



## MD 36

### CONTESTS AND AWARDS RULES and CHECK SHEETS

Updated 3/12/23

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## **CONTESTS IMPORTANT INFORMATION!!!**

**Club entries should include all criteria as listed in the description of each Award shown in the following pages.**

**Clubs should use the Award Check Sheets to be sure all criteria is included/met for each Award contest entered.**

**If all criteria is not met, the entry will not be considered for an award.**

## **Club Bulletin Award**

### **May be digital or hard copy**

Criteria:

- The bulletin (newsletter) must be clearly identified with the club's name, district and location.
- Contents may include notices of club happenings, such as special upcoming events, announcements and other items of timely importance.
- Summary of community service projects, upcoming and recent.
- Overall appearance of the bulletin will be considered, such as use of the Lions emblem, club logos, color and graphics.
- The club's meeting time and location should appear somewhere on it.
- A contact person should be identified as well as a phone number or email address.
- Correct spelling and language.
- May be hard copy or digital

## **Club Brochure Award**

### **May be digital or hard copy**

Criteria:

- The brochure must be clearly identified with club name, district, and location.
- Meeting time and place.
- It must be clearly identified as a part of LCI.
- The brochure should include information about the club, such as projects supported, fundraisers held, community service performed, special events, work with youth, support of organizations that partner with the club, etc.
- The information can be basic, yet timely enough to accurately describe the club.
- Overall appearance of the brochure, including graphics, photos, use of color, etc.
- Correct spelling and language.
- If available, Club's US postal mailing address should be identified as well as club email address. Include also website addresses, social media accounts, etc.

## **Club Flyer Award**

### **May be digital or hard copy**

Criteria:

#### **1. Content**

- Lions Logo – Let them know your organization
- Club Name – Credit your club with organizing it
- Purpose of Event - fundraiser or a service to community – don't make it too wordy, but simple and to the point
- Date / Time - An event flyer needs to clearly indicate when the occasion takes place. This should be a prominent piece of information on any event flyer
- Place and address
- Who or what does event benefit?
- Is there an event Fee or is it "free"
- List a few major sponsors to give them credit but if you have a long sponsor list display them on walls or sandwich boards at the event
- Direct the person to a website or contact person for more information

#### **2. Attractiveness**

- Are Colors complimentary
- Are the Images or Clipart striking and reflect what you are trying to say. Also are they an enticement for viewer to attend the event?
- Use Simple Bold Fonts Large enough and "easy to read"; don't use funky fonts unless they can be easily read
- Avoid Clutter – Don't put too many images, pictures
- Can Flyer be seen from a distance – 4 or 5 steps back from where it is hung?

## **Club Story Board Award**

**The Club Storyboard should be NEW and incorporate the current International President's theme and message for the current year:**

### **May be digital or hard copy**

Criteria:

- **Storyboard size should be 3ft x 4ft trifold poster board--or use digital media. Size matters! Only one (1) 3ft x 4ft trifold poster board may be used.**
- Content of the storyboard should relate to the International President's Theme
- Somewhere on the Storyboard have the Lions logo, MD 36, either District O, R, E or G, club name, and year.

- Use large, easy to read fonts
- Color and neatness are important
- Be creative!

### **Club/Community Partnership Award**

This award is focused on fostering club to club or club to other community service organization interaction, friendship and the sharing of information.

The requirements for the award are:

- A Lions club must partner with another Lions club or other community service organization to plan and execute a project in the community.
- The project may be a hands-on service project or fund raiser where each club/organization must take an active part in planning, co-chairing and participation in the activity.
- Evaluation will be based on the percentage of participation by each club.
- Projects must be from one of LCI's expanded focus areas: Vision, Youth, Disaster Relief, Humanitarian, Diabetes, Childhood Cancer, The Environment, and Hunger.

