



## Public Image Mini-Matching Grants

CATEGORY/ROLE:

Branding

COMPLETION DEADLINE:

March 1, 2025

LEAD PERSON ASSIGNED:

TBD

## Project Scope

### Project Description

Support clubs in enhancing their public image and helping attract new prospective members and engagement. This grant program provides matching funds of up to \$500 to help clubs update branding with new logos, themes, or promotional materials. Funds will be matched 50/50 and reimbursed upon submission of receipts.

### Context

The District has set aside funds to assist clubs in increasing visibility and engagement. This year's focus is on helping community members answer, "Is Rotary for You?" and showcasing all the ways they can be part of Rotary. Applications should be digital and include an audit process to measure results. Clubs must submit their graphics or proofs prior to production to ensure they are brand compliant. Members of the Public Image Committee will assist clubs in making sure their designs align with Rotary's brand standards. Note: Checks will be issued as reimbursement, not in advance.

### Desired Goal

Help clubs strengthen their public image and attract new prospective members by creating engaging, cohesive, and results-driven campaigns that adhere to Rotary's brand guidelines. A key focus should be on developing a streamlined digital application process through Google Forms to simplify submission and facilitate tracking of results.

### Specs

- Team Size: 2-4 members
- Duration: 1 month to develop application