



## LIONS MD 201 PUBLIC RELATIONS GRANT APPLICATION

**2008/09**

### APPLICANT DETAILS

|   |                  |
|---|------------------|
| <b>Name:</b>  | <b>District:</b> |
| E-mail address:   | Phone:           |
| Project Name:   |                  |
| Date of Event or Program:   |                  |
| Audience/Target Group (What group of non-Lions is the project targeted to): |                  |
|   |                  |
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### Description of Project

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### How does the project address the Public Relations themes:

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### Total Budget (including MD Contribution)

| Item  | Income | Expenditure |
|-------|--------|-------------|
|       |        |             |
|       |        |             |
|       |        |             |
|       |        |             |
|       |        |             |
| Total |        |             |

### District Governor's Signature/Authorisation:

|      |           |
|------|-----------|
| Name | Signature |
|------|-----------|



## **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 promotes the public relations themes determined by Council at its August 2007 meeting.

### **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 2008/09 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 2008/09 Lions Year.**

### **Decision making process:**

In most circumstances, grant applications will be considered at the Administration Committee of Council. If the project deadline means that an earlier decision is required, the Executive Officer and Council Chairman will decide.

In assessing urgent applications, the judgement of the Council Chairman is final.

### **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**

*Connections, influence, friendship, philanthropy - we serve our communities every day*  
<http://www.lionsclubs.org.au>