**Limited to one event per club per year.**

**Specific events can only be entered ONE time for this award.**

**Please submit a write-up, pictures, promotional items, etc. These may be hard copies or digital.**

## **Club Public Relations Award**

**Club must complete 5 of the following criteria:\***

- Regular use of social media (Facebook, Twitter, Instagram) and website to promote events and activities.
- Publication of articles or club news in local paper, the Oregon Lion or LION Magazine.
- Have club-related stories air on television or radio
- Create or revise a general club brochure (submit copy)
- Create or revise specialized brochures: Membership, special event, etc. (submit copy of each one)
- Use of flyers or postcards for events. (submit copies)
- Use of a display or activity presentation board at community events
- Media Public Service Announcement (Digital Media)
- Club Website

**\*Criteria for digital activities not shown in other contests follows.**

## **1. Club Digital Media**

Criteria:

- Video Public Service Announcement, up to 3 minutes in length.
- Created in a format that can be posted and shared online
- Created by a club member, the hiring of production professionals is prohibited. Include on the video the name of who produced the PSA.
- Clearly identify the club name and include contact info.
- Content is up to the club. Can be a membership drive PSA, an event or project PSA, a video introducing the club to the community, etc.
- Videos will be shared at the District and Multiple District Conventions.

## **2. Club Website**

Criteria:

- The website must be easy to find.
- The name of the website must be clear and accurate.
- Spelling and language usage must be correct.
- Overall appearance -- use of color, graphics, borders, photos, sound and logos must be attractive and appropriate to the club.
- Meeting time and place.
- Current information and photos are regularly updated.
- Club officers or a contact person identified.
- A biography of the club—club mission or goals if appropriate, programs sponsored, community service, fundraisers held, etc.
- Identification as a part of LCI.

## **3. Club Facebook Page**

Criteria:

- The Facebook page must be easy to find.
- The name of the club page and community served must be clear and accurate.
- Spelling and language usage must be correct.
- Overall appearance-- use of color, graphics, photos, sound and logos must be attractive and appropriate to the club.
- Meeting time and place and other current information included in the About section.
- Club officers or a contact person identified.
- A biography of the club - club mission or goals if appropriate, programs sponsored, community service, fundraisers held, etc.
- Identification as a part of LCI.



#### **4. Club Instagram Page**

Criteria:

- The Instagram page must be easy to find.
- Clearly states the name of the club, community-served and location of club.
- Spelling and language usage must be correct and appropriate
- At least one posted picture a month
- Shows good use and understanding of the use of #hashtags
- Current information included.
- Shows interaction with other Lions Clubs and/or LCI by following other pages.
- Identification as a part of LCI.

## **Sight Conservation Award**

Sight Conservation Award is for sight conservation and is restricted to work and awareness in the community in which the club is located. Criteria include those things the Lions do for sight care and sight education at the local level.

The contest runs from May 1 through April 30 and will be presented at the Multiple District convention in May.

Criteria:

- Purchase of a pair of eyeglasses and/or an eye exam.
- Sponsor or participate in a community health fair, educational seminar or special event to promote sight awareness.
- Sponsoring or co-sponsoring the MSU in your area.
- Sponsoring speakers specializing in eye care to a local school or community group.
- Sponsoring a patient for surgery locally or through the Foundation or for a Seeing Eye dog.
- Honoring your local enucleator, hospital or eye care specialists with an award or publicity
- Promoting your Sight & Hearing program in the local media.

## **Club Visitation Award**

This award will be presented to the club that visits the most clubs from May 1 thru April 30 of the current Lion year. A *Visitation Award Reporting Form* must be filled out and submitted for each visitation. Forms are submitted at your club's District Convention.

Your Club Name: \_\_\_\_\_

Person submitting report: \_\_\_\_\_

Your Region # \_\_\_\_\_ Your Zone # \_\_\_\_\_ Current # of Club members: \_\_\_\_\_

\*\*\*\*\*

Club Visited: \_\_\_\_\_ Date of visit: \_\_\_\_\_

Their District # \_\_\_\_\_ Their Region # \_\_\_\_\_ Their Zone # \_\_\_\_\_

Number of your members making the visit: \_\_\_\_\_

Names of members on visitation and signatures will be needed.

