

District 4-A3 Contest Rules 2020-2021 **Effective 07/01/2020**

Purpose

The 2020/2021 Contest Rules are in alignment with the Club Excellence Process. This will provide the opportunity for all clubs in the district to qualify for the LCI 2020/2021 Club Excellence Award at the end of the year. In simplifying the contest rules, we encourage more club participation in the area of membership, service, organizational excellence, marketing & communication.

General Information

- A. Each club appoints a Contest Rules Chairperson.
- B. All contests and awards will be under the jurisdiction of the District Governor and/or his/her designated committee. In the case of any discrepancies, the sitting Governor has the final decision.
- C. All rules pertain to the current fiscal year and/or the Official Contest Period
- D. Official Contest Period: July 1, 2020 to March 31, 2021 for all contests.

Contest Rules Notification

It shall be the duty of the District Governor-Elect to see that all Club Secretaries-Elect are notified of the District Governor's Contests Rules, the names and addresses of the chairperson to whom District Contests reporting forms are to be sent, of the Yearbook Judge Chairperson, and of all judges and other individuals to whom the bulletins are to be sent. The due dates for submitting report entries will be stated on the report form, except for bulletins where the dates are specified in the bulletin contest rules.

Club Size For Reporting

The club size is determined at the beginning of the year, July 1st of the year. If the club declines or increases in membership during the year, the number of members is and will remain as of July 1 for contests. When the new year starts, the new membership count will be recognized at that time for the new membership size.

- A) **Small:** 24 or less
- B) **Medium:** 25 - 59
- C) **Large:** 60 & above

The Contest Categories:

- 1. Membership: Maintain and Improve Membership**
- 2. Service: Enhance Service Impact & Focus**
- 3. Leadership/Organizational Excellence: Pursue Club, District & Organizational Excellence**
- 4. Marketing & Communication: Reshape Public Opinion & Improve Visibility**
- 5. Visitations/Roving: Short Tail and Long Tail**
- 6. Club President Yearbook Contest - Hardcopy or Digital**
- 7. Club Newsletter/Bulletin – Hardcopy, Digital, posted in club website.**
- 8. 100% Club Secretary/Service Reporting Award**
- 9. 100% Club President Award**
- 10. #1 Club by Size**
- 11. District #1 Club**
- 12. Lion of the Year**

Membership

1. Growth
 - a. Maintained Club Membership or Net Growth Plus One
 - b. Annual Membership Growth 10% to 19%
 - c. Annual Membership Growth 20% or higher
2. Charter new club, new Leo club or branch club.
3. Conducted new member orientations.
4. Conducted new member induction ceremonies.
5. Quarterly membership growth.

Service

1. Initiated a New Service Project under one of the Global Causes.
2. Completed three Service Activities. (Bonus: Service Project appeared in newspaper/TV)
3. Participated in Student Speakers Contest.
4. Contributed to Lions Clubs International Foundation (LCIF) or any of the Multiple District 4 or Multiple District 4A3 endorsed charities.
5. Roving Lion - Club: Supported and/or participated (*worked /hands on the project*) in another club's fundraising or service project (minimum of 2 or more service/fundraising projects with another club). (A club service/fundraising project is defined as any project entered into the club activities section of the Lions Club International Website). Attendance at club service/fundraising projects will be credited after the completion of a "shift" at the event as determined by the project chair. Club Size applies same as Club Visitations. Members are responsible for reporting on Visitation Card.

Leadership/Organizational Excellence

1. Club is in Good Standing: Not in Status Quo or Financial Suspension. District Dues paid and no unpaid balance with LCI greater than US\$50 outstanding 90 days or more.
2. Members attended District events. (District Meetings, Leadership Training).
3. Members attended Annual MD4-A3 District Convention (April/May).
4. Members attendance at other events:
 - a. Lions Clubs International Convention
 - b. USA/Canada Leadership Forum
 - c. Lions University Program
5. Members attended MD4 State Convention (January 2021)
6. Members attended MD4 Leadership Institute
7. Club or Board conducted strategic planning workshop/retreat.

