



## **WINTER 2017-18 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.
- Submit a photo of your finished product in action to the Public Image Committee with receipts by or before the deadline.

### **TIMELINE**

December 1, 2017-January 15, 2018 - grants may be submitted

January 22, 2018 - notice of acceptance or denial

March 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 March 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 Winter 2017-2018 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)?																		
<p>Select one or more categories your grant will be used for:</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">club brochure</td> <td style="width: 33%;">direct mail</td> <td style="width: 33%;">social media advertising</td> </tr> <tr> <td>club business cards</td> <td>event promotions</td> <td>television advertising</td> </tr> <tr> <td>club clothing or nametags</td> <td>promotional products</td> <td>website development</td> </tr> <tr> <td>club display (multi-use)</td> <td>professional photography</td> <td>other (specify) _____</td> </tr> <tr> <td>club signage</td> <td>PSA production</td> <td>_____</td> </tr> </table>				club brochure	direct mail	social media advertising	club business cards	event promotions	television advertising	club clothing or nametags	promotional products	website development	club display (multi-use)	professional photography	other (specify) _____	club signage	PSA production	_____
club brochure	direct mail	social media advertising																
club business cards	event promotions	television advertising																
club clothing or nametags	promotional products	website development																
club display (multi-use)	professional photography	other (specify) _____																
club signage	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) for members' use 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 **March 1, 2017**.

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

\_\_\_\_\_  
Date

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

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