**Clubs with less than 20 members- two members needed for visitation to count, clubs with 21 or more members need at least three members for visitation.**

## **DISTRICT GOVERNOR AWARDS BEGIN HERE AND ARE SHOWN ON PAGES 12 THROUGH 14.**

**Governors from each MD36 District may choose to award some or all of the following awards.**

**Each District Governor will decide which awards are to be presented. These awards may be presented at their respective District Conventions or at the MD36 Multiple District Convention held in May.**

## **Club Net Membership Award**

This award is presented to the club that attains the largest NET membership gain from July 1 each year based on the MMR submitted in the month prior to the MD36 convention. Transfers and deaths will not be included in determining net gain.

### ***NOTE TO: AWARDS CHAIR***

Club Net Membership Gain - The report "Club Health Assessment" is sent monthly to the District Governor and Cabinet Secretary. There will be a column showing plus/minus net membership to-date for each club. Ask DG or Sec. to email copy of the month you need. If Convention is in March, get the numbers from the February report and if convention is in April get the March report, etc.

## **Membership Sponsor of the Year**

The membership sponsor of the year award will be presented to the member that sponsors the most new members from July 1 each year through the month prior to the MD36 Convention.

### ***NOTE TO: AWARDS CHAIR***

Membership Sponsor - MD36 Cabinet Secretary or District Governor using computer goes to LCI webpage and selects "MyLCI". After logging in go to "My District", "Reports", "New Members" DG or Secretary enters 07 (for July)/previous year and 02 or 03 (February or March)/current year. Then she must save the pdf file to her computer and email it to you. You will have to look through it and see which Lion has sponsored the most members from July through February or March, depends on convention date.

## **District Extension Award**

- Award will be presented to any club that has sponsored a new club.
- The MD Extension Chairperson shall select the clubs to be recognized and presented an appropriate award at the MD Convention.

## **MD Lion of the Year Award & MD Club Lion of the Year Award**

- Award is presented to the member who is recognized as demonstrated exemplary leadership in the MD during the year.
- The MD Leadership chairperson will make the selection from nominations submitted from each DG and present and appropriate award at the MD convention.

## **Lion Mile Award**

This award is presented to the club earning the most points for attendance at the MD Convention computed by a point system. The award is presented to a club based on the total number of members from a club attending the convention multiplied by the number of miles traveled one way.

The winner will be determined according to the following formula: The number of Lions club members traveling to the MD Convention divided by the clubs total membership multiplied by the mileage one way plus one point for each new member attending equals total points earned.

Members attending ÷ total club membership x mileage one way + one point for each new member attending = Total points 86

Example: Club A has a total club membership of 26. Four members attend the convention. 4 divided by 26 = 15.38%. The highway miles one way is 82 miles. 2 members are first timers.  $82 \times 15.38 + 2 = 1263$  points.

The convention chairperson will present the award at the MD convention.

## **District Governor's Guiding Lamp Award**

Each year the current slate of District Governors will determine the criteria in which to award the Guiding Lamp Award. All stories submitted will be put together in a book, published and offered for sale not only in MD36 but throughout the Lions world with all proceeds going to a project or area of concern determined by the District Governors.

The Guiding Lamp Award criteria is as follows:

1. Any Lion within MD36 is eligible to write their Lion story of when they truly became a Lion.
2. All stories need to be written in the first person.
3. All stories must have the authoring Lions name and club.
4. Stories need to be submitted directly to the respective District Governor.
5. Stories can be submitted via e-mail, snail mail or in person.
6. There is no parameter on length, but don't write a novel.
7. All stories will be read and discussed by the District Governor's team, with the most poignant story, in the team's estimation, being chosen as the representative from each district, i.e. O, R, E & G.
8. At the MD Convention, the four stories will be read and discussed by a panel of the four District Governors' choosing.

The most poignant story, in the panel's estimation, will be the recipient of the Guiding Lamp Award. In addition, the winning author and the author's club will receive a complimentary copy of the book, once published.

# **MD 36 Lion CONTEST Check Sheets**

Please note these Check Sheets will be used  
at the MD Convention to keep judging  
consistent and fair.

