



Rotary District 6290 Public Image Grant Grant Guidelines for 2017 - 2018



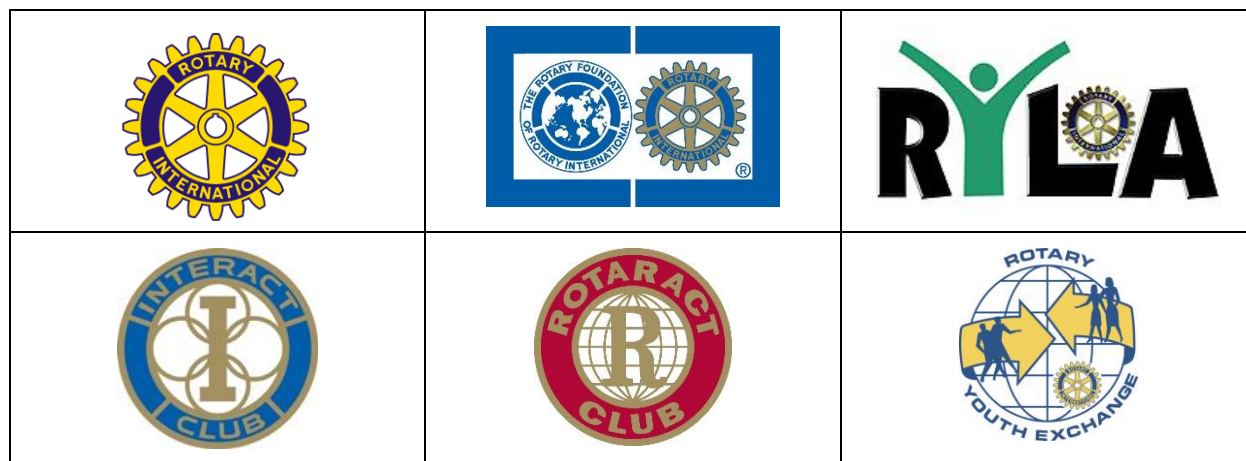
Program Overview

Rotary District 6290 is making \$16,000 available to Rotary and Rotaract clubs via a matching grant program to fund Public Image projects/campaigns. We have two programs:

1. **Rebranding/Logo Update Initiative** - Up to \$250 (USD) available in 1:1 match for projects that update club supplies (e.g. banners, brochures) with Rotary's new brand/logo
 - a. Total project may exceed \$500 but District funding is capped at \$250 USD.
 - b. If replacing banners/signage, please consider free-standing banners which are easily deployed at community events e.g. Chamber after hours, festivals. These are more cost-effective than our traditional 'felt' banners which need to be hung.
 - c. Clubs are encouraged to obtain in-kind donations from local/specific vendors, such as free or discounted printing, donated materials cost. In-kind donations, however, do not qualify as club contributions toward the club match requirement for this grant.
 - d. Once the project is completed the club must complete the Grant Report and Financial Reimbursement Form (due May 31, 2018 at the latest). District will release the awarded funds no later than June 15, 2018.
2. **D6290 People of Action Campaign** - \$750 (USD) District match for \$500 club minimum investment to create sizable pool of funds which will be matched 1:1 by our media partner for broadcast and social media campaign on 9&10 News and Fox 32.
 - a. Unlike the re-branding grant, Clubs will be required to forward their funds to the District Treasurer upon notification of approval, and no later than December 31, 2017.
 - b. Clubs may partner to achieve the \$500 minimum investment.

Rotary Branding

For both grant categories, clubs are expected to use Rotary's most current branding messages and logos. (Each of the below graphics is no longer current). Please be sure to reference Rotary's [Brand Guidelines](#) for correct usage and valuable ideas.





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Public Image Grant Qualifications:

- All Rotary and Rotaract clubs within District 6290 are eligible to apply provided their District dues are current.
- Rotaract Clubs are required to have signature of their sponsor club (and are encouraged to partner on larger initiative).
- Clubs may submit one application in each category. The district will consider the higher valued grant as part of its initial review. If there are surplus funds, we will consider the second submissions as part of a 'round two' review, considering date received as a filtering criteria and/or reducing the match in order to accommodate multiple clubs.
- Grant awards are based upon funds available, ensuring an equitable spread of Rotary promotion throughout the District.
- Club President **MUST** sign the grant application (accommodations made for electronic).

Application Procedures:

- 1) The Club President or Public Image chair completes the 2017-2018 Grant Application Form and submits it to the District no later than November 30th, 2017.
- 2) Applicants should read the application and "Terms and Conditions" (*see grant application form*) carefully and include the following information:
 - i) The plan must include budget and vendor quotes (rebranding initiatives only). Electronic quotes are acceptable for emailed applications.
 - ii) The plan must incorporate the official Rotary brand and comply with [Rotary Voice and Visual Identity Guidelines](#) as outlined at Rotary Brand Center.
 - iii) Club President's signature – A scanned signature is acceptable for an emailed application.
- 3) Clubs may obtain the 2017-2018 Grant Application Forms from the District Public Image Chair or from the district website www.ridistrict6290.org.

Public Image Grant Application Deadlines:

- 1) Club grant applications must be submitted electronically to Public Image Chair by **11/30/2017**
- 2) Grant approval/denial decisions will be emailed to applicants by **12/15/2017**
- 3) Public Image re-branding grant projects must be implemented and final reports submitted no later than **5/31/2018**
- 4) Reimbursement payments to Clubs from District will be released no later than **6/15/2018**

Payment Procedures:

- 1) For 'Rebranding' initiatives - after the club has paid all vendors, proof of payment and documentation of grant activities must be provided to the District Public Image Chair, along



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with the completed final report form, before reimbursement will be made. (Acceptable proof of payment is vendor statement showing zero balance, bank statement showing cleared check or credit card payment, cancelled check showing endorsement.)

- 2) All reimbursement requests and supporting items must be submitted, via post or e-mail with scanned receipts (preferred) no later than May 31, 2018, to the District Public Image Chair. See contact addresses below.
- 3) Reimbursement checks for clubs completing approved and accepted grant projects in accordance with the Grant Payment Procedures and these Guidelines, **will be mailed to participating clubs no later than June 15, 2018.**

District 6290 Contact Information:

- 1) All communications or questions regarding the 2017-2018 District 6290 Public Image grant should be submitted to the District Public Image Coordinator. While it is quicker, cheaper and easier to use e-mail, post and phone communications and requests are certainly fine.

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