

Rotary District 5060

Public Image Mini Grant Program 2026-27

What is the Public Image Mini Grant Program?

District 5060 offers 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 to advocacy for Rotary.

Projects should support these general goals and requirements--

- 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 its webpage and social media

How many grants may a Club get in a fiscal year?

- Clubs may be awarded one grant July through March. We will accept a second request from a Club in April, May or June if funds are still available.

What amounts are the mini grants?

- Grants are for up to \$500 per Club in your country currency. The Club provides at least half of the funding for the project. Grant funds are distributed after the project is complete and the district public image team has confirmed brand guidelines are met.

Can I get professional design help?

- Yes, you may use part of your grant money to pay for professional graphics design services. The PI team can recommend a fellow Rotarian or you can choose a designer.

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?

- Use this google form link: <https://forms.gle/iLBYCmA4S5AdStdTA>

Questions?

Contact Carolyn Monz, public image team, cmonz@gss.org

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