

PR GRANTS: FREQUENTLY ASKED QUESTIONS

1. How do I apply for a PR Grant?

All applications should be coordinated with the district governor. The 2010 PR Grant application forms will be distributed at Public Relations Booth at the International Assembly in January 2009, e-mailed to all district governors-elect and also available on line at <http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/PRGrants.aspx>.

Districts must submit the following to apply for a PR Grant:

1. a complete application including a detailed description of the PR project plan
2. amount of district contribution -- at least one-third the total PR Grant requested
3. price quotes on vendors' stationery
4. proposed copy layout for print materials and scripts for radio or television placements

The applicant and district governor should read the application and the "Terms and Conditions" section carefully, and the district governor must sign the "Terms and Conditions" document. An electronic signature or its equivalent is required for applications sent via e-mail. The application materials must be sent to RI Headquarters or via the RI regional offices.

2. When are PR Grant applications due?

All PR Grant applications must be postmarked or electronically transmitted to RI Headquarters by **15 July 2009**. Rotary International will notify district governors of their grant approval or denial by 1 October **2009**.

3. Can I submit more than one PR Grant application?

No. Only ONE application will be considered per district. Districts may coordinate a campaign but separate applications should be submitted by each district.

4. Can Rotary clubs apply?

No. Only Rotary International districts are eligible to apply. Rotary clubs should work with their district governor and/or district PR Committee to be included in the district's PR Grant application.

5. Are districts required to contribute funds?

Yes. Districts must contribute a minimum of ONE-THIRD (1/3) of the total PR Grant amount requested.

6. Can I place advertisements in a publication owned by a Rotarian?

The Rotary International Board of Directors has directed the PR Division to include language regarding conflict of interest in the PR grants application. The PR Grants conflict of interest disclosure is intended to promote transparency in all financial transactions involving the grants.

The statement is not intended to prohibit Rotary club members from providing services to their clubs or districts, nor is it intended to prohibit Rotarians in media-related businesses to assist Districts in effective outreach to their communities.

Rotary International acknowledges that there are real costs involved in providing a service to clubs and districts and businesses involved in the grants are allowed to recover those costs. The purpose of the disclosure is to ensure that districts are able to show that they are doing due diligence in planning, and that these relationships are reported.

7. What is the difference between district contribution and in-kind funds?

In-kind refers to the monetary value of donated contributions or reduced rates for services or goods from media organizations, printers or other partners participating in the district's public relations proposal. Examples include donated print or billboards space, or television or radio time. Such contributions involve the community and help to stretch PR Grant dollars. Please note that in-kind and donated contributions do not qualify as district contributions toward the one-third match requirement.

8. We are working to install the Rotary logo on all the park benches in our community - the project is great PR for our club. Can we use PR grant money for this type of project?

Projects involving such activities as building a clock tower, promoting a public health or environmental campaign, or installing public benches or traffic safety signs may help enhance Rotary's public image, but are more accurately classified as club community service projects.

Proposed projects should utilize materials from Rotary's *Humanity in Motion* public image campaign. These materials can be previewed and downloaded at:
<http://www.rotary.org/en/Members/RunningAClub/InformingTheCommunity/Pages/HumanityinMotion.aspx>

These *Humanity in Motion* public service announcements (PSAs) are suitable for television, radio, print, internet and billboard advertising. Districts may "localize" the *Humanity in Motion* materials by adding contact information and/or customizing the PSAs to be more culturally appropriate.

9. How do I localize *Humanity in Motion*? What if it isn't available in my language?

You may localize any *Humanity in motion* public service announcement by adding contact information for your district, changing the pictures to highlight Rotarians in your district or projects in you district and/or by translating materials into your language if it is not one of the nine Rotary languages. You may use your grant money to add voice-over copy, contact information, etc. Instructions are included on all *Humanity in motion* CD/DVD sets.

10. How should I send in the PR Grant application and supporting materials?

Please send completed PR Grant applications and supporting materials to RI Headquarters via post or e-mail.

Post: RI Public Relations Grants

PR Division, Rotary International
1560 Sherman Ave.
Evanston, IL 60201 USA

E-mail: prgrants@rotary.org

11. Does our district get the grant money up-front?

No. The PR Grants program is a reimbursement program.

After a PR Grant application is approved, the district is responsible for implementing the PR project and paying the vendor(s) upon completion. Following vendor payments, the district must submit the following for reimbursement:

1. Proof of performance (i.e.: photos of billboard, print supplement tear-sheets, etc.)
2. Original vendor receipts
3. Copy of vendor invoices
4. Completed Payee Information Form (this form will be included with approval e-mail)

12. Can our district get grant money for a PR project we've already implemented?

No. All PR Grant projects should be implemented after **1 October 2009** and all reimbursement requests submitted to RI Headquarters before **1 June 2010**.