

Public Relations Grants 2011-12

Public Relations (PR) Grants help districts to promote Rotary to the general public and enhance Rotary's public image. The grants enable districts to place television, radio, print, billboard, transit, banners, and web public service announcements (PSAs), or advertisements, in their local media.

These outreach efforts help share what Rotary is and does to the general public and potential members. Districts are strongly encouraged to use RI-produced *Humanity in motion* and *This Close* materials available on the PR Flash drive or at rotary.org/humanityinmotion and customize them for their communities.

Districts may organize their PR Grant project in a variety of ways:

- A PR project can be developed at the district level,
- The District PR Committee may organize a PR project in which several clubs participate,
- An individual club's PR project is selected by the District Governor to become the district's application.

Updates for the 2011-12 Rotary year include:

- PR Grants will be offered for up to US\$15,000 with a 1/3 required match by districts.
- A US\$1,000 unmatched bonus will be offered to each district participating in a multi-district grant.
- An early bird (or fast track) deadline of 15 July 2011 is available.

*Please note, the PR Grant program is a **reimbursement program**. When a PR Grant application is approved, the district is responsible for implementing the PR project and can then submit for reimbursement.*

Important Application Deadlines and Notifications	
February 2011	PR Grant applications will be sent via e-mail to district governor-elects and available online at rotary.org/prgrants .
15 July 2011	Early application deadline.
15 August 2011	Final grant application deadline. All grant applications must be submitted.
15 November 2011	PR Grant approval or denial will be e-mailed to the district governor.
1 June 2012	PR Grant projects must be implemented and all reimbursement requests submitted.

The application will be available for download at rotary.org/prgrants
Refer questions to prgrants@rotary.org