

GRANT PROJECT GUIDELINES

Purpose

Indiana Governor Mitch Daniels proclaimed October 2, 2010 as “Indiana Rotarian Service Day.” Each club will select and participate in a project that serves the needs of their community. All 55 clubs in District 6540 will be asked to be involved. The clubs from Indiana’s other two districts (6560 and 6580) will also join the efforts in their own communities. We would like the projects to be covered local media in some form (newspaper, radio, TV) and copies be sent to the district to share with Governor Daniels and the other two districts.

Thank you in advance for your participation.

Organization

The involvement of the District’s Assistant Governors (20) will be critical as they strategize with club committees to develop an action plan specific to their club. The following guidelines are intended to assist with the process.

Formation of a committee to oversee this project is strongly recommended. In order to insure the success of this campaign, high importance will be placed on project selection, documentation, distribution and reporting.

Project Selection

Creativity and an eye for service are what make you great Rotarians. Brainstorm about needs that exist in your community.

The project could be a ‘caring’ based project such as cleaning/maintenance at a community space, raking leaves at a park, painting over graffiti on the side of building or overpass, a book fair for underprivileged children, hosting a ‘Senior Prom’ for seniors, or a fundraising event with funds dedicated to a specific community need. Project ideas are available at www.rotariansatwork.org.

Project selection should be reported to the project chair as follows by August 30, 2010:

Judy Walker, DGN
District Project Chair
anchored@ameritech.net
Phone: 219.513.0549

Event - October 2, 2010

The actual event should involve as many members and be as visible as possible. Remember, we are sending the message of Rotary to our communities.

Documentation

Rotary District 6540 has applied for a Public Relations Grant to design, print, and distribute 25,000 newsprint tabs highlighting local clubs' involvement in "Indiana Rotarian Service Day." This document will serve to raise awareness of Rotary's mission of service.

Newsprint coverage will primarily include pictures and brief articles of the events of October 2. Also included will be general information about Rotary International, District 6540, the benefits provided to communities, opportunities for service, and a list of clubs, and meeting information.

Through this document the Rotary message will be effectively presented throughout northern Indiana. The paper will illustrate the "reach" of Rotary and will increase community awareness on the local level. Ultimately, this is intended to be a recruiting tool for clubs to promote awareness about their club. Keep this in mind when selecting your project.

We ask that you assign a photographer to take numerous pictures of your event. We do not want to miss documenting your great efforts. Please make sure photos are clear keeping in mind, pictures from too far away do not convey what is happening. Once the event has been successfully completed, pictures will be sent digitally with the following information:

Club Name
Project Name
Identification of Persons in Photo
Brief Statement about project

Newsprint Distribution

A specific plan for distribution is being developed. Key points are listed below.

AG: Once the tab is printed, copies will be sent to your AG. They will personally deliver the copies to your club for local distribution. The number you will be receiving will be based on club and community size.

Locations: AGs will provide oversight regarding distribution to prime target locations.

Reporting: Each club will report the locations and the number of copies distributed. This information is necessary for documenting the success of this project.