

## Rotary District 6910 Public Image Social Media Video Grant

Your club could receive \$100 to help with your social media outreach!

Beginning November 1, 2021, the District Public Image Committee will offer a cash grant to help any club in the district to run a boosted video on social media, in an effort to help promote membership in Rotary.

These funds are limited and will be issued on a first-come, first-serve basis, in increments of \$100. Videos must meet the following procedure and criteria in order to qualify and receive funding. There are ten \$100 video grants available at this time.

- Step One: Your club creates a short video that promotes/encourages viewers to join Rotary.
- Step Two: Your club posts that video on one or more social media platforms including Facebook, Instagram, Linked-In and Twitter.
- Step Three: Fill out short application along with a link to your video and send it in to the D6910 PI Committee requesting funds.
- Step Four: The D6910 PI Committee reviews the application and video to ensure that the criteria has been met.
- Step Four: Receive funds and boost your post. Funding must be spent on boosting your video.
- Step Five: Send results / analytics from your posts in to the PI Committee no later than May 1, 2022. Failure to send in the results / analytics will prevent your club from receiving future District Public Image Funding or Grants.

### Criteria

- Limit, one grant per Rotary Club.
- Funds are limited to the first ten clubs to successfully apply. Once all funds have been dispensed, the grant opportunity ends.
- Videos should be no longer than 60-seconds.
- The focus of the video must be to promote membership in your Rotary club.
- Creatively, each club has the flexibility to do their own thing, but Rotary International branding standards must be adhered to in order to receive funding. For example, if you use/incorporate an outdated Rotary logo in your video, it will not qualify.
- Videos must include some type of “call to action” for the viewer to respond.
- Clubs will have full discretion as to how funds are applied to boost your posts, as it relates to the various social media platforms. In addition, clubs will make decisions on how to target those boosted posts.
- The boosted post must end prior to April 1, 2022.

### Objectives of this program

- Encourage all clubs to use video in their social media efforts
- Help to drive new memberships in our clubs throughout the district



**Rotary District 6910 Public Image Social Media Video Grant Grant Application**

Date of Application: \_\_\_\_\_

Name of Club: \_\_\_\_\_  
(How should the grant check be made payable?)

Name of Club Public Image Chair: \_\_\_\_\_

Name of Person Submitting Application (if different): \_\_\_\_\_  
\_\_\_\_\_

Is your video complete? (Check one): Yes \_\_\_\_ No \_\_\_\_

Does your video promote membership in your Rotary Club? Yes \_\_\_\_ No \_\_\_\_

Does your video include a of 'call to action?' Yes \_\_\_\_ No \_\_\_\_

Does your video meet all Rotary International branding guidelines? Yes \_\_\_\_ No \_\_\_\_

Is your video already running on social media? Yes \_\_\_\_ No \_\_\_\_

If so, please name the platform(s) here: \_\_\_\_\_  
\_\_\_\_\_

What are the proposed/planned run dates for your boosted post / ad?  
\_\_\_\_\_

Specify how much of the grant you plan to spend on each of the social media platforms listed above:  
\_\_\_\_\_

Funding for these limited time grants are awarded on a first-come, first-served, basis.

By signing this grant application, I am confirming that I have read and understand the Public Image Social Media Video Grant program, step-by-step procedure, and the criteria outlined above. I also agree to provide the district Public Image Committee with the results and analytics from the video boost post within 30-days of completion or May 1, 2022, which ever comes first. The club must set up its own payment structure/account for the social media boost post expense with the appropriate social platforms. Rotary District 6910 will not pay funds directly to a media company. Grant funds will only be issued to the club name on this application. Note that funding for these grants comes from the operational budget of the District 6910 Public Image Committee, and are not funded as part of the traditional District Grants/Rotary Foundation program.

Upon receipt of this application, the Public Image Committee will make a decision on this request within seven business days.

**Signatures**

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Printed Name of Applicant

\_\_\_\_\_  
Signature of Club Public Image Chair

\_\_\_\_\_  
Printed Name of Club Public Image Chair

\_\_\_\_\_  
Signature of Club President

\_\_\_\_\_  
Printed Name of Club President

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\_\_\_\_ This application is approved

\_\_\_\_\_  
Signature of D6910 Public Image Chair

\_\_\_\_ This application is not approved

\_\_\_\_\_  
Signature of D6910 Public Image Chair

Comment:

\_\_\_\_\_  
\_\_\_\_\_