

Marketing-Grant Program (FY 2024-2025)

Form Not Applicable to Sub-Districts

Effective marketing and public relations programs can make a significant difference in how Lions engage our communities, and how our communities see Lions. The Marketing Grant Program can support your multiple and single district-wide marketing and PR activities are available. All applications will be reviewed by the Marketing Committee for overall potential club and membership impact and membership growth, reach, value and ability to increase public awareness.

Program Dates

July 1	New marketing grant applications accepted. Program funding refreshes.
July 15	Post-reports due for grant recipients of the previous fiscal year.
September 15	Last date to apply for a marketing grant for the current fiscal year.
October	The Marketing Committee reviews all grant applications together and provide grant funding based on potential club and membership impact, reach, value and ability to increase public awareness.

Application Review Categories

All applications and requests for grant funding are reviewed in October and are approved upon the sole discretion of the Marketing Committee.

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 District (MD) or Single District (SD), plans that focus on *MISSION 1.5* goals, and those that involve LEO clubs in the proposed marketing or PR activities.

Marketing Grants are reviewed on the following categories:

- **REACH**—Reach refers to the ability to engage a large percentage of external (non-Lion) audiences, such as journalists, media consumers (i.e., television viewers, newspaper readers), social media or website views.
- **BRAND AWARENESS**—Brand awareness involves how prominently and frequently the Lions International brand will be displayed during the proposed grant activities. Examples of brand awareness may include developing advertisements, videos, promotional items or brochures that incorporate the official brand colors, logos or emblem of Lions International.
- **GROWTH**—Growth refers to how likely the proposed grant activities will result in securing new members or clubs.

- **VALUE**—The MC will evaluate if the amount of grant funding requested seems appropriate for the proposed grant activities. Please send quotes or budget estimates with your application for consideration whenever possible.

Funding Criteria

The total budget for the Marketing Grant Program is US\$500,000 annually. The following table identifies funding limits as decided by the Marketing Committee.

Application category Funding limits

Application Category	Maximum Grant Amount	First Payment Amount	Second Payment Amount	10% Match Required
Provisional Zones – Coordinating Lion must submit the application	\$1,500	\$1,500	N/A	Yes \$150
Provisional Regions – Coordinating Lions must submit the application	\$3,000	\$3,000	N/A	Yes \$300
Other Undistricted Areas – Coordinating Lion must submit the application	\$3,000	\$3,000	N/A	Yes \$300
Single District** (when not part of a MD)	\$5,000	\$3,500	\$1,500	Yes \$500
Multiple District	\$15,000	\$10,000	\$5,000	Yes \$1,500

** Sub-Districts within a MD must apply for grants as part of that MD and may not apply separately.

Approved marketing grant applications from single and multiple districts will receive a portion of their approved grant funding upfront, with the final second payment to be reimbursed after a complete post report is turned in and all marketing grant activities have concluded.

All marketing grant recipients must contribute a minimum of a 10% match to their grant award. Please see the funding limits section in the program guidelines for more information. The final post report must clearly document evidence of a 10% match. The 10% match must come from funds collected from multiple or single districts, zone, regions or areas and not from donated goods or services.

All funds must be spent by June 30 of the fiscal year in which the grant is given, and any unspent funds must be returned to Lions International by July 15 of the following fiscal year. U.S. and U.S. territories must complete a [W-9 form](#).

Marketing Grant Program Rules, Eligibility and Post Report Guidelines

Marketing Grant Program Rules

Grants can only be for marketing, public relations and/or advertising purposes and must use either Lions International materials or locally developed materials that are approved by Lions International's Public Relations Department.

Marketing grant applications are approved at the sole discretion of the Marketing Committee. Once the Marketing Committee approves your application, you may not deviate from the approved marketing activities without written approval from the Marketing Committee.

You may not request grant funding for marketing activities that are in-progress or previously completed at the time of applying.

Grant recipients must:

- Clearly show and display the Lions logo in their campaign materials.
- Share concept artwork with Lions International prior to production.
- Use Lions International Brand Guidelines and official logos. www.lionsclubs.org/brand.

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 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. A coordinating Lion must submit the application for provisional zones, provisional areas and other undistricted areas.

Marketing grants may be used to fund public relations, advertising or marketing efforts to external audiences (non-Lions) and members of the media. Examples of approved marketing grant funding expenditures could include:

- Creating brochures or flyers to promote an upcoming service project
- Hiring vendors or agencies to conduct PR, marketing, advertising or digital campaigns
- The purchase of branded giveaways that are handed out to the public at an event
- Marketing material production costs, including printing and shipping
- Video or website production costs
- External marketing or public relations efforts that target media professionals or the public

Marketing grant funding cannot be used for:

- Funding service activities (i.e., buying food for a food pantry)
- Buying club supplies
- Cash awards or donations
- Internal meetings, training sessions or communications for Lions members only
- Purchase of any items or services unrelated to the approved marketing grant activities

Eligibility

Multiple districts, Single Districts that are not part of a Multiple District, Undistricted zones, and Provisional Areas and Zones are eligible to apply for a marketing grant.

Great ideas for grants can come from anywhere, but at this time Lions clubs, individual Lions, and sub-districts within a multiple district are not eligible to apply for a marketing grant. If you have an idea for a marketing grant, please reach out to your Council Chair or Coordinating Lion.

Post Report Guidelines

Within 30 days of the completion of the project, marketing grant recipients must submit a detailed post report. Post reports can be submitted online at <https://lionsclubs.jotform.com/222704539815055?language=en>. Grant recipients that do not submit a post report will not be eligible for future marketing grants.

Reports must be received no later than July 15 of the following fiscal year. Lions International's fiscal year runs from July 1 – June 30.

Post reports consist of three sections.

Post Report Sections	
Section Topic	Suggested Section Details
Section 1: Project Evaluation	Provide a detailed overview of the program. <ul style="list-style-type: none"> <input type="checkbox"/> What was your objective or goal? <input type="checkbox"/> Describe all the activities conducted and/or any materials and items produced. <input type="checkbox"/> Provide samples of created marketing materials, press releases, photos, videos, media clips and in-market advertising.
Section 2: Project Impact	Share all relevant data from your program activities. Data might include: <ul style="list-style-type: none"> <input type="checkbox"/> Number of new members joined <input type="checkbox"/> Audience impressions <input type="checkbox"/> Number of news articles secured <input type="checkbox"/> Number of social media engagements

Section 3: Project Financials	<p>Provide a detailed accounting record of how the grant funding was spent.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Show all the expenditures and the total amount spent on the project <input type="checkbox"/> Must provide copies of all receipts and paid invoices for each line-item in the chart/spreadsheet <input type="checkbox"/> Show how the required 10% match was applied to this program
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Have questions? Our team is here to help.

Our team is always here to answer any questions or provide guidance for your marketing grant activities. You can contact us at publicrelations@lionsclubs.org.