



Membership Development Grant Application

Target marketing initiatives that focus on new areas of opportunity and/or utilize new marketing techniques are key to starting new clubs and growing membership. To help regions capture these new markets, particularly where membership has been declining, and test new marketing strategies, Membership Development Grants are available on a competitive basis.

To ensure global representation, Lions Clubs International has allocated a total of US\$15,000 to each large constitutional area (I, III, IV, V and VI) and US\$5,000 to each small constitutional area (II and VII) per fiscal year. Districts may apply for up to US\$5,000 and multiple districts may apply for up to US\$10,000. Approved grants will provide reimbursement for up to 75% of the approved project expenses as outlined in the Rules of Audit.

If a constitutional area has exhausted its grant funds and funds are available from other areas, applications received at least 45 days prior to the March/April Board of Directors Meeting will be considered (first VDG signature or its equivalent required).

Target Market Criteria

As an international organization, each world region exhibits its own unique new club and membership challenges. Therefore, the following target markets by constitutional area may be selected for growth:

Constitutional Area	Target Market				
	Young Adults	Women	Family Members	Ethnic Groups	Declining Membership
I. USA	X	X		X	X
II. Canada	X	X		X	X
III. FOLAC	X	X			X
IV. EUROPA	X	X	X	X	X
V. OSEAL	X	X	X		X
VI. ISAAME	X	X			X
VII. Australia/New Zealand	X	X	X		X

Applicant Requirements

Grant applications may be submitted by one or more districts that have the ability to reach the chosen target market. The plan should result in the chartering of a minimum of two new clubs and/or the recruitment of 100 new members.

If the majority of the targeted market is held in one district, the district governor may apply for the grant. If the targeted market is serviced by more than one district, the application may be awarded to a task force team that represents the participating districts. Each district governor will be asked to nominate a member to the task force and approve the submitted plan.

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 Rules of Expense Reimbursement.

For areas that 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 Programs and New Clubs Marketing Department to ensure that funds are available in your area. If funds are not available, you may still complete the application for review at the March/April board meeting if funds are remaining from other constitutional areas.

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 goals for new club formation, membership growth and membership retention. Grants are not necessarily awarded on a first come–first serve basis.

Please follow the application format by referencing the numbered sections as outlined.

Membership Development Grant Applications must be received by Lions Clubs International at least 45 days prior to the subsequent Board of Directors Meeting.

If the grant is prepared for review at the March/April Board of Directors Meeting, the signature of the first VDG, or its equivalent, is required.

Application Approval Process

All applications will receive a preliminary review by the Membership Programs and New Clubs Marketing Department 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. Department 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.

Applicants will receive written notice of approval shortly following the conclusion of the Board of Directors Meeting. Included with approved grants will be the Membership Development Grant Agreement requesting compliance.

Additional Conditions

Once the grant is awarded, recipients have 18-months from the grant start date to implement the proposed marketing strategy. Grant recipients will be required to file a quarterly progress report that must be received by LCI staff no later than 30 days prior to the next scheduled Board of Directors Meeting.

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.

Submit the Membership Grant Application to:

Lions Clubs International
Membership Programs and New Clubs Marketing Department
300 W. 22nd Street
Oak Brook, Illinois, 60523 USA
Phone: 630-468-6727
Fax: 630-706-9076
E-mail: memberprog@lionsclubs.org

Membership Development Grant Application Format

1. Date Prepared:
2. Project Title: (i.e. Membership Grant Proposal for District ____)
3. Participating District(s):
4. State/Province and Country:
5. Amount of Funds Requested:
6. Goal: _____ New Clubs, _____ New Members

Needs Assessment/Current Situation

7. Outline the Need for Membership Growth: Describe the previous and current membership situation, noting areas of decline and why growth is difficult to attain using traditional development techniques. Note: Priority will be given to districts that have had a history of decline over the last three years.
8. Identify Membership Opportunities: Identify the target market selected according to your area (i.e. young adults, women, family members, etc.) and the number of intended new clubs and potential members.
9. Current Projects: Provide a brief overview of membership campaign activities to reach the target market, if any, that Lions in the area are presently involved in.

Goals and Objectives

10. Market Research: Describe, in detail, research that was conducted to identify the chosen target market. Ideally, applicants should note the size of the potential market, why the market was chosen and how the targeted group may bring long-term growth to the association.
11. Comprehensive Membership Plan: Provide, in detail, how the target market will be reached and note the specific strategy for approaching the market. For example, explain how leaders in the market will be contacted, techniques to be used for recruiting additional members (canvassing, special events, etc.) and a promotional plan (advertising and public relations). Also note how the strategy is different than strategies that have been conducted in the past and the unique features that will make the project successful.
12. Timeline: Provide detailed action steps and a timeline for benchmark activities. The plan should outline a development phase that allows the volunteer team to conduct preliminary work as well as implement and complete the project. The timeline should begin following the subsequent board meeting and end 18 months out.
13. Volunteer Team: Identify a committed team of knowledgeable Lions who are dedicated to membership growth and a sufficient number of volunteers to support the project. If the market encompasses more than one district, the team must be representative of the area and include Lions from the districts involved. The team should include current and future district leaders.

