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# RI Public Relations Award

## *Nomination Form*

Public relations is any communication between an organization and its public. It forms a relationship between your club and non-Rotarians in the community. The Rotary International Public Relations Award recognizes Rotary clubs that have generated increased awareness and understanding of Rotary through outstanding media coverage or public relations efforts.

### **Award Criteria**

Only campaigns carried out by a single club are eligible for this award and only one club per district may be nominated. Before selecting a club to be nominated for the RI Public Relations Award, make sure it meets the following criteria:

- Only public relations efforts carried out by a single club may be considered for this award and only one nomination per district may be submitted to Rotary International.
- The public relations effort must focus on a single club project, event, or campaign (activities pertaining to one topic — e.g., drug abuse prevention, literacy promotion).
- The media campaign must take place during the 12 months before 15 March.
- The campaign must be directed at an external (non-Rotarian) audience. The promotion may be directed toward the media, local government officials, the business community, other civic organizations, and/or people directly affected by Rotary's service initiatives.
- It must demonstrably improve Rotary's visibility and image within the community. Effective public relations can result in increased attendance or monetary support for a Rotary event, increased community participation in Rotary programs, increased membership, and recognition from civic leaders and other organizations.
- Submissions must be received at RI World Headquarters no later than 15 May.

### **Suggested Nomination Procedure**

- By 1 August, the district governor chooses and announces a district selection committee to receive and evaluate all entries. When possible this committee should include the district public relations chair. The governor should be an ex officio member of this committee.
- The governor should publicize this committee, together with the award criteria, in the monthly newsletter. The deadline for submission to the committee should be no later than 30 March.
- From the entries, the committee will select one project as the district's nomination. The district governor must endorse the nomination form.
- The governor then submits the district's nomination with documentation to Rotary International no later than 15 May.

Rotary club \_\_\_\_\_ Club president \_\_\_\_\_

Project title \_\_\_\_\_

Number of members in your club \_\_\_\_\_ Number of members who actively participated in the project \_\_\_\_\_

District governor \_\_\_\_\_ District \_\_\_\_\_

Signature of district governor \_\_\_\_\_

Date \_\_\_\_\_



Rotary International

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I. In the space below, please provide a project description. Describe how the public relations campaign reached the target audience and the results of the increased publicity. Whenever possible, please give figures on how many people were reached by the campaign.

II. The campaign must have taken place during the 12 months before 15 March. Please give a brief timeline of the public relations efforts.

III. Please attach samples of outreach tools and resulting media coverage. (Materials will be forwarded to the Rotary International Public Relations Department and will not be returned except by specific request.) Such materials may include, but are not limited to the following:

**Outreach Tools**

- press releases
- fact sheets
- public service announcements
- Internet information
- media alerts
- brochures
- posters
- direct mail materials

**Resulting Materials**

- photos
- press clippings
- list of news stories
- sample audience responses
- letters of support
- videotapes of broadcasts

**Nominations must be received at RI World Headquarters no later than 15 May.**

*Please return to:* Recognition Section (PD230), Rotary International, One Rotary Center,  
1560 Sherman Avenue, Evanston, IL 60201-3698 USA. Fax: 847-328-8554 or 847-328-8281