**Membership Development Grant Application Information Sheet**

Membership hinges upon both growth and retention of current members. More Lions means more opportunities to conduct service and to improve our communities.

In order to support both recruitment and satisfaction of current members, the LCI Membership Development Committee offers Membership Development Grants on a competitive basis. These grants are meant to help regions capture new markets, particularly where membership has been declining. These grants are also meant to help ensure Lions feel they are receiving value and experience continued membership satisfaction.

To ensure global representation, Lions Clubs International has allocated the following amounts for each Constitutional Area, based upon membership size. **Districts may apply for a maximum amount of US$5,000 and multiple districts may apply for up to US$10,000 for a regular Membership Development Grant (applications for a Large-Scale Grant can request up to a maximum of US$15,000 per year over a three-year period).**

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| **Constitutional Area** | **Amount Available for Year** |
| CA I | $25,000 |
| CA II | $10,000 |
| CA III | $25,000 |
| CA IV | $25,000 |
| CA V | $25,000 |
| CA VI | $25,000 |
| CA VII | $5,000 |
| Special Initiatives Category/Large-Scale Grant | $45,000 |

**Large-Scale Grant:**

If a Large-Scale Grant is desired, must complete a separate/different application (for 3-year duration). The **maximum** amount for a selected Large-Scale Grant applicant is $15,000 per year, for three years ($45,000 total over three years). Large-Scale Grants can have either a retention or a recruitment component (or both). More information is below under the Application Requirements section and within the Large-Scale Grant application.

**Special Initiatives Grant:**

A Special Initiatives Category will also be available for grants that could include:

* Replicating a previously successful grant
* Targeting specific clubs (less than 15 members, men-only club, or other specific demographic)
* Excess (if a particular CA has usurped all of its available funds)
* Particular special initiative/area/type of club identified by the Board

***Approved grants will provide reimbursement for up to 75% of the approved project expenses as outlined in the Reimbursement Policy.*** ***The remaining 25% of project expenses must be from non-Lions Clubs International sources.***

# Application Requirements

### Grant applications may be submitted by one or more districts that have the ability to reach the chosen target market. If the majority of the targeted market is held in one district, the district governor may apply for the grant.

**All grant applications for a particular fiscal year must be submitted and approved before or at the March/April Board of Directors Meeting.** Grants are reviewed on an ongoing basis until the March/April Board of Directors Meeting. Grants that are received after the March/April Board Meeting will not be accepted and will be kept for consideration by the Membership Development Committee at its following August teleconference meeting.

**Recruitment:**

A recruitment plan should result in the chartering of a minimum of two new clubs and/or the recruitment of 100 new Lions members within a 12-month period. The recruitment plan should detail the specific types of activities, resources, and tools that will be utilized in order to attract new members to consider becoming a Lion.\*

*\*Large-Scale Grant recruitment criteria – minimum of 5 new clubs with a minimum of 100 charter members, and/or the recruitment of 200 new members to existing clubs. Please see the Large-Scale Grant Application for more details.*

LCI has developed the following resources and tools to attract and recruit new members:

* [Just Ask Recruiting Guide](http://www.lionsclubs.org/resources/EN/pdfs/me300.pdf)
* [Host an Information Session](http://www.lionsclubs.org/resources/all/pdfs/ex109.pdf)
* [Marketing Ideas to Recruit Members](http://www.lionsclubs.org/resources/EN/pdfs/mk97.pdf)

**Retention:**

A retention plan should result in retaining 90% of [a Multiple District/District’s] members within a 12-month period. The monies will be reimbursed at the 12-month mark pending completion of a Progress Report. The retention plan should detail the specific types of activities, resources, and tools that will be utilized in order to measure, evaluate, and enhance member satisfaction and value in order to ensure members want to stay engaged as a Lion.\*\*

LCI has developed the following resources and tools to support membership satisfaction:

* [Club Quality Initiative](http://members.lionsclubs.org/EN/clubs/club-quality-initiative.php), a strategic planning tool to help clubs identify opportunities for improvement
* [How are your ratings? Survey](http://members.lionsclubs.org/EN/lions/strengthen-membership/how-are-your-ratings.php)
* [Membership Satisfaction Guide](http://www.lionsclubs.org/resources/EN/pdfs/me301.pdf)
* [Certified Guiding Lion Program](http://members.lionsclubs.org/EN/districts/district-governors/guiding-lion-program.php)

*\*\*Large-Scale Grant – reimbursement funds will be provided on an annual basis for the three-year period*

# 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. The remaining 25% of project expenses must be from non-Lions Clubs International sources.

All expenses listed must conform to the association’s Membership Development Grant Reimbursement Policy. **Once approved, the grant activity must be conducted within the same fiscal year (July 1 – June 30) in order to be qualified for reimbursement. The last date for reimbursements is June 30 of the same fiscal year.**

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 and retention. Large-Scale Grant recipients must submit a Progress Report Form each year for the three-year period. **Please note that only expenses approved within the LCI Reimbursement Policy (found** [**here**](http://www.lionsclubs.org/resources/EN/pdfs/general-expense-reimbursement-policy.pdf)**) will be eligible for reimbursement.**

*For applicants in the United States who 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 Division to ensure that funds are available in your area. If funds are not available for a Standard Membership Development Grant, you may consider applying within the Special Initiatives Category.

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 and attainable goals for new club formation, membership growth and membership retention. **Grants are not necessarily awarded on a first come, first serve basis but rather on the merit of the outlined plan.**

# Application Review Process

All applications will receive a preliminary review by the Membership Development Division and the appropriate Global Membership Team Specialist 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.

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 on an ongoing basis (before the March/April Board of Directors Meeting).

*Note: 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.*

# Membership Development Grant Application Process

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