

## Public Image Grant Program

2022-2023

### Scope:

Creating a positive and warm image of who we are, what we do, and why we are so passionate about Rotary is so important. Sharing about our lives, supporting the community, and making the world a better place is what Rotary is all about, and we live by the motto: "Service Above Self."

The District 6220 Public Image Grant Program will allow clubs to share their experience and make Rotary a known organization in the community of which people will want to become a member and participant.

Clubs are encouraged to apply for this matching grant which can be used towards enhancing the Public Image of Rotary externally, within their communities, and internally, among fellow Rotarians. The grants are not intended to be used for advertising for specific events or fundraising initiatives.

The grant can be used for initiatives such as website development or enhancement, video production, podcasts, public service announcements or advertising campaigns designed to promote Rotary in general, membership promotion, etc.

### Objective:

To encourage clubs to actively work towards enhancing the Public Image of Rotary and to increase the awareness and understanding of Rotary International and Rotary Clubs within our district, including but not limited to increasing and maintaining loyalty to and awareness of the Rotary brand, increasing website and social media traffic, creating a positive club image, attracting new members, and helping the club to compete more effectively with other community organizations for positive attention in the local media and for membership.

### Requirements:

1. The Club must be current on District dues.
2. The Club must have a Public Image Chair.
3. The Club must designate a club member to serve on the District Public Image Committee prior to the date when grant awards are announced.
4. The Club must have at least two public image goals established in the "Goals Center" at "Rotary Club Central" on the My Rotary website.

### Application Process and Criteria:

1. Seven (7) Grants will be awarded based on a 1/1 match from the club up to a maximum of \$500. Only cash contributions, and not in-kind expenses, shall be considered as part of the match from the club.

2. Applications will be submitted using a District form that details the purpose of the grant and how grant funds will be used.
3. The application must include an explanation of how the club believes use of grant funds will enhance the public image of Rotary in its community and address specific objectives also outlined in the proposal.
4. Once submitted, the application is reviewed at the District level by the Public Image Grant Review Committee.
5. Special consideration will be given to applications from multiple clubs that include some sort of inter-club collaboration on a public image initiative.
6. Grant applications must be received by the close of business on November 30, 2022.
7. Clubs accepting a public image grant award must agree to use the funds exclusively for the application outlined in their application.
8. While planning for grant activities prior to approval is encouraged, grants cannot fund operating, administrative, or indirect project expenses.
9. Clubs must implement the described initiative no later than June 30, 2023, and a report detailing the use of grant funds and efficacy of the initiative must be submitted no later than July 15, 2023.

**How to apply:**

Please use the application form that is found on the District Website at <https://www.ridistrict6220.org/>.  
Email grant applications to: Lisa VanderKelen at [lvanderkelen.rotary@gmail.com](mailto:lvanderkelen.rotary@gmail.com).

**Questions:**

Kristal Knudtson  
District Public Image Chair  
[kristal.knudtson@usc.salvationarmy.org](mailto:kristal.knudtson@usc.salvationarmy.org)

Dave Anderson  
District Governor  
[Rotarydave6220@aol.com](mailto:Rotarydave6220@aol.com)  
(608) 347-4978

Julia Wallace  
District Governor Elect  
[Rotaryjulia23@gmail.com](mailto:Rotaryjulia23@gmail.com)

## Public Image Grant Program Application 2022-2023

### Part One: Applicant Information

Name of Rotary Club	
Name of Club Contact	
Primary Phone Number	
Secondary Phone Number	
Email Address	
Address Where Check Should be Mailed	

### Part Two: Project Detail

Amount Requested	
<p>Project Objective(s) – (1) Describe the overall project including specific objectives, such as such as increasing and maintaining loyalty to and awareness of the Rotary brand, increasing website and social media traffic, creating a positive club image, attracting new members, and helping the club to compete more effectively with other community organizations for positive attention in the local media and for membership. (2) Describe how the club believes the project will enhance the public image of Rotary in its community. (3) Describe any multi-club collaborations, of any, that will occur as a result on the project.</p>	

Action Plan and Timeline – Describe what actions will take place to accomplish the objective(s) and the estimated length of time it will take to implement the project.

Project Budget – Include a spreadsheet that details projects costs and how both grant dollars and the local club match will be used. Include a brief explanation below to help the reviewers understand the budget

Our Club Public Image Chair is:

Name	
Address	
Email Address	
Phone Number	

Our Club representative on the District Public Image Committee (if different than above) will be:

Name	
Address	
Email Address	
Phone Number	

- Yes, we have entered at least two public image goals in the Goals Center at Rotary Club Central.

**Part Three: Authorizations**

All Rotary Clubs and Rotarians involved in this project are responsible for the implementation of the project and its subsequent reporting. The signatures of all involved parties confirm that they understand and accept responsibility for the project.

By signing this application, we agree to the following:

- All information contained in this application is, to the best of our knowledge, true and accurate, and we intend to implement the project as presented in this application. Any alterations or changes in scope must have prior approval.
- We ensure all cash contributions (as detailed in Project Budget).
- The Club agrees to share information on best practices when asked, and RI D-6220 may provide partners' contact information to other Rotarians. who may wish advice on implementing similar projects.
- To the best of my knowledge and belief, except as disclosed herewith: neither I nor any person with whom I have or had a personal or business relationship is engaged, or intends to engage, in benefiting from grant funds or has any interest that may represent a potential competing or conflicting interest. A conflict of interest is defined as a situation in which a Rotarian, in relationship to an outside organization, is in a position to influence the spending of grant funds, or influence decisions in ways that could lead directly or indirectly to financial gain for the Rotarian, a business colleague, or his or her family, or give improper advantage to others to the detriment of the Club or District. (NOTE: Any and all exceptions must be explained in an attached statement.)
- The District 6220 Audit Committee and/or the District 6220 District Foundation Compliance Officer have the authorization to audit the project at any time.

*I understand, and that by signing below indicate responsibility for completing all required reporting.*

Name	
Position	
Name of Club	
Primary Phone Number (if different than in Part One)	
Email Address (if difference than in Part One)	

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
President's Signature (if other than above)

\_\_\_\_\_  
Date