

# Ways to Strengthen Your Club:

*"Would you like your club to be bigger, stronger, and better? This interactive seminar will give you ideas to strengthen your club. Learn how membership and leadership development, along with club planning are components of the club strengthening processes. Come and learn how to make your club better than ever!"*



DG Lion Rob Rand



# Introduction

- From Trempealeau, Wisconsin and now live in Richfield, Minnesota
- Elementary Education Degree, Curriculum & Instruction Masters, MBA, Licensed K-12 School Administrator
- 15 years in Public Education, now 4<sup>th</sup> Grade Teacher
- Served as Club President, Board Member, Membership Chair
- Served as Kid Sight Director and Minnesota Lions Vision Foundation Director, District Governor
- Graduate of the MD5M RLLI, Guiding Lion Training
- Melvin Jones Fellow, Club President Award



# Objectives

- **Learn** : Ideas to strengthen your club
- **Identify**: How Membership and Leadership development and planning are a component of most club strengthening processes
- **Understand**: Your role in the club's success
- **Incorporate**: Membership and Leadership Development and Planning to help strengthen your club



# You as a Leader....



More fun at : FunnyLOL247.COM

Reflect:

What makes a leader?

Do you consider yourself to be a leader?

- [Kid President](#)



# International President Gudrun Yngvadottir's:

## Presidential Theme – We Serve Presidential Message – Beyond the Horizon

1. Moving membership.
2. Increasing leadership opportunities
3. Increase member retention, growth, satisfaction
4. Sharing our stories



# New Voices

Strengthen the Pride through:

- Service
- Membership Development
- Strengthening your local Club
- Leos
- Leadership
- Creativity
- Partnerships
- Rededication
- Courage and Conviction





# Themes for Club Excellence

- Set Club Goals
- Hold Effective Club Meetings
- Conduct Meaningful Service Projects and Fundraisers
- Recognize Your Achievements
- Have Fun!
- Develop Leadership
- Build, Maintain, and Involve Membership



# Set Goals for your Club

- Why Set Goals?
  - Achieve more
  - Outline to Success
  - Helps improve self confidence
  - Provides roadmap and direction
  - Stress reduction
- Goals should be S.M.A.R.T.
  - Specific
  - Measurable
  - Actionable
  - Realistic
  - Timebound



# Set Goals for your Club



*Blueprint for a Stronger Club*  
**Planning Process Worksheet**

Goal Statement

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Tasks	Challenges/Obstacles	Possible Solutions
1.		
2.		
3.		
4.		
5.		
Resources Needed (People)	Resources Needed (Materials)	
1.	1.	
2.	2.	
3.	3.	
4.	4.	
5.	5.	
6.	6.	
7.	7.	

DA-STPBPPW

*Blueprint for a Stronger Club*  
**Action Plan Worksheet**

WHAT (Goal Statement)

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HOW? (Action Steps)	WHEN? (Deadline for completion)	WHO? (Person(s) responsible for action)	HOW WILL WE KNOW? (How we will know the action step is accomplished)

DA-STPBAPW



# Hold Effective Club meetings

- Why?
  - Keeps Members Interested
  - Keeps the club functioning at a high level

**Many surveys have indicated #1 reason people leave service clubs is due to long and/or boring meetings.**



# Hold Effective Club meetings

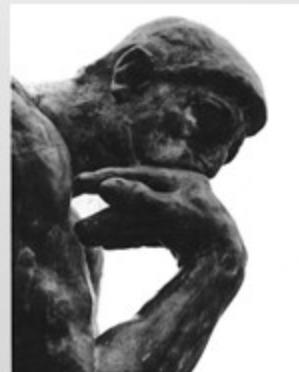
- **How?**
  - **Set and Agenda and follow through**
  - **Limit Times for Tail Twister and Programs**
  - **Set a good structure for the meeting**
  - **Make it Interesting and Fun**
  - **Keep focus of Board and General Meetings consistent**
  - **Work to eliminate cliques**
  - **Monitor Attendance**

