



Lions International

KINDNESS MATTERS SERVICE AWARD PROGRAM GUIDELINES AND NOMINATION FORM



This service award is designed for clubs that create high-impact service projects within one of the Lions International global causes: childhood cancer, diabetes, disaster relief, environment, hunger, humanitarian, vision or youth.

Overall objectives include:

- Encouraging creativity and recognizing high-impact service projects
- Rewarding clubs for high-caliber service activities within each of the Lions International global causes

Eligibility

A total of 30 nominations will be awarded at the club level with a minimum of three awards reserved for Leo clubs. Eligible nominations must:

- Remain in active status
- Report their project(s) in the previous Lion year via the Lion Portal by July 31
- Not have received the award within the previous three Lion years

Criteria

Award consideration will be given to clubs performing service that:

- Addresses at least one of the Lions International global causes: childhood cancer, diabetes, disaster relief, environment, humanitarian, hunger, vision or youth
- Demonstrates creativity and innovation
- Achieves impact of scale and long-term sustainability
- Uses Lions International's values to shape positive experiences and create engagement and connection with the Lions brand (this is also known as "elevating the Lions brand")

HOW TO RATE NOMINATIONS

The following section will help the district and multiple district levels rate received nominations to determine which nominations advance to the next level.

Please note: It is recommended to assemble the district cabinet at the district level and the council of governors at the multiple district level to help determine which nominated service projects advance to the next level.

Rating questions to consider when reviewing nominations

Ratings should be considered on a scale from 1-5 (1-lowest; 5-highest) for the following criteria on how well the nominated service project:

- Addresses needs within the Lions International global causes: childhood cancer, diabetes, disaster relief, environment, humanitarian, hunger, vision or youth
- Demonstrates creativity
- Demonstrates innovation
- Achieves impact of scale
- Achieves long-term sustainability
- Elevates the Lions brand

THE NOMINATION PROCESS

The nomination process starts at the **club level**, then moves to the **district** and then **multiple district**. Nominations must be sent via email to the next level with signatures to be considered complete.

Once the nomination is complete, and has received all appropriate signatures, the Multiple District Global Service Team (MD GST) coordinator is to email the completed nomination form to Lions International at ServiceActivities@lionsclubs.org by **October 31** from their email address listed in the Lion Portal. Nominations that are not emailed directly from the MD GST coordinator to Lions International and are without signatures will not qualify.

What about undistricted clubs and clubs in single districts?

For single district clubs: The nomination must be signed by the District Global Service Team (D GST) coordinator, and then sent to a GAT Area Leader for endorsement. Once a GAT Area Leader endorses the nomination, he/she should email it to Lions International at ServiceActivities@lionsclubs.org from their email address listed in the Lion Portal.

For undistricted clubs: After the service project has been nominated at the club level, the Coordinating Lion is to send the nomination to the GAT Area Leader for approval. If there is no Coordinating Lion, nominations can be endorsed directly by a GAT Area Leader. Once a GAT Area Leader endorses the nomination, he/she should email it to Lions International at ServiceActivities@lionsclubs.org from their email address listed in the Lion Portal.

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TIMELINE

The following timeline is a recommended guide for each step of the process for submitting a nomination to Lions International. Once all signature criteria have been completed, nominations may be sent to Lions International anytime between **July 1 – October 31**.

***July 31: Clubs are to report their service projects from the previous Lion year via the Lion Portal by July 31.**

Club



July 1 – August 1

The club service chairperson (or the Leo club president) nominates a single service project that their club completed in the previous Lion year. If there's no club service chairperson, a club cabinet member or officer can nominate a service project. Additionally, the club president (or Leo club advisor) must sign the nomination, and the club service chairperson (or the Leo club president) must send the signed nomination to the next level district Global Service Team (D GST) coordinator electronically.

District



August 1 – September 1

The D GST coordinator selects one Lion service project and one Leo service project from their district to move forward. If there's no D GST coordinator, then a district governor can endorse the project. The endorser should consult with the district cabinet about their Lion and Leo nominations. Signatures are required from the D GST coordinator to complete the nomination. The D GST coordinator must then send the nomination to the multiple district Global Service Team (MD GST) coordinator electronically.

Multiple District



September 1 – October 1

The MD GST coordinator selects a single Lion service project and a single Leo service project from their multiple district. If there's no MD GST coordinator, then the council chairperson can endorse the project. Signatures are required from the MD GST coordinator to complete the nomination.

October 1 – October 31 deadline

The MD GST coordinator is to email the nomination to Lions International at ServiceActivities@lionsclubs.org from their email address listed in the Lion Portal. The final month is designated for the MD GST to verify the full nomination form and ensure all required information is accurate before sending it to Lions International. Nominations are **due October 31**.

Lions International Board of Directors Service Activities Committee

January

Winning clubs are selected by the Lions International Board of Directors Service Activities Committee and notified of their award.

March

Winning clubs receive their award from Lions International.

WINNER RECOGNITION

Below are ways MD GSTs and district governors can help recognize and celebrate award winners:

- Winning clubs will be notified by January
- Recognize the winner in your local Lions or Leos publications and social media outlets. This will help promote your club and create community support of your service project!
 - Use our press release to announce the winner.
 - Include a picture of the club in action at their service project!
 - Note the specific successes of the project.
- Ensure that the award is presented to the winning club at a prestigious event by the highest-ranking officer.
 - Invite the media to attend this event!