Marketing & Communication

1. The club has publicized its service projects through local media and/or social media.
2. Promotes events on social media (Website, Facebook, Instagram, etc.)

Visitations

Purpose: To promote the spirit of Lionism, fellowship, and friendship while encouraging visits to other clubs:

Club Size: Club members attending another Club's regular meeting and/or projects in a group shall constitute an official visitation as per the following:

- 24 Members or Less = 2 Members
- 25 to 59 Members = 3 Members
- 60 or More Members = 4 Members

- Period of the contest is **July 1, 2020 – March 31, 2021.**
- Individual lions are responsible for maintaining their Visitation Card and submitting to Contest Chair.

- Short Tail: Member must visit a minimum of five (5) clubs with a combination of two Regions (*Example: Visit two clubs in Region I and three clubs in Region O*). Attend meetings from gavel to gavel.
- Long Tail: Member must visit **ALL** clubs in the District. Attend meetings from gavel to gavel.
- Campus Clubs: Visitations to our Campus Clubs is encouraged. Due to the school's varying schedules and the scheduling of their club meetings; members will not be penalized for not completing a campus club visitation.

Visitation Rules (applicable for Short Tails and Long Tails)

- A. Inform the Club Secretary or Club President to be visited one week in advance so that adequate food preparation can be made and provide approximate number that will be visiting, date of visit and how many will be eating.
- B. **ONLINE MEETING PLATFORM:** Due to COVID-19 county and state restrictions, clubs are meeting online via ZOOM, GoToMeeting, RingCentral Meeting, etc. The same courtesies apply as with the regular visitation rules.
 - 1. Contact club Secretary and inquire if they are meeting online or in person.
 - 2. If they are meeting online, let the secretary know you wish to do a club visitation and who will be joining you on that visitation. In order to receive the meeting invite, each visitor will need to provide their email address to the club secretary.
 - 3. To receive credit for the club visitation you will need to provide proof of attending the meeting from beginning to end.
 - a. Request club secretary to send a copy of the online meeting attendance report to Lion Chris Graham at chrisg5215@aol.com. Ask secretary to include their club name and date of the visitation; or
 - b. Snap a picture of yourself on the computer screen attending the online meeting and send it to Lion Chris Graham. Make sure you include the club name and date of the visitation.
- C. Official club visitation can be done to any club within District 4-A3 during the contest period at a regular meeting, charter night, officers' installation, Club Student Speaker Contest, Holiday party, club service or fundraising project. (A club service/fundraising project is defined as any project entered into the club activities section of the Lions Club International Website).
- D. The club bell, gavel, and banner are the only three items that are subject to 'borrowing' and then only between the opening and closing of the meeting and not during a program. Opening and closing are defined as the first and last bell of the meeting. At no time shall attempts to borrow property be disruptive or discourteous to the Presiding Officer. Good common sense must always prevail on both sides.
- E. Borrowing club property encourages more visitations and should be looked at as a challenge to the host club. It is not intended to demean or belittle anyone. Borrowing of club property shall not occur during any of the following: District Governor visitations, Charter or Installation functions, Holiday parties, Student Speaker meetings, any type of recognition meetings, club meetings with guest speakers, service or fundraising projects.
- F. All borrowed property shall be returned to the rightful club no later than the next District/Cabinet meeting.

Club President Yearbook Contest - Digital or Hard Cover

- A) The purpose of the contest is to display a club's history for a year either in a digital format or Hard Cover. It should be done in such a manner as to be informative and interesting. It should demonstrate the qualities that make the club be recognized. The digital yearbooks will be judged at the district level only. It is open to any club in District 4-A3.