**As a club leader you need to be monitoring the meetings and adjusting accordingly.**

# Conduct Meaningful Service Projects



- What does the Community Need?
  - Perform a community Needs assessment
- Engage other community members
- Borrow Ideas from other Lions
- Look to membership for causes they are passionate about





# Successful Fundraising

- Must be well organized
- Advertise/Promote
  - Local Media
  - Social Media
- Pre-sell Tickets if possible
- Announce what the funds will be used for (to whom)
- Consider Free Will donations

# Service Projects & Fundraising



- Brainstorm for new ideas occasionally
- Plan to incorporate a signature project
- Project structure
  - Chairs and Co-Chairs
  - Project Treasurers
  - Allow members to step up into leadership roles on the project



# Recognize Achievement

- LCIF
  - Melvin Jones Fellowship
- Foundation Awards
  - Helen Keller, Dream Catcher, Lions Hearing Research Fellowship, Kid Slight
- Club Awards
  - Lion of the Year, New Member of the Year, Past President Recognition
- President Appreciation Awards
- Customized Awards
- Additional Awards
  - 100% Attendance, 100% Secretary, LCI Chevrons
- Hand Shake / Recognition during meeting
- Acknowledgement / Credit in a Presentation or Speech

# Custom Awards







# Have Fun in Service

- Use your Tail Twisters
  - Give them time each meeting for fun activities
- Be Creative with Fundraisers
  - For example decorate a tree or perform caroling during a Christmas Tree Sale
- Have a Destination Meeting
  - Board meeting in a local park shelter
- Schedule Club Outings
  - Plan for a Fall Colors tour, or Christmas light tour or happy hour
- Be Creative, find things your members enjoy and run with it



# Leadership Development

- Learn the different styles of leadership and understand when each is most effective
  - Autocratic - leader makes decisions, little input from follower
  - Coaching - Decision made by leader, but with input from followers
  - Delegating - Follower decides how the leader is involved.
  - Democratic - Decisions are made by the group
  - Directing - One way communication, Top Down
  - Permissive - Leader is really part of the group
  - Supporting – Facilitator, control is with the follower
  - Servant - Shares power, puts the needs of others first

There is an entire course in the Masters Program at Lions University on this topic.  
Masters Course 203



# Leadership Development

LCI Leadership Resource Center

- Under Member Center > Resources on the LCI website
- Many categories of topics for Leadership Development
  - Global Leadership Team
  - Lions Learning Center
  - Development Programs
  - Training Materials and Resources
  - Leadership Communication Center



# Membership



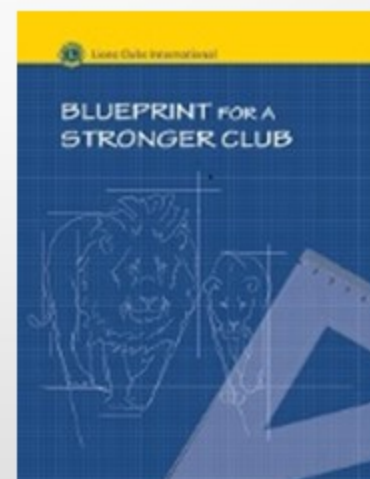
- Entire Club is Responsible
- Set Individual and Club Goals
- Retention : Keep the members you have
- Understand the needs of the members
  - Understand member motivation
  - The Lions Blog : Improving Member Satisfaction



# LCI Resources to Strengthen Membership and Clubs



- Lions International Member Center: Strengthen Membership
  - For Clubs
    - Club Quality Initiative
    - Blueprint for a Stronger Club
    - Membership Satisfaction Guide
    - How are your Ratings?
    - Community Needs Assessment
    - Your Club, Your Way
  - For Members
    - New Member Orientation
    - Mentoring Program
    - Online Courses at the Lions Learning Center



# Resources to Strengthen Membership and Clubs



Page    Inbox    Notifications    Insights    Publishing To...    Ad Center    More    Settings    Help

## Where there's a need, there's a Lion

MINNEAPOLIS DOWNTOWN NEXT GENERATION LIONS CLUB

5.0 5 out of 5 stars

Like    Following    Share    Send Email

Create Post    Live    Event    Offer    Job

Write a post...

