



MISSION1.5

# MISSION 1.5 Awards & Recognition

# What Awards Will be Offered?

**Special Member Sponsor Pin**

Sponsored a new member

**Special Member Pin**

Joined a new or existing club

**Special Club Sponsor Patch**

Sponsored a new club

**Special Club Organizer Pin**

Organized a new club - All Lions

**Past Officer Sponsoring**

Sponsored new members – Past officers only

**Past Officer Club Chartering**

Organized a new club – Past officers only

**Premier Club (Progressive Award)**

Retention and Growth

**Platinum Club**

Retention and Growth

**Top Sponsors**

Sponsored multiple Lions in a year

**Mission Hero Awards**

Achieved MISSION 1.5 targets

**Presidential Awards (Fast Start)**

Club chartering

**Presidential Awards (Yearlong)**

Club chartering

# New Member Pin

Distribution: Included in New or  
Charter Member Kit  
Available to: All Lions

Lions wear their member pin with pride. This is an opportunity for Lions joining during this initiative to receive special recognition for becoming a Lion during our first membership initiative in our second century of service.

## **Current situation:**

New Members and Charter Members receive a pin when they join an existing club or as members of a new club.

## **MISSION 1.5 enhancement:**

In addition to the pin they receive, new and charter members will receive a special **MISSION 1.5** Member pin if they join during this initiative.



# Special Sponsor Pin

Distribution: Included in New  
Member Kit  
Available to: All Lions

Sponsoring new members is the heartbeat behind membership growth. Recognizing sponsors is a way to inspire others to invite family, friends and colleagues to serve humanitarian needs as Lions.

## Current Situation

Member Sponsors currently receive a pin stating “sponsor” on the pin to recognize their work in bringing in a new member. When the member they sponsor stays for at least a year, the member counts toward their progressive Key Award.

## **MISSION 1.5 Enhancement:**

In addition to the current recognition a sponsoring Lion receives, they will also receive a special pin, which they may wear with pride to let others know they brought in a new member during this initiative.



# Club Sponsor Patch

Distribution: Included in Charter  
Kit  
Available to: Lions Clubs

Sponsoring new Lions Clubs is critical to the growth of Lions, creating service opportunities in new communities, and for more people. Serving as a mentor to the newly formed Lions club is an important role of the sponsoring club. Club sponsors should be proud of the work they do and be able to display it on their club banner.

## **Current Situation:**

Sponsoring clubs receive a banner patch when a new club is formed.

## **MISSION 1.5 enhancement:**

Clubs sponsoring a new club during this initiative will receive a specially designed, limited edition banner patch to proudly display so all know they played a role in the success of *MISSION 1.5*.



# Club Organizer Pin

Distribution: Included in Charter Kit  
Available to: All Lions

Lions willing to commit the work to extend new clubs is a critical part of membership growth within every district around the world. Lions willing to take on this task should be recognized for their efforts.

## **Current Situation:**

Club Organizers (Extension Award Nominees) receive a pin with the number of clubs chartered after each club is active for a year and a day.

## **MISSION 1.5 enhancement:**

In addition to the current award, Club Organizers will receive a special pin when the club is chartered to provide special recognition at the charter ceremony for each new club.



# Special Past Officer Recognition

Distribution: PIP/PIDs given at Convention at PIP/PID Seminar. Others are Mailed to Area Leader for recognition at the end of each year.  
Available to: PIPs, PIDs, PDGs

Our past leaders have influence across their districts, multiple districts and CAs. When our past officers lead by example, it demonstrates what Lions at all levels should be doing in order to achieve success. Past officers should be recognized for their contributions to *MISSION 1.5*.

## **Current Situation:**

Past officers receive the same recognition as all Lions.

## **MISSION 1.5 enhancement:**

- Past officers sponsoring at least 2 members in a Lions year will receive a *MISSION 1.5* Advocate pin
- Past officers sponsoring at 5 or more members in a Lions Year will receive a *MISSION 1.5* Leader pin
- Past officers chartering a new club will receive a *MISSION 1.5* Extension pin.

Each of these pins will be unique with the year the target was achieved, and are a limited-edition pin for past officers, to inspire action during *MISSION 1.5*.

# Distinct Club

Distribution: Shipped to DG following each Lions Year  
Awarded to: Clubs

Member satisfaction is important to our success. Member satisfaction happens when clubs run smoothly, listen to their members and keep them engaged. This will inspire members to be extremely satisfied and encourage them to invite others to join.

## **Current Situation:**

Clubs receive a patch for member satisfaction, however, while it measures retention, it does not separate truly excellent clubs from the rest.

## **MISSION 1.5 enhancement:**

A Distinct Club patch will be awarded to a club retaining 100% of its members (deceased members are excluded from the calculation) and growing by 10% (minimum 5-member growth). Clubs will be recognized in the Lion Magazine.

Clubs earning this award in subsequent years will get a progressive patch (Silver, Gold, Diamond) and a plaque to recognize them for their continued excellence. Clubs will be recognized in the *Lion Magazine* and at LCIcon.