*All contests run from May 1 to April 30 so  
that clubs get credit for activities and  
events that happen after the MD  
Convention and before the beginning of the  
New Lion Year*

Updated 3/12/23

## Club Bulletin Award

### Check Sheet

\_\_\_\_\_ Bulletin (newsletter) must be clearly identified with the club's name, district 36E and location.

\_\_\_\_\_ Contents may include notices of club happenings, such as special upcoming events, announcements and other items of timely importance.

\_\_\_\_\_ Summary of community service projects, upcoming and recent.

\_\_\_\_\_ Overall appearance of the bulletin will be considered, such as use of the Lions emblem, club logos, color and graphics.

\_\_\_\_\_ The club's meeting time and location should appear somewhere on it.

\_\_\_\_\_ A contact person and/or club officers should be identified as well as a phone number or email address.

\_\_\_\_\_ Correct spelling and language.

### Comments:



## Club Brochure Award

### Check Sheet

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Brochure clearly identifies club name, district, land community served.

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Meeting time and place listed.

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Clearly identified as part of Lions Clubs International

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Service Projects mentioned

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Fundraisers mentioned

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Brochure contains current information.

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Overall appearance of the brochure, including graphics, photos, use of color, etc.

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Social Media or Website Listed

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Correct use of spelling and language.

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Club contact person/officers listed

### Comments:

## Club Flyer Award

### Check Sheet

_____	Clear use of Lions logo and Club name
_____	Purpose of the event is clear (fundraiser, service)
_____	Date / Time is clearly listed
_____	Location and address of Event
_____	Who/what does event benefit? Is there a cost?
_____	Website or contact person for more information
_____	Are colors complimentary
_____	Are Images or Clipart used and visually appealing
_____	Use of Fonts- size, style
_____	Use of space, easy to reproduce, uncluttered
_____	Can Flyer be easily read from a short distance

### Comments:

## Club Storyboard Award

### Check Sheet

	<b><u>3ft x 4ft Tri-fold board</u></b>
_____	Clearly shows how club's action affects the community.
_____	
_____	Clear use of Lions logo and Club name
_____	
_____	Includes MD36 and District, club contact information, and year
_____	
_____	Storyboard follows current Int'l President's theme
_____	
_____	Are colors complimentary
_____	
_____	Are Images or Clipart used and visually appealing
_____	
_____	Use of Fonts- size, style
_____	
_____	Use of space, easy to read, uncluttered
_____	
_____	Can easily be read from a short distance

Comments:

## Club/Community Partnership Award

**Check Sheet**      **Name of event** \_\_\_\_\_

**(Please submit a write-up, pictures, promotional items, etc. which meets the following criteria.)**

\_\_\_\_\_ Includes name of partnering organization  
(Include how many people participated)

\_\_\_\_\_ Clearly a service project or fundraiser

\_\_\_\_\_ Flyer or Brochure for the event

\_\_\_\_\_ Write-up including basic info on event

\_\_\_\_\_ Includes pictures or links to pictures

\_\_\_\_\_ Proof of print media coverage (clippings)

\_\_\_\_\_ Online coverage (web links, screen prints, etc)

\_\_\_\_\_ Promotes culture and/or diversity

\_\_\_\_\_ Includes info on scope of event

\_\_\_\_\_ First time event has been submitted for this award

## Club Public Relations Award

### Check Sheet

- \_\_\_\_\_ Active Facebook page
- \_\_\_\_\_ Updated Website
- \_\_\_\_\_ Regular Instagram Posts
- \_\_\_\_\_ Club Twitter Account
- \_\_\_\_\_ Articles in local paper, Oregon Lion or Lion Magazine  
(Must include copy of each article.)
- \_\_\_\_\_ Club-related story on television  
(If possible, include web link to story or screen shot)
- \_\_\_\_\_ Club-related story on the radio  
(Include date/time of air, story topic, radio station info)
- \_\_\_\_\_ New or revised general club brochure (submit copy)
- \_\_\_\_\_ New or revised specialized brochures  
(Membership, special event, etc. Submit copy of each one)
- \_\_\_\_\_ Flyers, postcards or rack cards for events. (submit copies)
- \_\_\_\_\_ Club display board at community events  
(must include picture & date of each event)
- \_\_\_\_\_ Public Service Announcement (Digital Media)

