



LIONS CLUBS INTERNATIONAL

YOUNG AMBASSADOR OF THE 21st CENTURY CLUB OFFICERS' GUIDE (to be read in conjunction with the Application Form)

1. Introduction

The aim of the scheme, which operates internationally, is to recognise, encourage and support young people who are actively involved in the welfare of the community. The scheme will take the form of the selection of a Young Ambassador of the 21st Century which will be awarded at the annual Multiple District Final.

2. Rules and Selection Process

a) Candidates are required to be selected by a Lions, Leo or Lioness club to participate in the scheme. Thereafter, each club is responsible for actively sponsoring the candidate at subsequent levels and should be aware of the commitment required to support the candidate, together with the cost of their candidate's expenses. Expenses incurred can correctly be drawn from the club's Charity account.

b) Each participating club is asked to contribute a District fee of £25, £20 of which is for forwarding by District Treasurers to the Youth Trust. It is further suggested that all clubs support Multiple District with a contribution of £50 towards the expenses of all the Lions Youth Programmes. These fees should be received by the District Treasurer not later than 30 September of the award year and the MD fee can then be paid to the MD Youth Trust by 31st January.

b) The scheme is open to male and female candidates within the age limits set out below:

To be eligible, candidates must have reached their 15th birthday, but not their 19th birthday, on or before 30th June in the year in which the MD Final is to be held.

c) Members of Leo and Lioness clubs are eligible to put themselves forward for selection as a candidate, provided that they are not sponsored by their own club and are within the age range specified.

d) Previous winners of an MD Young Ambassador Final are not eligible for selection as candidates.

e) Candidates will progress through the various levels (Club, Zone, Region and District) up to the MD Final. The MD Final winner will progress to the European Final to be held at Europa Forum.

f) The Young Ambassador of the 21st Century award consists of:

- A bursary of £1,500, funded by Winterflood Securities Ltd.
- The Winterflood Securities Ltd. Silver Rose Bowl to be held for one year
- A small silver replica of the Winterflood Securities Ltd. Rose Bowl
- A commitment to address the MD Convention in that year, with expenses paid by the MD Youth Trust
- An invitation to the MD International Youth Centre of that year, with expenses paid by the Multiple District.
- A commitment to participate in the Young Ambassador of the 21st Century European award, to be held at Europa Forum later in the same year.

All other participants in the MD Final will win a bursary of £500, also funded by Winterflood Securities Ltd. Candidates may be awarded further prizes at the discretion of their sponsoring club and District.

Important Note – the winners' bursaries are to be used for the welfare work within the candidates' projects or for

training to develop the candidates' potential to carry out this welfare work. These bursaries are not intended to be for the personal financial benefit of the candidates. The only personal benefit to be derived is the encouragement of character development through participation in the scheme.

3. Procedures for Club, Zone, Region and District Finals

- a) Appoint a club member interested in young people as Club Young Ambassador Officer. Liaise with the District Young Ambassador Officer.
- b) This District Officer is responsible for circulating Application Forms, Club Guides and posters to the Club Officers.
- c) The Club Officer should prepare an explanatory letter for distribution to likely sources of candidates and follow up with personal calls to clubs for young people, volunteer groups, churches, schools, colleges, scouts/guides, cadets, community groups, St John Ambulance, wardens of old people's homes, nurseries, disabled groups and others.
- d) Club Officers need to promote the scheme to generate potential candidates' interest, by obtaining media publicity - issue press releases, display posters in suitable locations. Remember to include a name and contact details as a source of further information
- e) Distribute Application Forms to each applicant and ensure that the completed forms contain all required information, in black for ease of photocopying. A letter of support from a sponsor should be obtained and included with the form.
- f) The winning candidate of each competition proceeds to the next level as follows: Winner of Club Competition → Zone Competition → Region Competition → District Competition → MD Final. Club Presidents, Zone and Region Chairmen and District Officers take responsibility for their particular level of these competitions. The relevant Officer is responsible for organising

the presentation of the prizes and Certificates of Participation. The District Governor, District Officer or Club President could be invited to make this presentation.

- g) If there is only one candidate at any level, this candidate will be deemed the winner of that level.
- h) Plan the format of an event to judge the best candidate to proceed to the next level.
- i) Appoint three non-Lion judges, male and female, from education, youth or community service and industry or commerce. If possible, change one of the judges each year, with judges progressing to be lead judge/chairman in their final third year. Provide the judges with copies of the candidates' Application Forms, letters from sponsors, any supporting materials and a copy of this Guide. Outline the priorities and the aims and objectives of the scheme. Discuss the method of judging, which could be interview, presentation or both, and their role in identifying the winner.
- j) No candidate may be related to any member of the judging panel.
- k) Provide the judges with marking sheets containing the criteria for the categories they will be judging as follows:
 - The extent of the candidate's involvement in community service, for which 50% of the marks can be allocated.
 - The personality and leadership qualities of the candidate (15% of the marks).
 - The candidate's proposals for the use of the bursary (15% of the marks).
 - The ability to speak for up to 3 minutes about the candidates service activities (20% of the marks). N.B. This timing may be increased at rounds prior to the MD Final, as decided by the District Officer.
- l. Arrange venue, date and time and issue invitations to District and Multiple District Lions, friends and candidates' supporters. Invite local press to maximise publicity from the event. Prepare an agenda, which could be in the following format:

1. Short introduction of the event, the candidates and their sponsoring clubs. Welcome to any guests. Make a random selection for the order in which the candidates will be judged. Between each candidate, ensure that the judges have sufficient time to make notes and enter up the marking sheets before introducing the next candidate.

