



Public Relations Matching Grant Program

During the fiscal year, a district governor can submit a request to have his/her top project publicized (medium or best exposure), utilizing a Public Relations Matching Grant (up to US\$1,750 per year). **Districts that received PR grants in previous fiscal years, but did not file after-action reports, are ineligible. 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.**

The Public Relations Matching Grant program is designed to assist districts with their external communications program. Specifically, the program has been developed to facilitate the promotion of Lions programs and activities in district communities. Under this new program, districts may apply for a US\$1,750 grant from Lions Clubs International for their promotional/advertising needs. This grant must then be matched with an equal or greater amount by the respective district.

Funding Criteria

The proposed public relations program, whether promotional or advertising, must have an effect in an entire community. The application must be submitted by the district. Applications from individual clubs will not be accepted.

Funding will not be approved for programs that train or provide materials to club and/or district public relations chairpersons. Furthermore, no applications will be considered for materials or communications meant to be used within the association. For example, only the appropriate division at International Headquarters can produce a video explaining an association program to members.

Examples of Grant Usage

The following are examples of how grants may be used:

- Ads placed in local newspapers that either promote local Lions activities or thank communities for their support.
- Ads placed in local newspapers promoting Lionism in general, or for recruitment purposes.
- Ads placed on billboards.
- Hiring a professional photographer to photograph a Lion program or activity (photos must accompany press releases to local newspapers).
- Use of a local public relations agency on a consulting basis for promotion of local activities.

If an outside public relations, advertising or similar firm is used in implementing the plan, no interest in any such company can be held by a Lion who is involved in any way with choosing the company or supplier.

Recipients must submit a complete report on the results of the program, including number of people reached, newspaper and magazine clippings, tapes of television and radio coverage, etc.

Application forms can be downloaded from the Lions Clubs International web site.