LIONS MD 201 PUBLIC RELATIONS "NATIONAL LIONS AWARENESS DAY" GRANT APPLICATION 2016/17

APPLICANT DETAILS

Name: DISTRICT	**District:**
E-mail address:	Phone:
Project Name: NATIONAL LIONS AWARENESS DAY	
Date of Event or Program:	
Audience/Target Group: The general public who have little or no knowledge of Lions	

Background

Lions Australia Multiple District 201 is promoting NATIONAL LIONS AWARENESS DAY on Saturday 4 March 2017. The objective is to create awareness of all the projects Lions are involved in locally, nationally and internationally, above the BBQ's and Christmas cakes.

Key messages to communicate to the public:

- Lions Clubs International is the worlds largest community service organisation
- Lions Clubs are in 206 countries with approximately 1.4 Million members
- Lions have a permanent seat in the United Nations for Humanitarian Needs
- Our patron for Lions Australia is the Governor General Sir Peter Cosgrove
- 100% okf money raised goes back to the community
- Become a Lion, Leo or Lioness today!

Matching grants of up to $1,000 are available from the Multiple District for projects that support and advance this program at a District level.

Projects may include PR Projects, exhibitions, promotional materials and paid advertising.

National Office Multiple District 201 of Lions Clubs International Inc Australia, Papua-New Guinea and Norfolk Island
Locked Bag 2000, Newcastle NSW 2300 **p** 02 4940 8033 **f** 02 4940 8034 **e** info@lions.org.au ABN 63 592 786 032

Description

Please describe the intended project.

How does the project address advance a contemporary view of Lions:

NATIONAL LIONS AWARENESS DAY is about educating and reaching out to members of the community that are not currently parts of Lions. All projects will be considered but projects that reach out to younger people, working people, families and women are strongly encouraged.

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Total Budget (including MD Contribution)

Item	Income	Expenditure
Total		

District Governor's Signature/Authorisation:

Name Signature

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MD201 Public Relations Grants Guidelines

Potential Grant: Up to $1000

Background

MD201 has introduced public relations grants aimed at strengthening the profile of Lions within Australia. The public relations grants must be matched by District contributions and can be applied to any project that presents a modern and contemporary view of Lions.

Key Selection Criteria:

1. Matching equal contribution from the District.
2. Promotes Public Relations Themes outlined below.
3. Project must promote Lions in forums, activities and media targeting non-Lions. Grants are not available for internal promotion.
4. Only one application may be funded per District in the 2016/17 Lions Year.
5. The application must be forwarded with the endorsement of the District Governor

Note: Applications should be sent by e-mail.

Format of the application

The application of no more than one A4 page should be submitted on the form, above.

Deadlines: Grants are available at any time during the 2016/17 Lions Year.

Decision making process:

The grants will be determined by the Executive Officer.

Public Relations Themes

Connections – the ability to network and form linkages, benefiting all aspects of one's life, but particularly business and professional development.

Influence – the ability to participate more fully in decision making and directions within one's community

Friendship – the ability to make and develop strong personal relationships, that is particular important in a world where families move around.

Philanthropy – focussing on Lions humanitarian goals and service.

Rob Oerlemans

Executive Officer

Lions Australia

Humanitarian Service, Disaster Relief, Sight and the Encouragement of Youth

http://www.lionsclubs.org.au

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