



LIONS INTERNATIONAL MARKETING AWARD

FREQUENTLY ASKED QUESTIONS

The Lions International Marketing Award is a way for you to showcase your club's creativity through its marketing — and be recognized for your innovation. The following frequently asked questions provide insights on this award, from the application process and requirements to the judging criteria and more.

Have any of the award criteria been updated in 2023?

Yes! This year, we're requiring that your marketing campaigns include an aspect focused on membership recruitment. We've added this requirement to complement *MISSION 1.5*, which is our drive to reach 1.5 million members worldwide, so we can better meet the growing needs of our communities and serve more people than ever before.

What should be submitted to meet the updated award criteria?


With an increased focus on membership recruitment, we want to see the marketing steps you took to promote your membership drive, service project or fundraiser along with the steps you took to recruit prospective members at your event.

For example, while you might create flyers and share them on social media to attract more event attendees, you might also hand out brochures about your club, have attendees fill out membership interest forms or hand out cards with your club information and invite community members to your next club meeting.

My club doesn't have a lot of marketing experience. Are there resources available to help guide us?

Absolutely! The [Brand and Marketing Toolkit](#) features guidelines to help clubs stay on brand, and the [Brand Advance Kit](#) features downloadable brand assets and customizable templates to make it easy to promote your club and much more!

What does a marketing campaign entail?



A successful marketing campaign uses a variety of digital and print methods to inform people about your campaign's goal. For example, say a club wants to get the word out about their upcoming service project to attract new members. They might create a digital flyer with the event information and post it on Facebook. They might print a poster with the event name and landing page URL to hang in a public place. They might send out a series of emails to people outside of their club, inviting them to participate in the event. These are just a few ideas.

Who can apply for this award?

Club marketing chairpersons or club presidents of all Lions and Leo clubs in good standing. Having a club marketing chair is encouraged to ensure proper planning and submission needs are met.

Are there prizes for winning clubs?

Yes! Below is a quick overview of the prizes and opportunities for recognition.


Grand prize:

- US\$2,000 cash (or its equivalent) award for winning clubs
- Trophy presented to the club
- One downloadable certificate per club to print for each member
- Complimentary LionsCon registration for two club members plus guests (4 total)
 - Preference is given, but not limited, to the club marketing chairperson and club president who worked on the submission or any member who contributed a significant portion to the winning marketing campaign.
 - This can be for LionsCon 2024 Melbourne, Australia or LionsCon 2025 Mexico City, Mexico, but registration for members plus guests must be for the same event.

What do we need to submit with our application?

A summary of the marketing campaign, highlighting:

- Overview of the campaign, highlighting at least three campaign tactics used, such as social media, public relations, video, digital marketing, advertising or signage.
- Goals and objectives.
- Results of the campaign. This can include any quantitative data results, such as new members gained, Facebook likes or shares, video views,



etc., or description of other achievements, such as receiving recognition by local media or testimonials from your attendees.

- Proof of your marketing work. Please note that photos of your event do not count as marketing tactics — while they are nice to see, they do not show your marketing skills.

When can my club submit an application?

The application submission process opens July 1, 2023 and runs through February 1, 2024.

Can I send in videos and images from my campaign?

Yes, please submit the best examples you have of any marketing campaign materials you created, including photos, graphics, video URLs, PDFs and more. In the online application, you can upload a variety of image formats, but for video, you can only submit URLs that link to the video. For example, you may link to videos already uploaded to YouTube, Facebook, Vimeo, etc. You cannot upload video files directly into the application.

Does my campaign have to be completely finished before I submit my materials?

Yes, part of the application process involves answering questions about your campaign goals and the final metrics showing whether those goals were achieved. For example, if a club's campaign goal was to add 10 new members to their club and the final result was that 15 people joined, those are important details to note in the application that will help the evaluator determine the success of the campaign. This is why the campaign must be complete before applying for the marketing award.

Can I send my application in through email or ship it to headquarters?

Not at this time. Please submit your award application using our online form found at **lionsclubs.org/MarketingAward**. Applications received outside of the online form will not be considered for the grand prize.

I sent in my application. How do I tell if it has been received?

Once you complete the application form and press "Enter," you will be taken to a thank you page confirming your entry.

How will I find out if I won?

You will be notified by email. All other applicants will hear about the winners for each constitutional area in the monthly Leader Digest.

How will the campaigns be evaluated?

Your club must plan and execute a marketing campaign to promote a membership drive, club service project with a recruitment focus, fundraising event with a recruitment focus, or an invitation for prospective members to reach out about your club via a social media campaign. Your campaign must:

- Properly represent the Lions International brand as well as the characteristics and personality associated with it.
 - Lions International brand kits and the Brand and Marketing Toolkit feature branded, customizable templates and marketing materials that can help clubs stay on brand!
- Showcase your club's innovation and creativity in developing and executing your campaign.
- Show that a membership goal was set and achieved (or exceeded!). For example, your goal could be having 100 community members participate in one of your events and gaining 10 of these individuals as club members.


How can I tell if I'm properly representing the Lions International brand?

We have several resources for effectively conveying the Lions International brand in your marketing campaigns, including our brand guidelines document, brand assets and logos, and social media kits, all found here on our website: <https://www.lionsclubs.org/en/resources-for-members/brand-guidelines>. We encourage you to use any and all of these helpful resources when creating your Lions club marketing materials and event signage.

Can I submit a campaign that our club ran a few years ago?

No. The campaign submitted for award consideration must start and finish between July 1, 2023 and February 1, 2024.

I forgot to include an important part of my campaign when I submitted it! What do I do?



Once your application is submitted, it cannot be modified. We cannot accept any additional campaign materials sent by email or mail. Everything must be submitted at one time to the online application. Please take the time to prepare your campaign materials and explanations before you begin the application form. We strongly recommend that you use this [helpful document](#) to gather your thoughts before starting the application.

What is the timeline for the award?

Club applications: July 1, 2023-February 1, 2024

- Club marketing chairperson or club president submits the online application by February 1.

Marketing committee evaluation: March 2024

- The marketing committee reviews, evaluates the submissions based on the criteria listed and selects the winners, one from each constitutional area.

Winning clubs notified: April 2024

- Winning clubs are notified via email and awards are distributed. Winners must claim their prize within a reasonable time, as set forth by the marketing committee, from notification of winning to claim their prize. This must be accomplished by responding to Lions International staff communications. Should no response be received by the winner, the prize will be awarded to another finalist in that constitutional area.