



Membership Development Grants

September 29, 2018; CA I(D) GMT Coordinator Mike Molenda

TYPES

- Standard Membership Development Grant - \$5,000/ District or \$10,000/ Multiple District
- Large Scale Membership Development Grant - \$15,000 over a 3 year period
- Special Initiatives Grant - \$25,000 available for Constitutional Area I.

If selecting RECRUITMENT

- What is your goal for the number of new clubs? And new members?
- Outline the methods, resources, and tools that will be utilized to attract new members (i.e. 5 new clubs with a minimum of 100 charter members, and/ or the recruitment of 200 new members to existing clubs).

If selecting RETENTION

- Outline the methods, resources, and tools that will be utilized to encourage active participation, foster increased membership satisfaction, and in turn result in members wanting to remain members of the club (i.e. minimum of 90% retention rate each year).

TARGET MARKET

Describe the previous and current membership situation, noting areas of decline and why growth is difficult to attain using traditional development techniques.

IDENTIFY the target market selected according to your area (i.e. young adults, women, family members, etc.) and why you chose that target market

- Provide, in detail, how the target market will be reached, noting the specific strategy for approaching the market. (i.e., how leader in the market will be contacted, techniques to be used for recruiting)

VOLUNTEER TEAM:

Identify a committed team of Lions who are dedicated to fulfilling the goals of this grant application

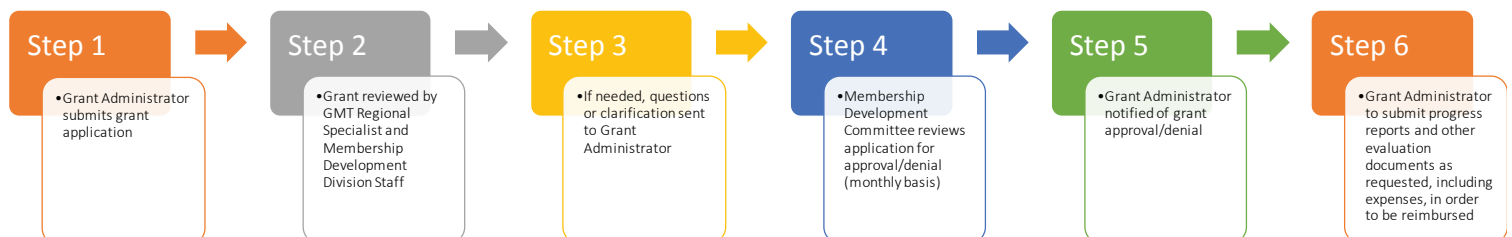
PROPOSED BUDGET and how the District will cover its 25% of the costs.

LARGE SCALE MEMBERSHIP DEVELOPMENT GRANT

- Maximum of \$15,000 over a 3 year period.
- Specify the amount requested per year.

THREE YEAR PLAN

- How will the activities during each of the 3 years build upon each other?
- How will you plan to continue to scale results after the 3-year period?



Step 1

- Grant Administrator submits grant application

Step 2

- Grant reviewed by GMT Regional Specialist and Membership Development Division Staff

Step 3

- If needed, questions or clarification sent to Grant Administrator

Step 4

- Membership Development Committee reviews application for approval/denial (monthly basis)

Step 5

- Grant Administrator notified of grant approval/denial

Step 6

- Grant Administrator to submit progress reports and other evaluation documents as requested, including expenses, in order to be reimbursed