



DISTRICT 5110 EXPRESS GRANT PROGRAM

Grow the Rotary Brand

\$500 Express Grant Request Form

Club Name _____

Club President/Elect _____

Project Contact Name & eMail _____

Grow the Rotary Brand Project Name and brief description: _____

Rotary Brand Express Grant Requirements: This grant is intended to be used to grow Rotary Brand recognition within your Club and especially your community. Qualifying projects are encouraged to conform to the People of Action campaigns and may include local print ads, radio spots, TV commercials, social media posts/boosts. Other qualifying projects may include a website redesign where the club’s website does not conform to the current Rotary branding criteria, Rotary signage in the community, banners for external events, t-shirts for community service projects, etc. Each project must be reviewed by EAG Michele Kellison & DG Cindi O’Neil before implementation to approve the mock-up of the branded material. Each grant must be completed within the Rotary fiscal year in which the funds were obtained. Photos or images of the branding materials are required as the final report on the project. Send all requests and final images to you EAG Michele Kellison and copy DG Cindi O’Neil. For complete information on correct use of the Rotary Brand images and how to promote Rotary consult: brandcenter.rotary.org/en-GB and also the Rotary Learning Center view the course titled “The Rotary Brand.” Learn.rotary.org.

Note: One qualifying Express Grant will be awarded per Club. *Qualifying* Express Grants will be awarded after July 1, 2020, deadline for any submittal is January 1, 2021 and must be completed by June 30, 2021. **Send all Express Grant request forms to EAG Michele Kellison at michele@mkcpa.us.**

