

Membership Development Grant Application Information Sheet

Membership hinges upon both growth and retention of current members. More Lions means more opportunities to conduct service and to improve our communities.

In order to support both recruitment and satisfaction of current members, the LCI Membership Development Committee offers Membership Development Grants on a competitive basis. These grants are meant to help regions capture new markets, particularly where membership has been declining. These grants are also meant to help ensure Lions feel they are receiving value and experience continued membership satisfaction.

To ensure global representation, Lions Clubs International has allocated the following amounts for each Constitutional Area, based upon membership size. Districts may apply for a maximum amount of US\$5,000 and multiple districts may apply for up to US\$10,000 for a regular Membership Development Grant.

| Constitutional Area | Amount Available for Year |
|---------------------|---------------------------|
| CA I | \$30,000 |
| CA II | \$12,500 |
| CA III | \$20,000 |
| CA IV | \$20,000 |
| CA V | \$10,000 |
| CA VI | \$25,000 |
| CA VII | \$12,500 |
| CA VIII | \$10,000 |

Application Requirements

Grant applications may be submitted by one or more districts that have the ability to reach the chosen target market. If the majority of the targeted market is held in one district, the district governor may apply for the grant.

All grant applications for a particular fiscal year must be submitted and approved before or at the March/April Board of Directors Meeting. Grants are reviewed on an ongoing basis until the March/April Board of Directors Meeting. Grants that are received after the March/April Board Meeting will not be accepted and will be kept for consideration by the Membership Development Committee at its following August teleconference meeting.

Recruitment:

A recruitment plan should result in the chartering of a minimum of two new clubs and/or the recruitment of 100 new Lions members within a 12-month period. The recruitment plan should detail the specific types of activities, resources, and tools that will be utilized in order to attract new members to consider becoming a Lion.

LCI has developed the following resources and tools to attract and recruit new members:

- [Just Ask Recruiting Guide](#)
- [Host an Information Session](#)
- [Marketing Ideas to Recruit Members](#)

Retention:

A retention plan should result in retaining 90% of [a Multiple District/District’s] members within a 12-month period. The monies will be reimbursed at the 12-month mark pending completion of a Progress Report. The retention plan should detail the specific types of activities, resources, and tools that will be utilized in order to measure, evaluate, and enhance member satisfaction and value in order to ensure members want to stay engaged as a Lion.

LCI has developed the following resources and tools to support membership satisfaction:

- [Club Quality Initiative](#), a strategic planning tool to help clubs identify opportunities for improvement
- [Membership Satisfaction Guide](#)
- [Certified Guiding Lion Program](#)

Reimbursement Criteria

Approved expenses will be reimbursed upon the submission of the Membership Development Grant Expense Claim and original itemized receipts, provided the required match of 25% is documented. All expenses listed must conform to the association’s Membership Development Grant Reimbursement Policy. Grants cannot be used to pay LCI membership fees and dues. **Once approved, the grant activity must be conducted within the same fiscal year (July 1 – June 30) in order to be qualified for reimbursement. The last date for reimbursements is June 30 of the same fiscal year.**

Grant recipients are required to submit a Progress Report Form at the time expenses are submitted to keep Lions Clubs International informed of the work that is being done to support membership growth and retention.

For applicants in the United States who receive a Membership Development Grant of US\$5,000 or more, the first expense claim must be accompanied by a Form W-9.

Completing the Grant Application

Before completing the grant application, please contact the Membership Division to ensure that funds are available in your area.

Applicants must provide complete and detailed information to ensure the project reaches, engages and supports the specified target market. Priority will be given to districts that have set substantial and attainable goals for new club formation, membership growth and membership retention. **Grants are not necessarily awarded on a first come, first serve basis but rather on the merit of the outlined plan.**

Application Review Process

All applications will receive a preliminary review by the Membership Development Division and the appropriate GMT Specialist before presentation to the Membership Development Committee. The

purpose of the review is to ensure the application is complete, minimum requirements are met and adequate information is provided for the committee's evaluation.

Staff may contact the applicant(s) to obtain additional information and to discuss the membership opportunity. Once all requirements are met, the application will be evaluated by the Membership Development Committee for final approval on an ongoing basis (before the March/April Board of Directors Meeting).

Note: Information developed and research obtained as a result of the project will be the property of Lions Clubs International. As the project progresses, materials may be developed and shared with volunteers through the LCI Web site, newsletters and LION Magazine. The information gained from the research may also be incorporated into training programs and adapted, when appropriate, for regional use.

Membership Development Grant Application Process

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Step 1

- Grant Administrator submits grant application

Step 2

- Grant reviewed by GMT Regional Specialist and Membership Development Division Staff

Step 3

- If needed, questions or clarification sent to Grant Administrator

Step 4

- Membership Development Committee reviews application for approval/denial (monthly basis)

Step 5

- Grant Administrator notified of grant approval/denial

Step 6

- Grant Administrator to submit progress reports and other evaluation documents as requested, including expenses, in order to be reimbursed