



Rotary District 7930 Autumn, 2016 Public Image Mini Grant Overview

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. You may apply for only one Public Image Mini Grant per Rotary year.

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. A member of the Public Image Committee will assist you if needed.
- A sample of the promotion material and/or messaging must accompany the application.
- Only clubs can submit an application, not an individual.
- Qualifying materials, promotions, and 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.
- Promotional items for fundraising are not eligible.
- Recipients may be asked to share materials/designs with other Rotary Clubs.

TIMELINE

August 15-September 30, 2016 - grants may be submitted

October 7, 2016 - notice of acceptance or denial

November 30, 2016 - 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 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.

CHECKLIST

- ___ My club's Board of Directors knows we are applying for this mini-grant and that the club must match each dollar requested.
- ___ My 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 30, 2016.
- ___ I have completed the application with required signature.
- ___ I have submitted a copy of our proposed project and design (if applicable).

QUESTIONS?

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



Rotary District 7930

Autumn, 2016 Public Image

Mini Grant Application

Please type or print clearly.

Rotary Club Name		Club President																			
Club's Public Image Chair	Phone	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?																					
Select one or more categories your grant will be used for: <table border="0" style="width: 100%;"> <tr> <td><input type="checkbox"/> club brochure</td> <td><input type="checkbox"/> direct mail</td> <td><input type="checkbox"/> television advertising</td> </tr> <tr> <td><input type="checkbox"/> club business cards</td> <td><input type="checkbox"/> event promotions</td> <td><input type="checkbox"/> website development</td> </tr> <tr> <td><input type="checkbox"/> club apparel</td> <td><input type="checkbox"/> professional photography</td> <td><input type="checkbox"/> other (specify _____)</td> </tr> <tr> <td><input type="checkbox"/> club display (multi-use)</td> <td><input type="checkbox"/> promotional products</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> club nametags</td> <td><input type="checkbox"/> PSA production</td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/> club signage</td> <td><input type="checkbox"/> social media advertising</td> <td></td> </tr> </table>				<input type="checkbox"/> club brochure	<input type="checkbox"/> direct mail	<input type="checkbox"/> television advertising	<input type="checkbox"/> club business cards	<input type="checkbox"/> event promotions	<input type="checkbox"/> website development	<input type="checkbox"/> club apparel	<input type="checkbox"/> professional photography	<input type="checkbox"/> other (specify _____)	<input type="checkbox"/> club display (multi-use)	<input type="checkbox"/> promotional products	_____	<input type="checkbox"/> club nametags	<input type="checkbox"/> PSA production	_____	<input type="checkbox"/> club signage	<input type="checkbox"/> social media advertising	
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Amount Requested (not to exceed \$250)		Total Project Cost																			
\$ _____		\$ _____																			

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 Public Image Committee by **November 30, 2016**

Club President's Signature

Date

Club President's Email

Club President's Preferred Phone

Committee Use ONLY

Date Received _____	Approved ___ Denied ___ Returned for more info ___
Notes	