

# **Excellence in Communications Award**

**Time Frame: July 1, 2011 to March 31, 2012**

## **PURPOSE:**

Effectively creating awareness of the mission and activities of Lions Club International is pivotal to the future of your club. This award is designed to reward, recognize, and promote effective communication strategies that enhance a successful Lions Club.

## **AWARD DESCRIPTION:**

The annual Award for Excellence in Communications has been established to improve communications concerning:

1. Lions Club purpose and activities
2. Recruitment of new members
3. Improved communication between club members
4. Community awareness of Lions projects and fundraisers

This award is intended to support a public relations framework within the district, club and encourage general community awareness of the valuable contributions which Lions Clubs make.

Each year there will be three awards presented to clubs which have demonstrated excellence in communicating the Lions Club message (i.e. mission, goals, and community contributions) Awards will be presented at the 13-J District Convention.

## **NOMINATION/SELECTION:**

Clubs must be nominated for the award. This can and, in most cases, will be done by the club itself with a member designated to complete the nomination form and supply support materials.

The 1st, 2nd, and 3rd place award winners will be selected by an awards committee composed of selected qualified Lions. Their decision will be based on the nomination form and support materials. Their decision will be final.

## **SUPPORT MATERIAL:**

1. Club newsletters
2. Newspaper clippings
3. Club pamphlet
4. e-clubhouse or other club website
5. Documentation of ads on radio or TV
6. The Ohio Lions Monthly Activity Report (MAR) can also support the nomination and verify that the club is communicating this very important information to the district, state, and international.
7. Other

Support material can be presented in scrapbook form, which will then complete a means to archive the club's activities.

**Nominations should be sent to DG Georgia Barber no later than March 31, 2012. Any nomination with a postmark later than March 31 or hand-delivered after March 31 will not be considered.**

# **Excellence in Communications Award NOMINATION FORM**

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Date: \_\_\_\_\_ Club Name: \_\_\_\_\_

I am nominating this club for having met the established criteria as follows:

Media Relations: Describe how your club has used local media to spread the word of Lionism and promote your club.

Community Relations: Describe club functions and projects which promote the mission and goals of Lionism.

Member Relations: Detail how your club keeps members informed and engaged in club activities and meetings.

Future Relations: How has your club provided for archiving of your club's members, activities, and history?

Other: If your club has other communications methods, please note here. This may include a Club Webpage.

Impact: How has your communications plan impacted your club? ie: New members? Retention of Members?

Signature of person nominating/Date: \_\_\_\_\_

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**PLEASE USE BACK OF THIS PAGE OR ADDITIONAL PAGES TO COMPLETE ABOVE. A SCRAPBOOK DEPICTING EACH OF THE ABOVE AND A COPY OF THE MONTHLY ACTIVITY REPORT WILL GREATLY ENHANCE THIS NOMINATION**