



LIONS INTERNATIONAL MARKETING AWARD **APPLICATION WORKSHEET**

This application worksheet was developed to help you gather your thoughts and campaign history before beginning the official application. To make the process easier, please copy and paste your responses from this document directly into the official application's corresponding questions.

1. What is the name of your marketing campaign?

2. Please identify which of the below best reflects your work:

- ☐ Promoted and hosted a membership drive – an in-person or online event to introduce prospective Lions or Leos to your club.
- ☐ Promoted and implemented a service project with a member recruitment element.
- ☐ Promoted and held a fundraising event with a member recruitment element.
- ☐ Ran a social media campaign to promote your club and invite prospective members to reach out for more information about joining your club.
- ☐ Other marketing campaign focused on increasing membership.

3. In a few sentences, please provide a brief summary of your marketing campaign to help increase membership in your club.

4. When did you start your marketing campaign?

Start date (must have started on or after July 1, 2024)

5. When did you end your marketing campaign?

End date (must have been completed on or before February 1, 2025)

6. What were the goals of your marketing campaign and why were they important to your club?

7. Did you reach your goal(s)

- ☐ Yes
- ☐ No

8. What were your final metrics?

9. How many new members did you gain as a result of your campaign?

10. How many prospective members (people interested in possibly joining your club) did you gain?

11. What types of marketing materials did you create and use? Please note, you must provide at least one example for each promotional material selected below (maximum of three examples per checked box).

- ☐ Social media post(s)
- ☐ Digital ad(s)
- ☐ Website landing page
- ☐ Email marketing
- ☐ Flyers
- ☐ Mailers
- ☐ Billboard ad(s)

- ☐ Giveaway(s)
- ☐ Brochure(s)
 - ☐ Promotional videos
- ☐ Newspaper promotion(s)
- ☐ Radio ad(s)
- ☐ Public relations (press releases, etc.)
- ☐ Event booth
- ☐ Other

Please add any links to websites that feature your marketing tactics that are not listed above (ex. YouTube link, Vimeo link, etc.)

- 1.
- 2.
- 3.
- 4.

12. Additional comments: