photography</td> <td><input type="checkbox"/> other(specify)_____</td> </tr> <tr> <td><input type="checkbox"/> club signage</td> <td><input type="checkbox"/> PSA production</td> <td></td> </tr> </table>				<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	
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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 required financial documents to the Public Image Committee by **March 1, 2019**.

Club President's Signature

Date

Club President's Email

Club President's Phone