# Distinguished Club

Distribution: Shipped to Area Leader for recognition.  
Awarded to: Clubs

## ***MISSION 1.5*** enhancement:

A club of distinguishment is like a club of distinction, except the club grows by 100% (minimum growth of 20) during a Lion Year. The club will receive a patch and plaque, as well as be recognized in the *Lion Magazine* and prominently at LCIcon.



## Mission Achiever Awards: Mid-Year

Distribution: Shipped to Area Leader for recognition, or to CA Leaders for Area Leaders.  
Awarded to: District and up GAT Leadership

District Teams will be asked to achieve challenging targets throughout this initiative. The Lions leading these districts should receive recognition for their accomplishments.

### **Current situation:**

Districts achieving goals will be recognized on the website at the end of each year.

### **MISSION 1.5 enhancement:**

A mid-year plaque will be given to Lions hitting targets, as well as leading by example.

**District Governors:** District Governors who have personally sponsored at least 5 members and have achieved at least half of their net gain and new club target will be recognized.

**District/MD Coordinators:** Other members of the GAT structure will be recognized when their district(s) achieved half the net gain and new club target, and the coordinator has either sponsored at least 5 members or formed a club.

**Area Leader:** Area Leaders will be recognized when all the districts within their purview achieve half of their targets, and the Area Leader has sponsored at least 5 members or formed a club.



## Mission Achiever Awards: End of Year

Shipped to Area Leader for recognition, or to CA Leaders for Area Leaders.

Awarded to: ZC/RC, District and up GAT Leadership

District Teams will be asked to achieve challenging targets throughout this initiative. The Lions leading these districts should receive recognition for their accomplishments.

### **Current situation:**

Districts achieving goals will be recognized on the website at the end of each year.

### **MISSION 1.5 enhancement:**

At the end of the year, Leaders achieving 75% of the membership Target will receive a Silver Medal, those achieving 100% will receive a Gold Medal when also leading by example. In addition, Gold Medalists will be recognized in the *Lion Magazine* and at LCIcon.

**Zone Chair/Region Chair:** Zone Chairs (of zones with at least 4 clubs) and Region Chairs (of regions with at least 8 clubs) will receive the Gold Medal if the zone/region had overall growth and the ZC/RC sponsored at least 5 members or formed a club.

**District Governors:** District Governors who have personally sponsored at least 5 members and have achieved 75% (Silver) 100% (Gold) of their net gain and new club target will be recognized.

**District/MD Coordinators:** Other members of the GAT structure will be recognized when their district(s) achieved 75% (Silver) 100% (Gold) net gain and new club target, and the coordinator has either sponsored at least 5 members or formed a club.

**Area Leader:** Area Leaders will be recognized when all the districts within their purview achieve 75% (Silver) 100% (Gold) of their targets, and the Area Leader has sponsored at least 5 members or formed a club.



## Top Sponsors

Distribution: Shipped to Area Leader for recognition.  
Awarded to: Clubs

While it takes everyone to achieve our goals, there will be some who do more than others. They should receive special recognition for going above and beyond.

### **MISSION 1.5 enhancement:**

**Global:** The top 100 sponsors globally will be recognized with a special pin and plaque for their work recruiting additional Lions to join hands in service. They will also be recognized in the *Lion Magazine*, on the website and at LCICon.

**CA Level:** The Top 25 sponsors (excluding the top 100 global) in each CA will be recognized with a special pin and certificate. In addition, they will be recognized in their regional edition of the *Lion Magazine*.



## Presidential Awards – Fast Start

Distribution: Shipped to District Governor for presentation  
Awarded to: Lions helping form new clubs.

Forming Clubs is the most impactful way Districts can influence Membership Growth. Those forming clubs should receive the highest possible recognition.

### **Current situation:**

Incoming Presidents can choose how they want to allocate presidential awards.

### **MISSION 1.5 enhancement:**

There will be a consistent Fast Start challenge during the *MISSION 1.5* Initiative. Districts will receive a Leadership Medal for every 2 clubs formed and a presidential medal for every 3 clubs formed within the first 3 months of each Lion Year.

The recipient will be a recommended Lion of the District Governor's choice. This Lion would have played a significant role in forming these clubs. Lions are only eligible to receive a single presidential or leadership award in a year.



## Presidential Awards – Yearlong

Distribution: Shipped to District Governor for presentation  
Awarded to: Lions helping form new clubs.

Forming Clubs is the most impactful way Districts can influence Membership Growth. Those forming clubs should receive the highest possible recognition.

### **Current situation:**

Incoming Presidents can choose how they want to allocate presidential awards.

### **MISSION 1.5 enhancement:**

Following the “Fast Start” challenge, districts will still have an opportunity to earn Presidential Awards. Districts will receive a Leadership Medal for every 3 clubs formed and a presidential medal for every 5 clubs formed after the first 3 months of each Lion Year.

The recipient will be a recommended Lion of the District Governor’s choice. This Lion would have played a significant role in forming these clubs. Lions are only eligible to receive a single presidential or leadership award in a year.