Comments:

## Digital Media Award

### Check Sheet

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PSA is up to three minutes in length

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In a format that can be shared online

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Created by a club member only

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Identifies the club/location and contact information

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Identifies the event or what is being filmed

### Comments:

## Club Website Award

**Check Sheet      Website Address** \_\_\_\_\_

**(Clubs should submit their website address and judges should view the website on their smart phone, computer or tablet.)**

- \_\_\_\_\_ Website is easy to find and includes logos.
- \_\_\_\_\_ Club name and community served clearly listed.
- \_\_\_\_\_ Correct spelling and language.
- \_\_\_\_\_ Overall appearance is appealing
- \_\_\_\_\_ Content/Pictures regularly updated
- \_\_\_\_\_ Meeting time and place listed
- \_\_\_\_\_ Club officers or a contact person identified.
- \_\_\_\_\_ A biography of the club—club mission or goals, programs sponsored, community service, fundraisers held, etc.

**Comments:**

## Club Facebook Page Award

**Check Sheet      Facebook Page Address** \_\_\_\_\_

**(Clubs should submit their Facebook address and judges should view the website on their smart phone, computer or tablet.)**

- \_\_\_\_\_ Facebook page is easy to find and includes logos.
- \_\_\_\_\_ Club name and community clearly listed.
- \_\_\_\_\_ Correct spelling and language usage.
- \_\_\_\_\_ Overall appearance is appealing.
- \_\_\_\_\_ Content/pictures regularly updated on timeline.
- \_\_\_\_\_ Meeting time and place listed in the ABOUT section.
- \_\_\_\_\_ Club officers or a contact person identified.
- \_\_\_\_\_ Use of photo Albums for events, photos captiions.
- \_\_\_\_\_ Interaction between other pages, people tagged.
- \_\_\_\_\_ Identifies as a part of LC International.

**Comments:**



## Club Instagram Page Award

**Check Sheet      Instagram Page \_\_\_\_\_**

**(Clubs should submit their Facebook address and judges should view the website on their smart phone, computer or tablet.)**

- \_\_\_\_\_                      The Instagram page must be easy to find.
  
- \_\_\_\_\_                      Clearly states community and location of club.
  
- \_\_\_\_\_                      Correct spelling and language usage.
  
- \_\_\_\_\_                      At least one posted picture a month
  
- \_\_\_\_\_                      Used and shows understanding #hashtags
  
- \_\_\_\_\_                      Current information included.
  
- \_\_\_\_\_                      Shows interaction with other Lions Clubs and/or LCI by following other pages.
  
  
- \_\_\_\_\_                      Identification as a part of LCI.

**Comments:**

## **Sight Conservation Award**

Sight Conservation Award is for sight conservation and is restricted to work and awareness in the community in which the club is located. Criteria include those things the Lions do for sight care and sight education at the local level.

The contest runs from May 1 through April 30 and will be presented at the Multiple District convention in May.

**(Please submit a brief write-up, pictures, promotional items, etc.)**

\_\_\_\_\_ Approximate # of Eyeglasses purchased  
\_\_\_\_\_ Approximate # of hearing aids purchased  
\_\_\_\_\_ Eye & hearing exams provided.  
\_\_\_\_\_ Eye glasses and hearing aids recycled.

**For the following, please provide date and location (pictures if possible).**

\_\_\_\_\_ Sponsor or participate in a community health fair, educational seminar or special event to promote sight awareness.  
\_\_\_\_\_ Sponsoring or co-sponsoring the MHSU  
\_\_\_\_\_ Sponsoring speakers specializing in eye care to a local school or community group.  
\_\_\_\_\_ Sponsoring a patient for surgery locally or through the Foundation or for a Seeing Eye dog.  
\_\_\_\_\_ Honoring your local enucleator, hospital or eyecare specialists with an award or publicity  
\_\_\_\_\_ For each article in local media about the club's Sight & Hearing program (please provide copies)