



## 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.

For fiscal year 2012-2013, Lions Clubs International has reduced the allocation of Membership Development Grant funds. Large constitutional areas (I, III, IV, V and VI) may receive up to US\$10,000 and small constitutional areas (II and VII), in addition to Africa, may receive up to US\$5,000. 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 and New Club Programs 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 and New Club Programs 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 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.

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 and New Club Programs Department  
300 W. 22nd Street  
Oak Brook, Illinois, 60523 USA  
Phone: 630-203-3845  
Fax: 630-706-9076  
E-mail: [memberprog@lionsclubs.org](mailto: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**

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

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Signature	Print Name	District
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**First Vice District Governor – if applicable**

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Signature	Print Name	District
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