Lions International may use the following mediums to celebrate and recognize award recognize winners:

- Lions International Blog
- LION Magazine
- Lions International social media
- Lions International Convention booklet



Lions International

KINDNESS MATTERS SERVICE AWARD **NOMINATION FORM**

Submit nomination form to Lions International by October 31 to serviceactivities@lionsclubs.org.

NOMINATION FORM RULES

- The nomination form must be submitted with all the sections complete, and all appropriate endorsements and signatures included. Nomination forms submitted without completed information and/or the proper endorsements and signatures will not be eligible.
- The service project description answers must have a minimum of 200 words per question, and a maximum of 2,000 words. An additional typewritten supplemental document in black ink may be submitted, if more space is needed.
- Any additional items like photos or videos are highly encouraged as supplemental documents but are not required.
- The remaining sections of the nomination form must be typewritten in black ink.
- All signatures must be electronically signed or typed.
- Multiple districts may submit one Lions club and one Leo club nomination per year.
- Lions club and Leo club nominations should be submitted separately.
- The service project must have been completed in the previous Lion year to be considered for the award.
- The service project must be reported in the Lion Portal by July 31.

SECTION A: SERVICE PROJECT DESCRIPTION

(Please indicate which type of club this nomination is for)

Lions Club

Leo Club

Lions/Leo Club Name

Lions Club/Leo Member Number

Name of Service Project

Service project start date

Service project end date

This project has been reported in the Lion Portal by July 31?

Yes

No

Service activity ID number from the Lion Portal

Date reported in the Lion Portal

Number of people served (# reported in the Lion Portal)

Number of volunteer hours (# reported in the Lion Portal)

Number of volunteers (# reported in the Lion Portal)

Please check all the causes represented in this service project:

Childhood Cancer

Diabetes

Disaster Relief

Environment

Humanitarian

Hunger

Vision

Youth

Please provide answers typewritten in black ink for these questions. Responses should be a minimum of 200 words per question, and a maximum of 2000 words.



KINDNESS MATTERS SERVICE AWARD **NOMINATION FORM**

1. Please describe your service project in as much detail as you can.



KINDNESS MATTERS SERVICE AWARD **NOMINATION FORM**

2. What was unique, outstanding or innovative about this service project?



KINDNESS MATTERS SERVICE AWARD **NOMINATION FORM**

3. Why is this service project important to your community?



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4. Which local partnerships helped make this project possible, if any?



KINDNESS MATTERS SERVICE AWARD **NOMINATION FORM**

5. How did this service project elevate the Lions brand?



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6. Were any resources from Lions International's service resources (Advocacy Toolkit, Service Toolkit, Service Project Planners, or program webpages) used to plan and execute this project? If yes, please explain.

7. Please link to or attach any additional items such as photos, videos, flyers, etc. These items are highly encouraged as supplemental attachments, however they are not required.

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SECTION B: CLUB SERVICE CHAIRPERSON NOMINATION

If your club does not have a current club service chairperson, a member of your club cabinet or club officer may nominate your club's service project. Please note the club cabinet or officer position on the nomination form, if this is the case.

I give consent for Lions International to use attached information and photographs of this club's service project for public recognition purposes. Yes No

Club service chairperson/Leo club president name (printed) Club service chairperson/Leo club president member number Club service chairperson/Leo club president email (printed)

Club service chairperson/Leo club president (signature) Date (mm/dd/yyyy)

SECTION C: LION CLUB PRESIDENT OR LEO CLUB ADVISOR ENDORSEMENT

Lions club president/Leo club advisor name (printed) Lions club president/Leo club advisor member number Lions club president/Leo club advisor email (printed)

Lions club president/Leo club advisor name (signature) Date (mm/dd/yyyy)

SECTION D: DISTRICT GLOBAL SERVICE TEAM (D GST) COORDINATOR ENDORSEMENT

If your club does not have a current D GST coordinator, your district governor may endorse your nomination. Please note this next to the endorsement if this is the case.

If your club is currently in an undistricted area, you may have your Coordinating Lion endorse and submit your nomination on your behalf to Lions International. Please note this next to the endorsement if this is the case.

I nominate the Lions/Leo (circle one) club _____ of district _____
for the Kindness Matters Service Award. My signature confirms that this nominee has been agreed upon by the district cabinet.

District GST coordinator name (printed) District GST coordinator member number District GST coordinator email (printed)

District GST coordinator (signature — hand or typewritten) Date (mm/dd/yyyy)

SECTION E: MULTIPLE DISTRICT GST (MD GST) COORDINATOR ENDORSEMENT

If your club does not have a current MD GST coordinator, your council chairperson may endorse your nomination. Please note this next to the endorsement if this is the case.

If your club is part of a single district, the nomination may be sent to a GAT Area Leader for endorsement. Please note this next to the endorsement if this is the case. Once a GAT Area Leader endorses the nomination, he/she should email it to Lions International at ServiceActivities@lionsclubs.org from their email address listed in the Lion Portal.

If your club is undistricted, the Coordinating Lion is to send the nomination to the GAT Area Leader for endorsement. If there is no Coordinating Lion, the nomination may be endorsed directly by a GAT Area Leader. Once a GAT Area Leader endorses the nomination, he/she should email it to Lions International at ServiceActivities@lionsclubs.org from their email address listed in the Lion Portal. Please note this next to the endorsement, if this is the case.

I nominate the Lions/Leo (circle one) club _____ of multiple district _____
for the Kindness Matters Service Award. My signature confirms that this nominee has been agreed upon by the council of governors.

Multiple District GST coordinator name (printed) Multiple district GST coordinator member number Multiple District GST coordinator email (printed)

Multiple District GST coordinator (signature — hand or typewritten) Date (mm/dd/yyyy)