

EXCELLENCE IN COMMUNICATIONS AWARD

Time Frame: JULY 1, 2016 to MARCH 31, 2017

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 Clubs 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 also intended to support a public relations framework within the district, club, and community all of which increase awareness of the valuable contributions which Lions Clubs make.

AWARDS: Each year there will be three awards presented to clubs which have demonstrated excellence in communicating the Lions Club message (i.e. mission, goals, community contributions) The 1st, 2nd, and 3rd place club award winners will be announced at the District 13 OH6 Convention.

DOCUMENTATION:

1. Completed Excellence in Communication Form.
2. Support materials such as
 - a) newsletters
 - b) newspaper clippings
 - c) club pamphlet
 - d) e-clubhouse or other club website
 - e) documentation of ads on radio or TV
 - f) other

Support material may be contained in a club scrapbook and submitted as documentation.

Completed Nomination Form should be sent to DG Gary DeFayette no later than March 31, 2017. Any nomination with a postmark later than March 31 or hand delivered after March 31, 2017 will not be considered.

Excellence in Communications Award NOMINATION FORM

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? New members? New sponsors?

Signature of person nominating/Date: _____

Nominations should be sent to DG Gary DeFayette no later than March 31, 2017. Any nomination with a postmark later than March 31 or hand-delivered after March 31, 2017 will not be considered.

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