

Rotary District 5060

Public Image Mini Grant Program

What is the Public Image Mini Grant Program?

District 5060 establishes a budget to supply matching grants to its Clubs in support of public image and branding efforts.

Why do we want to build our public image?

- By increasing people's understanding of what Rotary is and what we do in our communities, we can lead them to interest, engagement, and commitment -- and ultimately to advocacy for Rotary.

Projects should support these general goals--

- Promote Club activities among Club members, local media outlets, and your community
- Raise awareness of Rotary and your Club in the community
- Enhance projects and activities to make them more appealing to the media
- Use social media to raise awareness of Rotary and your Club in the community
- All requests must meet Rotary International brand guidelines
- Does not support club fundraiser promotions
- Requesting Clubs please be brand compliant (correct logos) on your webpage and social media!

What amounts are the mini grants?

- Grants are for less than \$500 per Club. The Club provides at least half of the funding for the project. Grants decisions are announced quickly after submission. Grant funds are distributed after the project is complete and the Public Image Committee has confirmed brand guidelines are met.

Examples of grants:

- Print collateral, brochures
- Paid social ads/boosts
- External facing signs such as yard signs, sandwich boards, flutter flags
- Rotary branded canopies (tents)
- Rotary branded promotional products distributed to external audiences at public events (e.g., frisbees, pens, kid coloring books)

How does our Club apply?

Send an email to Kathleen McNalty, Public Image co-chair, (kmcnalty1@outlook.com) with the following information--

- Club name, contact person name and email
- Brief description of project and how it supports goals above (3-5 sentences)
- Requested mini grant amount and amount funded by Club
- Timing of the project

Questions?

Contact Kathleen or Public Image co-chair Dana Koch

Updated 10/16/23