

Public Relations Grants 2008-2009

Pending budget approval by the Rotary International Board of Directors, Public Relations (PR) Grants will continue to be offered in 2008-09. PR Grants are designed to assist districts to reach the general public by promoting Rotary and improving Rotary's public image. Grants are awarded to districts worldwide on a competitive basis.

PR Grants enable districts to place television and radio public service announcements (PSAs), billboards, banners, ads and newspaper supplements in their communities. Districts are strongly encouraged to utilize pre-produced *Humanity in motion* materials to help promote a consistent message. A copy of the 2008 *Humanity in motion* CD/DVD was placed at your seat prior to this session. The *Humanity in motion* materials focusing on polio, peace and other humanitarian issues are also available upon request.

Please note the following details about 2008-09 PR Grants:

- Only districts are eligible to apply. One application will be considered per district.
- Pending Board approval, grants of up to US\$10,000 per district will be available until funds are depleted.
- Districts must contribute a minimum of one-third of the total grant amount requested.
- Funds are awarded on a competitive basis based on the quality of the application and to ensure an equitable spread of Rotary promotion worldwide.
- Districts may organize their PR Grant project in a variety of ways, including:
 - A project developed at the district level in which every club participates
 - A project developed by the District PR Committee in which several clubs participate
 - A project developed by an individual club which is selected by the District Governor to become the district's application
- PR Grant applications must be signed and approved by the District Governor.
- Complete PR Grant applications are due to RI Headquarters by 1 October 2008.

For more information about PR Grants, please visit the Public Relations Booth.