



Lions Clubs International – Service Activities  
Kindness Matters Awards Program Overview

### Kindness Matters Service Award

This service award is designed for clubs who create high-impact service projects within one of the Lions International and Lions Clubs International Foundation (LCIF) cause areas, including diabetes, childhood cancer, environment, hunger, vision, disaster relief, youth or humanitarian. Overall objectives include:

- ▶ Encouraging creativity and recognizing high-impact service projects
- ▶ Rewarding clubs for high-caliber service activities within each of Lions International's causes

### Eligibility

A total 30 awards this year will be awarded at the club level with a minimum of three awards reserved for Leo clubs that:

- ▶ Are in active status
- ▶ Reported their project(s) in MyLion® or regional reporting system
- ▶ Did not receive the award within the last three fiscal years

### Criteria

Award consideration will be given to clubs performing service that:

- ▶ Addresses needs within Lions International and LCIF's causes: diabetes, environment, vision, childhood cancer, hunger, disaster relief, youth, humanitarian
- ▶ Demonstrates creativity and innovation
- ▶ Achieves impact of scale and long-term sustainability
- ▶ Uses Lions International's values to shape positive experiences and create engagement and connection with the Lions brand (this is also known as "elevating the Lions brand")

### Deadlines

- ▶ **All nominations must be completed and electronically submitted to Lions International by October 31 to the [serviceactivities@lionsclubs.org](mailto:serviceactivities@lionsclubs.org) email.**
  - **January:** Winners are selected by the Lions Clubs International Board of Directors Service Activities Committee; Winning club nominating multiple district global service team (MD GST) coordinator notified.
  - **March:** Winning clubs to receive their award from Lions International
- ▶ Any nominations submitted beyond October 31 will be disqualified.
- ▶ Please note that all nominations should be submitted electronically. Lions International will not accept physical applications.



- ▶ The following deadlines are guiding deadlines to help the nomination process at the local level.
  - **July 1 to October 31:** Nominations are open
  - **August 15:** Deadline for club service chairpersons and Leo club presidents to electronically send one nomination to the district global service team (D GST) coordinator
  - **September 15:** Deadline for D GST coordinator to electronically send one nomination to the multiple district global service team (MD GST) coordinator
  - **October 31:** Deadline for MD GST coordinator to electronically send one nomination to Lions International

### Nomination process

Below, you'll find the program process for both Lions and Leo clubs, from nomination guidelines to expectations of various Lions and Leos at each step.

### Lions and Leo awards

- ▶ The Lions club service chairperson will nominate their club for the Kindness Matters Service Award, which will need to be endorsed by the current club president. The Leo club president will nominate their club for the Kindness Matters Service Award, which must be endorsed by the current Leo club advisor.
- ▶ Nominations from the club level are sent to the D GST coordinator, which will then send one nomination to the MD GST coordinator.
- ▶ The MD GST coordinator can recommend one Lions and one Leo club for the award each year.
- ▶ Lions International staff will review the MD GST coordinator nominations to recommend the approval by the Lions Clubs International Board of Directors Service Activities Committee.

### Considerations

- ▶ If the nominated club is in an undistricted area, the coordinating Lion will submit nominations to Lions International
- ▶ If your club does not have a club service chairperson to nominate your club, a member of your club cabinet will submit the nomination.
- ▶ If the district or multiple districts do not have the GST coordinator position, the district governor and/or council chairperson will advance nominations to the next level.

### Expectations for Lions and Leos involved in the nomination process

#### Lions club service chairperson/Leo club president:

- ▶ Begin the nomination process by downloading the nomination form and filling out the necessary information where applicable.



- ▶ Fill out the MyLion® service activity information and the “Service Project Description” section of this form.
- ▶ Seek out an endorsement from your current club president.
- ▶ Electronically advance nomination form to the D GST coordinator once endorsement is received.
  - Be sure to follow up with the D GST coordinator to ensure they received your nomination.

#### **District GST coordinator:**

- ▶ Assemble your district cabinet to review club nominations received.
  - Refer to the “rating nominations” section below for guidelines on how to judge the nominations received.
- ▶ Once you and your district cabinet have determined the qualified nominations to advance to the multiple district level, endorse your nomination(s) for the MD GST coordinator.
- ▶ Electronically send nomination(s) to the MD GST coordinator.
  - Be sure to follow up with the MD GST coordinator to ensure they received your nomination(s).

#### **Multiple district GST coordinator:**

- ▶ Assemble the council of governors to review club nominations received from the district level.
  - Refer to the “rating nominations” section below for guidelines on how to judge the nominations received.
- ▶ Once you and your council of governors have determined the qualified nomination to advance to submit to Lions International, endorse your nomination for Lions International.
- ▶ Electronically send nomination to Lions International.
- ▶ Lions International will notify you for the following reasons:
  - To confirm receipt of your nomination
  - If your nomination did or did not win
- ▶ Lions International expects the nominating MD GST coordinator to relay news received to the district and club level.
  - Lions International will only communicate with the nominating MD GST coordinator.

#### **How to rate nominations**

- ▶ The following section will help the district and multiple district levels rate received nominations to help determine which nominations advance to the next level.
- ▶ **Please note:** It is highly recommended to assemble the district cabinet at the district level and the council of governors at the multiple district to help determine which nominations advance to the next level.



### **Rating questions to consider when reviewing nominations.**

Ratings should be considered on a scale from 1-5 (1-lowest; 5-highest) for the following criteria on how well the nominated service project:

- ▶ Addresses needs within the global causes: diabetes, environment, vision, childhood cancer, hunger, disaster relief, youth, humanitarian
- ▶ Demonstrates creativity
- ▶ Demonstrates innovation
- ▶ Achieves impact of scale
- ▶ Achieves long-term sustainability
- ▶ Elevates the Lions brand

### **Recognize winners!**

Below are ways MD GSTs can help recognize and celebrate award winners.

- ▶ Winning clubs will be notified by January
- ▶ Recognize the winner in your local Lions' or Leos' publications and social media outlets
  - This will help promote your club and create community support of your service events!
- ▶ Prepare a press release announcing the winner.
  - Include a picture of the club in action at their service project!
  - Note the specific successes of the project.
- ▶ Ensure that the award is presented to the winning club at a prestigious event by the highest-ranking officer.
  - Invite the media to attend this event!
- ▶ Lions International may use the following mediums to celebrate and recognize award recognize winners:
  - Lions International Blog
  - LION Magazine
  - Lions International social media
  - Lions International Convention booklet

### **Ready to nominate?**

[Kindness Matters Service Award nomination form](#)

### **ADDITIONAL INFORMATION**

- [Kindness Matters Service Award landing page](#)