

11. Outline of PR Calendar – when promotional activities will be conducted

12. Plans for follow-up activities to continue to build on the success of the program and positive public relations

13. Evaluation plan to determine success of the program addressing the community problem/need plus the success of the public relations program

14. Amount of funds requested in US\$: _____

15. How will 10% matching funds be accomplished?:

16. Do you agree to submit a post program report to the PR Department at LCI within 30 days of the completion of the program? _____

Application Endorsement and Approval Signatures

To the best of my knowledge, the information submitted is accurate and the need for the program and the capacity to successfully carry out both the program and the public relations activities exist as 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.

