



# Lions International

## KINDNESS MATTERS SERVICE AWARD GUIDELINES

**This service award is designed for clubs who create high-impact service projects within one of the Lions International and Lions Clubs International Foundation (LCIF) cause areas, including diabetes, childhood cancer, environment, hunger, vision, disaster relief, youth or humanitarian.**

### Overall objectives include:

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

### Eligibility

A total 30 awards this year will be awarded at the club level with a minimum of three awards reserved for Leo clubs that:

- Are in active status
- Reported their project(s)
- Did not receive the award within the last three fiscal years

### Criteria

Award consideration will be given to clubs performing service that:

- Addresses needs within Lions International and LCIF's causes: diabetes, environment, vision, childhood cancer, hunger, disaster relief, youth, humanitarian
- 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")

## THE NOMINATION PROCESS

The nomination process starts at the **club level**, then moves to the **district**, and then **multiple district**. Nominations must be sent electronically to the next level and endorsed to be considered complete. Nominations that are sent to Lions International without endorsements or signatures will not qualify.

### Club

- **July 1 – August 15**

The club service chairperson (or the Leo club president) nominates a single service project. If there's no club service chairperson, a member of the club cabinet can nominate.

- **August 15 – September 15**

The club president (or Leo club advisor) must sign the nomination and the Lions club service chairperson (or the Leo club president) must send the endorsed nomination to the next level (D-GST) electronically.



### District

- **September 15 – October 31**

The D-GST nominates one Lion service project and one Leo service project from their district. If there's no D-GST, then a district governor can nominate the projects. .

- The nominator must consult with the district cabinet about their Lion and Leo nominations, but no signatures are required to endorse the nomination. The D-GST must send the nominations to the MD-GST electronically.



### Multiple District

- The MD-GST nominates a single Lion service project and a single Leo service project from their multiple district. If there's no MD-GST, then the council chairperson can nominate the projects. Nominations are due October 31.
- The nominator must consult with the council of governors about their Lion and Leo nominations, but no signatures are required to endorse the nominations. The MD-GST coordinator may send the nomination to Lions International electronically.



## KINDNESS MATTERS SERVICE AWARD GUIDELINES (continued)

### 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.
- **March**  
Winning clubs receive their award from Lions International.

### What about undistricted clubs and clubs in single districts?

The process is mostly the same, except a Coordinating Lion simply sends the nominations to the GAT Area Leader. No signatures to endorse the nominations are necessary.

### HOW TO RATE NOMINATIONS

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

**Please note:** It is highly recommended to assemble the district cabinet at the district level and the council of governors at the multiple district to help determine which nominations 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 global causes: diabetes, environment, vision, childhood cancer, hunger, disaster relief, youth, humanitarian
- Demonstrates creativity
- Demonstrates innovation
- Achieves impact of scale
- Achieves long-term sustainability
- Elevates the Lions brand

### RECOGNIZE WINNERS!

Below are ways MD GSTs 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 events!
- Prepare a press release announcing 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 winners:
  - Lions International Blog
  - LION Magazine
  - Lions International social media
  - Lions International Convention booklet