Digital Yearbook

Rules for the judging of the yearbooks:

1. The maximum time allowed for each yearbook is 5 minutes in a loop with a maximum 60 slides (each slide for 5 second duration). No commercial resources including professionals are to be used in the creation of the yearbook. The yearbook must be prepared by club members and/or family members.
2. The yearbook will be identified on the first slide with the club name, names of officers, and yearbook chairperson. Each section must have an intro slide to that section.
3. The yearbook is to be received by the District Digital Yearbook Chairperson, at a date to be announced, but no later than the Saturday 2 weeks prior to the District Convention. Judging is to be performed by the District Digital Yearbook Chairperson and the Global Action Team (District Governor, GST Coordinator, GMT Coordinator, and GLT Coordinator). The yearbook will then be looped and shown at the District Convention for all attendees to view.
4. The winner will be announced at the District Convention.

Scoring: (200 points total)

1. Cover slide: Creativity, inclusion of required information, and overall appearance 15 pts
2. Officer and/or Board pictures: May include group or individual pictures..... 10 pts
3. Local Community Service Projects: Projects meant to support the community 30 pts
4. District Activities: Any activities associated with the functioning of the district..... 30 pts
5. MD-4 Activities: Any activities associated with the Multiple District..... 30 pts
6. International Activities: Any activities associated with Lions International 25 pts
7. Youth Activities: Any activities involving youth including LEOs..... 30 pts
8. Club Social Activities: Any activities including meetings, special events, etc..... 30 pts

Hard Cover Yearbook

Rules:

There will be two categories of yearbook entries:

- 1) One will be an open category without specific requirements concerning size, contents, etc. Points achieved will be determined on a sliding scale by the District Governor and Yearbook Chairperson depending on effort not content. The yearbooks submitted in the open category will not be judged against each other.
- 2) The second category will consist of a yearbook that is eligible for judging at District level and at the MD-4 level. All yearbooks qualifying at this level will receive 200 points to be judged against one another to proceed to next level. Yearbooks cannot be submitted into both categories.

Rules for yearbooks to be judged:

- (1) Maximum cover size is 19" X 25"
- (2) No commercial resources, including professionals or Lions who are commercially involved in this kind of activity, shall be used in any part of the preparation of the yearbook. The yearbook must be prepared by club members and/or family members.
- (3) The yearbook will be identified on the first page with the Club name, District, the names of the officers, directors, and the yearbook chairperson. This page should not be tabbed. A plain flysheet may precede the title page to protect it from abrasion if desired. A Table of Contents must follow the title page.
- (4) The yearbook shall consist of a title page and eight (8) sections arranged in the sequence as indicated under Scoring (1). Each section must be identified by a tabbed section divider.
- (5) The book is to be received by the Yearbook Contest Chairperson at a date to be announced but no later than the Saturday two weeks prior to the District Convention, at a location to be announced. The Chairperson and his/her committee will conduct the judging in private; they will then secure the books until the opening of the District Convention where the books will be displayed. Clubs must reclaim their books at the time specified on the Convention Agenda.

Scoring - 200 points maximum:

- (1) Section Arrangement and suggested inclusions:
 - a. General appearance and overall quality; organization and Table of Contents 15 pts
 - b. Officer and/or Board pictures: May include group or individual pictures..... 10 pts
 - c. Local Community Service Projects: Projects meant to support the community 30 pts
 - d. District Activities: Any activities associated with the functioning of the district..... 30 pts
 - e. MD-4 Activities: Any activities associated with the Multiple District 30 pts
 - f. International Activities: Any activities associated with Lions International..... 25 pts
 - g. Youth Activities: Any activities involving youth including LEOs..... 30 pts
 - h. Club Social Activities: Any activities including meetings, special events, etc. 30 pts

Club Bulletin/Newsletter Contest

A) **Purpose:** To promote timely and ongoing bulletin publishing by all clubs and encourage informative and quality bulletins.

