



## Public Relations Grant Program For Multiple Districts and Single Districts not a sub-district of a Multiple District

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Strong programs that make a difference in communities are key to effective public relations activities for Lions clubs.

Public relations (PR) grants to promote multiple/single district-wide programs will be given on a first-come, first-served basis to increase public awareness of Lions Clubs International. The total budget for this Marketing Communications Committee-sponsored program is US\$200,000 annually.

The Marketing Communications Committee (MCC) will review applications and make final approval. Submissions will be reviewed quarterly.

### **Funding Criteria**

The program must impact the entire multiple or single district. Extra consideration will be given to programs that will be conducted by a higher percentage of clubs within the multiple or single district.

Grants can only be for advertising purposes, using either LCI provided materials or LCI approved materials developed locally. Grant recipients must:

- Consult Lions International Brand Guidelines - <http://brand.lionsclubs.org/guidelines>
- Clearly show and display the Lions logo in their campaign materials - <https://lionsclubs.org/v2/resource/download/76039637>
- Share concept artwork with Lions International prior to production.

Upon acceptance of the grant, the MD/Single District is required to report on the project. Grant recipients that do not submit a Project Report will not be eligible for future PR grants. All grant recipients are encouraged to report their project activities in MyLion.

### **Additional Conditions**

- **Multiple districts and single districts that received a grant in the previous fiscal year are ineligible to apply for a grant until January 1 of the current fiscal year.**
- **Multiple districts and single districts that have not fulfilled the reporting requirements of a centennial grant are ineligible to apply for a grant until reports are received.**
- U.S. and U.S. territories **MUST COMPLETE A W-9 FORM.**
- Grants of up to US\$15,000 will be considered (US\$5,000 for single districts that are not part of a multiple district), with 10% matching funds required.

- **Once a grant is approved, two-thirds (2/3) of the grant money will be awarded to the applicant. The final one-third (1/3) of the grant funds will be provided following the submission and acceptance of a detailed plan, including final creative concepts, artwork, and a media buy plan, as applicable to the project.**
- A program chairperson must be appointed at the time of the application and a joint PR and Program Committee must be appointed before the first payment is sent from Lions Clubs International.
- In the case of a multiple district, the council chairperson must sign the application after securing the approval of all district governors. The program chairperson must also sign the application. In the case of a single district, the district governor must sign, as well as the program chairperson.
- Within 30 days of the completion of the project, the PR and Program Committee must submit a detailed post Project Report to Lions Clubs International Marketing Division manager (to be reviewed by the MCC in board committee meetings). Reports must be received no later than July 15 of the following fiscal year. The report must be signed by the council chairperson and the PR and Program Committee chairperson, or in the case of a single district, the district governor and the committee chairperson. The following should be included in the Project Report:
  - o Project evaluation – Provide a detailed evaluation of the program.
  - o Project impact – Share outcomes such as number of impressions and change in awareness, or the number of people served and number of clubs participating if advertising supports a service project.
  - o Project financials – Provide a detailed accounting of how money was spent including receipts for expenditures.
  - o Project creative – Share photos or samples of campaign creative in market.
- All funds must be spent by June 30<sup>th</sup> of the fiscal year in which the grant is given and any unspent funds must be returned to Lions Clubs International by July 15<sup>th</sup> of the following fiscal year.

The deadline for applications within a fiscal year (July to June) will be on or before the spring Board of Directors meeting or April 15<sup>th</sup>, whichever comes first.