2. Each candidate is required to speak for 3 minutes (or longer see page 2, point k,) on their community work, either to the judges only or as a presentation. They may display photographs and illustrations of their work if they wish.

3. The judges will then ask each candidate a number of questions for clarification on their presentation and the information contained on their application form. The presentation and interview should last a maximum of 20 minutes.

4. Each judge will complete a marking sheet for each candidate and the lead judge will calculate the winner. If there is a tie, the judges will discuss the candidates and reach consensus.

5. The candidates and any audience present will be advised of the result. Invite the lead judge to comment on the candidates and congratulate everyone for taking part. Prizes at Club, Zone, Region and District competitions are at the discretion of the Lions' District, as are letters of thanks to their judges.

4. Multiple District Final

1. Each District Officer should prepare the following information for the MD Final and send sets of copies to the MD Young Ambassador Officer as requested, normally at least two weeks prior to the MD Final.

Four copies are required of:

- Candidate's Application Form which includes details of how the whole of the £1500 bursary will be spent - the candidate's description of their work should be submitted on attached sheets (4 copies).

- Passport-size photographs, one attached to each copy of the Application Form (4 copies).
- One photograph emailed to the MD Young Ambassador Officer for larger-size print to show on a Display Stand at the MD Final.
- Written letter of support from the candidate's sponsor (4 copies).
- A written appraisal from the District Final's Lead Judge (4 copies).

2. Judges will be appointed in the same way as for Club, Zone, Region and District Finals, see page 2, point i.

3. The District Officer, who must be CRB checked, is responsible for accompanying the candidate to the MD Final, which is a weekend event as follows:

4. The MD Young Ambassador Officer organises a suitable hotel for the event – perhaps a hotel with gym and health club, reasonably priced and large enough to accommodate everyone in the same venue. The MD Young Ambassador Officer, with the help of the District Officers, also invites all clubs, District and MD Officers to attend the weekend, together with local dignitaries like the Mayor of the Town.

a. Candidates arrive on Friday afternoon. Their expenses for the weekend are paid by Multiple District. This includes accommodation, travelling expenses, meals, an activity and one short telephone call home to confirm safe arrival.

b. Friday evening: This opens with a short welcome and introduction of all the candidates. A random selection will be made for times for candidate interviews the next day.

c. "Fun night" with a buffet meal and informal "ice-breaking" games.

d. Saturday daytime: Candidate interviews all day. Half of the candidates will be interviewed in the morning and half in the afternoon, with an activity like Ten Pin Bowling for the other half of the day. Candidates take lunch together in the hotel.

Judging: This will follow the same format as before, but this time, the candidates will be

Sponsors of the bursaries for the MD 105 Young Ambassador of the 21st Century



interviewed by the judges in private. The candidates are required to make a 3 minute presentation. They will then be interviewed by the judges. They may take along illustrations of their work in the form of a display or photographs, but are not permitted to show powerpoint or other electronic presentations. Each candidate is allocated 30 minutes: 3 minutes for their presentation, 15 minutes for interview and 12 minutes for judges' private discussion before the next candidate. The judges take lunch in their private room, with an hour and a half for taking a break and catching up on any note-taking and discussion they may need. At the end of the judging, the lead judge calculates the winner from the individual judges' scores. If there is a tie, the judges will discuss the candidates and reach consensus.

e. Candidates' evening entertainment – Once the judging is completed, the candidates are requested to prepare an evening entertainment for the Gala Dinner.

f. Saturday evening: a Gala Dinner will take place, with entertainment by the candidates, followed by dancing.

g. Sunday morning District Officers' meeting with the MD Young Ambassador Officer, to exchange feedback on the weekend and make any suggestions for the next event. Application Forms, Club Officers' Guides and posters are circulated for the next year's competition. Plans for a mid-year meeting are made.

Sunday morning Presentation and announcement of Multiple District winner

1. Clubs, Zones, Regions, Districts and MD Lions are invited to attend this presentation, together with any special guests.

2. Approximate timetable for presentation:

10 a.m. Press invited to take photographs of the candidates with the Mayor of the local Town and any other dignitaries, Lions and non-Lions.

10.30 a.m. Audience assembles and candidates enter with their District Officer and are announced.

10.35 a.m. Welcome by the MD Young Ambassador Officer.

11 a.m. 3 minute presentations by all the candidates.

11.45 a.m. Guest speaker – perhaps the local Mayor.

12 noon The Lead Judge sums up and announces the winner. The winner's trophy will be presented at **MD Convention**, when the winner will again make their 3 minute presentation. Bursary cheques, Certificates of Participation and a commemorative gift are presented to all competing candidates. This is followed by a presentation of any other prizes and certificates that the Multiple District may wish to award and gifts are presented to the judges. The MD Young Ambassador Officer thanks everyone for attending.

12.30 p.m. Close of ceremony and end of finals weekend.

Suggested Timetable for the Year

June to October Promotion of the scheme by clubs and arrangements made for the competition.

End October - Club finals completed.

November – Zone and region competitions completed.

December – Preparation of information for the District Final.

January – District Final completed and information about the winner sent to the MD Young Ambassador Officer.

Mid/End January All information received by the MD Young Ambassador Officer in preparation for the MD Final.

February - MD Final to be held.

Between February and August The MD Young Ambassador Officer, with help from the winner's District Officer, is required to prepare all the information for the winning candidate to attend Europa Forum and compete at the European Final. (See European guidelines).

August Winning MD candidate's information should be sent to the European Chairman at least 8 weeks prior to Europa Forum, which is normally held in early October.