B) Rules:

- (1) Official Contest Period is July 1, 2020 to March 31, 2021.
- (2) Clubs will submit only one bulletin (paper or e-mail) per month period (one every month).
- (3) Submit Newsletter/Bulletin to the Newsletter/bulletin judge as listed under Annual Committees District Contest – Newsletter.
- (4) Submit Newsletter/Bulletin to District Governor and Vice District Governor(s).
- (5) A maximum of 9 (nine) bulletins during the contest period will be allowed. If more than one bulletin is published monthly, only the first bulletin will be judged.
- (6) Bulletins must be received by end of every monthly (No later than the 5th of each month) period.
- (7) Postmark or e-mail date will validate the timeliness of the bulletins. E-mailed bulletins should contain these words in the subject line (to not be considered spam): Club name, bulletin (issue month).
- (8) Batched bulletins will not be judged.
- (9) The March/April bulletin must be received by April 15, 2020

C) Scoring: Maximum 260 Points

1. Bulletin Name, Issue, Number, Date Up to 10 points
2. Club Name and Address Up to 10 points
3. Meeting Days, Time and Location of Meeting..... Up to 10 points
4. Club President’s & Club Secretary’s Contact Information..... Up to 10 points
5. Bulletin Editor’s Contact Information Up to 10 points
6. Program Announcement of Upcoming Meeting or Meetings Up to 10 points
7. Meeting Locations of other neighboring Clubs..... Up to 10 points
8. Appearance: Readability, Layout, White Space, Organization, Creativity..... Up to 10 points
9. Brief Summary of last club meeting(s) Up to 20 points
10. Club Board Meeting & Club Committee Reports..... Up to 25 points
11. Upcoming Club Events: Service and Fundraisers..... Up to 25 points
12. MD4-A3 District Activities: Other clubs, Zone, Region & District..... Up to 20 points
13. MD4 and International Activities: Conventions, USA/Canada Forum, etc. Up to 20 points
14. Photos, Humor, Motivational Quotes, etc. Up to 10 points
15. Information from Lions Clubs International Up to 10 points
16. Items of Special Interest..... Up to 20 points
17. Newsletter/Bulletin Electronic Submission or Posted within Club’s Website..... Up to 30 Points

C) Judging:

Each judge will accumulate the total score for each issue on scoring sheets provided. At the end of the contest, each judge will total the scores of each entry, up to 5 entries and add them all together for a final score.

100% Secretary/Service Reporting Award

1. Membership: Submit Monthly Membership Report (MMR) by end of each month.
2. Service: Participate in at least one service activity under one of the Global Causes.
3. Service: Participate in at least one fundraising activity.
4. Service: Work with Club Service Chair - Complete monthly Club Service Reporting through MyLion.
5. Leadership: Attend at least two District Meetings and District Convention. (In person or Virtual)
6. Leadership: Attend Club Officer Training. (In person or Virtual)
7. Visitations: Complete a club visitation. (In person or Virtual)
8. Complete and submit PU-101 (Club Officer Reporting Form) to LCI on or before April 30, 2021.
9. Complete and submit 2020/2021 Club Excellence Award form for MD4-A3.

100% President Award

1. Membership: Net increase in Membership or retained membership.
2. Service: Participate in at least one service activity under one of the Global Causes.
3. Service: Participate in at least one fundraising activity.
4. Leadership: Attend at least two District Meetings and District Convention (In person or Virtual)
5. Leadership: Attend Club Officer Training (In person or Virtual)
6. Leadership: Attend Student Speaker Contest Zone or Region Contest.
7. Visitations: Complete a club visitation (In person or Virtual)
8. Club has no unpaid balances of over \$50 owed to International or MD4.
9. Complete and submit 2020/2021 Club Excellence form for MD4-A3

All clubs submitting the 2020/2021 Club Excellence Form will be recognized at the end of the year. Points earned will be verified. Top three clubs by size with the highest points will receive an award. The club with the highest earned points and membership growth (or retained membership) will be MD4-A3 Number One Club.

Lion of the Year: District Governor will ask members of the Cabinet for recommendations. Final selection will be made by the District Governor