

December 2004

Dear District Governors:

Greetings from Evanston. I would like to take this opportunity to remind you of two awards for club recognition for which we will begin accepting nominations. These are the Significant Achievement Award and the Public Relations Award. As current district governors, you are eligible to nominate one club under your jurisdiction for each of these special honors.

Significant Achievement Award

The purpose of this award is to recognize outstanding club service projects. To be eligible, projects must:

- Address a significant problem or need in the local community.
- Involve most or all of the club members in personal rather than monetary service. The project also should be commensurate with the club's size and resources.
- Be capable of emulation by other Rotary clubs.
- Be currently active or reach a conclusion during the Rotary year for which the award is given.
- Be carried out by a single Rotary club.

No club may receive the award more than once for the same project. The deadline for submitting nominations for the Significant Achievement Award to RI World Headquarters is **15 March 2005.**

Public Relations Award

The purpose of this award is to recognize Rotary clubs that have generated increased awareness and understanding of Rotary through outstanding media coverage or public relations efforts. Public relations activities that are initiated up to one year prior to 15 March are eligible for the competition. For example, to be eligible for competition in 2004-05, entries would have to relate to public relations activities taking place between 15 March 2004 and 15 March 2005. *It is important to note that this award is focused on recognition for a successful media campaign by a club to demonstrably improve Rotary's visibility and image within the community.*

For more information on developing effective public relations, please consult the RI Web site section on Public Relations at: <http://www.rotary.org/support/prtools/index.html>. The deadline for submitting nominations for the Public Relations Award to RI World Headquarters is **15 May 2005.**

Nomination materials for both awards can be downloaded from the RI Web site at: <http://www.rotary.org/newsroom/downloadcenter/programs/recognition.html>. If you have any questions about the nomination process or anything pertaining to the RI Awards program, please feel free to contact me.

Best regards,

Jesse Allerton  
Program Coordinator  
RI Awards and Rotary Fellowships  
Tel. 847-866-4494  
Fax 847-866-6116  
allertoj@rotaryintl.org