



# D6290 "PEOPLE OF ACTION" PUBLIC IMAGE GRANT '17-18

**MEDIA PARTNER**



*1:1 Match from station doubles budget*  
Campaign Includes:

- Broadcast of People of Action PSA
- News features spotlighting club service projects; Club gets video for its use
- Social media campaign targeting D6290 club communities
- Rotary awareness "contest" via social media to increase engagement



# Let's show our communities how D6290 Rotarians are People of Action

## All D6290 Rotary & Rotaract Clubs are eligible

*Rotary International has launched a multi-year campaign highlighting how Rotarians are "People of Action." We want to showcase the impact Rotary is making in our local and global communities by telling our club stories with the goal of inspiring others to join us in support of clubs and our causes.*

### How will this work?

- District matches 1.5 : 1 for club donation of \$500 for a total of \$1,250. Clubs can partner to achieve the required minimum.
- Station will double our combined investment through an in-kind donation offering additional air time and digital marketing reach via social media.
- Any club without an online presence will be supported with creation of a Facebook business page for their club.
- Station will air People of Action PSA, and will feature a monthly "Rotary Spotlight" and resulting video becomes ours to use (Club and District).
- Participating clubs will nominate service projects and programs as candidates to highlight with news coverage.
- District will identify additional programs that have broader reach (e.g. Life Leadership, Youth Exchange, Interact) to feature in Rotary "Spotlight."
- Digital marketing campaign will target communities with D6290 Rotary clubs, pushing PSA, Rotary Spotlight features and Rotary Awareness Contest via social media.
- Campaign call to action will go to D6290 Club Locator page.

### How Can You Participate?

No complicated applications or final reporting. Download a simple application from our District website and submit it no later than November 30, 2017.

[www.ridistrict6290.org](http://www.ridistrict6290.org)