Provide a list of your membership team, with their Lion titles, and specific responsibilities and involvement with the project.

14. Quantifiable Goal: Project a quantifiable goal for new club formation, significant net membership increase in a majority of existing clubs or a combination of both.
15. Long-Term Membership Growth: Provide an outline of how the district(s) plan to maintain membership growth for three or more years.
16. Retention Plan: Outline the support new clubs and new members will receive to encourage active participation and long-term membership growth.

Financial Responsibilities

17. Budget Estimate: Attach a project budget that shows both income and cost estimates, noting how the district(s) will cover 25% of the expenses. If the budget extends into the next fiscal year, please note the expenses anticipated for each year.
18. Budget Narrative: Please provide the following details as they relate to the project budget:
 - Income – Provide an overview of local sources of funding (outlining how the district will fund 25% of the project) as well as other possible sources.
 - Expenses – List and explain the cost estimates for all project expenses. The explanation or narrative may be attached to the expense budget.
19. Estimates: The budget should include cost estimates, obtained by vendors, and/or any other documentation that would help LCI better understand the details of the plan.

Application Endorsement and Approval Signatures

20. Application Endorsement: Applications submitted from a district(s) must be endorsed by the district cabinet or committee. Please submit a copy of the minutes of the meeting at which the grant received approval.
21. Approval Signatures: To the best of my knowledge, the information submitted is accurate and the need for membership growth is indicated. I endorse this proposal and will do everything in my power to ensure proper and efficient administration of any funds granted, proper accounting and regular reporting to Lions Clubs International.

Grant Administrator

Signature	Print Name	District
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District Governor/Council Chairperson – if different from above

Signature	Print Name	District
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First Vice District Governor – if applicable

Signature	Print Name	District
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MEMBERSHIP DEVELOPMENT GRANT RULES OF EXPENSE REIMBURSEMENT

Allowed expenses: Meeting room rental, presentation equipment, travel, lodging, refreshments for meetings, miscellaneous meeting expenses, advertising and promotional expenses as well as other expenses related to the membership growth initiative.

Disallowed expenses: Medical insurance, Web site development, expenses not properly documented, expenses that exceed the budget allowance and other items not reimbursable as noted on the attached claim form.

Other Considerations:

1. Reimbursement will be made for 75% of the total approved expenses. The district(s) will be responsible for providing documentation and receipts that outline the 25% matching commitment. If more than one district is involved, the reimbursement amount for each should be noted and approved by the district governors involved.
2. Lions Clubs International will reimburse districts for the following expenses associated with the Membership Development Grant, up to a maximum of US\$5,000 per district or US\$10,000 per multiple district, unless otherwise approved by the Membership Development Committee:
 - A. Hotel/guest rooms. An original paid hotel receipt listing the name of the guest and an explanation of why lodging was needed is required.
 - B. Reasonable costs of meals (less drinks that include alcohol) associated with the program. Original meal receipts that provide an itemization of the meals and a listing of the participants are necessary.
 - C. Program supplies. Original itemized receipts are necessary.
 - D. Meeting room and equipment rental. Original itemized receipts are required.
 - E. Advertising and promotional charges associated with the project. Attach original receipt and a copy (or photo) of the advertisement or promotion.
2. No reimbursements will be made for incidental expenses such as liquor, telephone, laundry, travel insurance, etc.
3. Expenses must be submitted within 60 days of the date that the expense was incurred. Requests made more than 120 days after the expense is incurred will not be reimbursed.

4. All expenses must be incurred within 18 months of the grant approval date.
5. Actual expenses may not significantly vary from the estimated expenses outlined in the budget that was approved as part of the grant application. No reimbursements will be made for expenses that were not part of the budget that was included with the approved grant application, unless otherwise approved.
6. List the monetary amount for each item in the local currency used. If currency from more than one country is used, separate claims must be completed for each currency.
7. Reimbursements will be made in the currency of the residence of the individual, except when the best interest of the association requires otherwise (per Board Policy). Reimbursement will be made in U.S. dollars if the association does not have a bank account in the participant's country.
8. Reimbursement will be made at the Lions official exchange rate when the expense was incurred.
9. Checks will be payable to the district(s) as noted on the expense claim. Reimbursement cannot be made to personal or corporate accounts.

PLEASE NOTE:

Lions Clubs International provides no medical or hospital insurance coverage to its members, whether on Lions business or not. Therefore, when traveling, make sure you have sufficient medical insurance coverage. Many insurance plans do not cover the insured outside their own country, and sometimes not even out of their own city, state or province. This is especially true of USA Medicare insurance, which is effective in the USA only, and may be true with other medical plans. Please be sure to examine your own situation and that of family members and friends carefully.

To submit expenses, and for more information contact:

Lions Club International
Membership Programs and New Clubs Marketing Department
300 W. 22nd Street, Oak Brook, IL 60523-8842 USA
Telephone: 630-468-6727
Fax: 630-571-1691
E-mail: memberprog@lionsclubs.org