**Terms and Conditions for District 6290 Public Relations Grant**

1. District dues of participating clubs must be current.
2. Rotaract clubs require the signature of their sponsoring club.
3. If you are participating in the District-sponsored People of Action campaign – selected projects and programs must feature correct and current Rotary branding. Please refer to [www.ridistrict6290.org](http://www.ridistrict6290.org) – [Public Image – Resource Center](http://www.ridistrict6290.org/SitePage/public-image/share-your-rotary-stories) for supporting materials. Please contact the District Public Image Coordinator in advance with questions.
4. If you are choosing the smaller ‘rebranding’ grant to update club materials, as in above, the correct branding must be used.
5. Disclosure of any possible conflicts of interest. All individuals involved in a Public Relations grant and/or award shall conduct their activities in a way that avoids any actual or perceived conflict of interest. A conflict of interest is a relationship among individuals through which an individual involved in a Public Image Grant or award causes benefit, or could be perceived to cause benefit, for such individual or such individual’s family, personal acquaintances, business colleagues, business interests, or an organization in which such individual is a trustee, director or officer. Any and all disclosures must be explained prior to grant approval.

*Notes to applying club contacts:*

1. *This form is prepared in Microsoft Word with the intention that you will complete it electronically and submit by e-mail. Just type your plans/answers in the boxes provided, they will expand to fit whatever your answer is, then go on to the next box.*
2. *Please see the District Public Image Coordinator contact information at the end of this form for any questions. Do not hesitate to ask for help.*
3. *Before you fill this out, be SURE you have reviewed the 2017-2018 Grant Guidelines and follow them closely.*
4. *Remember, BOTH the PR Chair and the Club President MUST sign this form and submit by December 1st, 2017. The District has a $16,000 budget for the 2017-2018 grant program. Date application was submitted will become a consideration in the event we are over-subscribed.*

**Applicant Information: (Please type or write clearly in ink.)**

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| --- |
| **Club Name:** |
| **Club President Contact Information:** | **Club PR Chair Contact Information:** |
| **Name:** | **Name:** |
| **Daytime Phone:** | **Daytime Phone:** |
| **E-mail Address:** | **E-mail Address:** |
| **Sponsoring Club (if Applicant is Rotaract Club)** |
| **Sponsor Club Name:** | **Advisor / President (print):** |
| **E-mail Address:** | **Advisor / President (signature):** |

*Please insure the e-mail addresses provided above are valid as we will send all correspondence regarding this application via email.*

**Which of our Grant Programs are you applying for?**

|  |  |
| --- | --- |
| **Rebranding Initiative**Up to $250 available per club in 1:1 match for projects that update branding e.g. re-print brochure, replace dated banners & signage. |  |
| **People of Action District Campaign**Up to $750 available per club in 1.5 : 1 match for broadcast / digital campaign on 9 & 10 News and Fox 32 TV stations and social media. Club must contribute $500. We will allow clubs to partner in order to achieve the $500 minimum. |  |

**For Rebranding Initiative, complete page 2 and signature page**

**For Outreach/Awareness Initiative, complete page 3 and complete signature page**

**REBRANDING GRANT**

Primary goal of this initiative is to update club materials that are displaying the legacy Rotary wheel (depicted at right) which is no longer in use. Interact, Rotaract, Life Leadership and Youth Exchange program logos have also been updated. (Please refer to [www.ridistrict6290.org](http://www.ridistrict6290.org) – [Public Image – Resource Center](http://www.ridistrict6290.org/SitePage/public-image/share-your-rotary-stories) for supporting materials)

1. **Please provide a short description of your plans:**

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|  |

1. **What is the budget to accomplish this plan? (Attach vendor quotes on vendor letterhead. Electronic quotes are acceptable, please save as pdf and attach.)**

|  |  |  |
| --- | --- | --- |
| **Vendor name** | **Description of Service** | **Cost** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  | **Total Budget** | **US$** |

*Note that while overall budget can exceed $500 USD, the District match is limited to $250.*

1. **Describe the type of in-kind/donated contributions obtained, including the vendor name and value.** *In-kind/donated contributions are services of goods having a monetary value. Value is how much the contribution would have cost if you had to pay for it. In-kind/donated contributions involve the community and help to stretch Public Image Grant funds***.**

|  |  |  |
| --- | --- | --- |
| **Vendor name** | **Description In-Kind Service donation** | **Value** |
|  |  |  |
|  |  |  |
|  |  |  |
|  | **Total Value** | **US$** |

**Go to Signature Page**

**PEOPLE OF ACTION DISTRICT-WIDE CAMPAIGN**

1. **What is the signature club project / program you want to promote as part of this campaign? Please provide the name, date, and provide brief description of the impact this program has on your local / global community. If you have information online via your Facebook page and/or Club website please provide URL as reference.**

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1. **Please provide the name and contact information for the individual that is the best spokesperson for this project. Station and/or Campaign Committee may need to contact them as part of determining schedule.**

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1. **Summarize your funding plan related to this application:**

|  |  |
| --- | --- |
| **Public Image Grant: Amount requested from District 6290 (up to $750 USD maximum)** | **US$** |
| **Your club’s contribution (minimum $500 USD match)** | **US$** |
| **Other funds that will be applied to this project – specify source and amount. (Note: additional funds are not required)** | **US$**  |
| **Total Public Image Grant Project costs** | **US$** |

**CLUB SIGNATURE PAGE**

**IS MY APPLICATION COMPLETE?**

* Detailed description of the PR project plan
* Amount of club contribution
* Price quotes on vendor’s letterhead (including electronic communication)

**Contact person and Club President (if different) please sign below agreeing to the information on this grant application. Return this application no later than November 30th 2017 to District 6290 Public Image Coordinator, Nancy Thornton. E-mail submissions are preferred. Scanned attachments are acceptable.**

I/we have read and agree to this 2017-2018 Public Relations Grant Application and the above Terms and Conditions for the Rotary International Public Relations Grants.

|  |  |
| --- | --- |
| **Club President** | **Club PR Chair:** |
| Signature: | Signature: |
| Date: | Date: |

**District 6290 Contact Information:**

1. All communications regarding the 2017-2018 District 6290 Public Image Grant should be submitted to the District Public Image Coordinator. Electronic submissions w/electronic attachments are preferred if possible.

|  |  |
| --- | --- |
| Nancy Thornton1215 E M113Kingsley, MI 49649USA. | nthornton@centos.net248-520-0614 |

1. Grant guidelines information, application forms and final report forms and instructions for the 2017-2018 Public Image Grant are available from the Chair or on the District website, [www.ridistrict6290.org](http://www.ridistrict6290.org) under Public Image, District Grant.

**This application and requisite attachments must be returned to the District Public Image Coordinator no later than**

**5 pm on December 1st, 2017**