Photo/Video    Feeling/Activ...    Check in

Reach People Nearby    Get More Page Likes

Minneapolis  
Downtown - Next  
Generation Lions  
Club  
@MplsDNGLions

- Home
- About
- Reviews
- Photos
- Events
- Videos
- Posts
- Community
- Info and Ads

## Minneapolis Downtown Next Generation Lions Club

Minnesota - United States    District 5M-5

- Home
- Calendar
- Club Projects
- Photo Gallery
- Contact Us
- FAQ's
- Climbing for the Next Generation

### Meetings

**When:** 3rd Wednesday of the month at 11:30 a.m.  
**Where:** Varies: Please check calendar or Facebook

### Members

Username  
Password  
Login

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**Where:** Varies: Please check calendar or Facebook

### Members

Username  
Password  
Login

### Minneapolis Downtown Next Generation Lions Club:

Born in 2009 we are a group of men and women, young and old working together to live up to the Lions Motto: "We Serve". Our primary focus is sight and giving back to the Minneapolis community while having fun.

[Eye Glass Collection!](#)

### Lions Clubs International News

- Meet your Global Action Team
- Take your club to the next level
- Download the LION Magazine app
- Join us for 2019 convention in Milan
- Enjoy new presidential videos
- Contribute to the Lions Blog!

### Connect with Us Online

- Lions on the Web
- Lions Clubs International
- LCIF
- Leadership Resource Center
- Lions Videos
- Be A Lion

Twitter

Northern Pride Lions Leadership Forum 20:



## Who Are Lions?

Lions meet the needs of local communities and the world. Our 1.4 million members in over 210 countries and geographic areas are different in many ways, but we share a core belief – community is what we make it.

## More Volunteers in More Places than Any Other Service Club Organization

When it comes to meeting challenges, our response is simple: We serve. In over 210 countries, in hospitals and senior centers, in regions battered by natural disaster, in schools and in eyeglass recycling centers, Lions are at work, helping, leading, planning and supporting. Because we're local, we can serve the unique needs of the communities we live in. And because we're global, we can address challenges that go beyond borders.

### Looking to join the Lions?

As a Lions Club Member you'll join a local group of service-minded men and women who volunteer to support your community every day.

### How to Join Us? Live or work Downtown Minneapolis?

Visit our website at:  
[www.e-clubhouse.org/sites/minneapolisnext](http://www.e-clubhouse.org/sites/minneapolisnext)

On Facebook at:  
[www.facebook.com/MplsDNGLions](http://www.facebook.com/MplsDNGLions)

Email: [MplsDNGLions@gmail.com](mailto:MplsDNGLions@gmail.com)

Monthly Lunch Meetings are the 3rd Wednesday of the month at Macy's Oak Grill from 11:15am - 12:30 pm. Lunch cost is \$15.00.

Join us for Happy Hour the 1st Tuesday of the month. Location is announced on our Facebook page. 5:00 pm - 7:00 pm

Or, find a club near you and contact them directly to ask about becoming a member of their club!  
<https://directory.lionsclubs.org/>



## Minneapolis Downtown Next Generation Lions Club

### Monthly Meetings:

**Lunch:** 3rd Wednesday - Macy's Oak Grill      11:15am - 12:30 pm  
**Happy Hour:** 1st Tuesday - Place TBD      5:00 pm - 7:00 pm

Email: [MplsDNGLions@gmail.com](mailto:MplsDNGLions@gmail.com)  
[www.e-clubhouse.org/sites/minneapolisnext/](http://www.e-clubhouse.org/sites/minneapolisnext/)  
[www.facebook.com/MplsDNGLions](http://www.facebook.com/MplsDNGLions)



# 2018-2019 CLUB EXCELLENCE AWARD APPLICATION

Club must be chartered prior to January 1 of the fiscal year to qualify.

Application Date \_\_\_\_\_

Club Number \_\_\_\_\_

Club Name \_\_\_\_\_

Member Number \_\_\_\_\_

2018-2019 Club President's Name \_\_\_\_\_

2018-2019 Club President's Email Address \_\_\_\_\_



<p><b>1. MEMBERSHIP</b></p> <p><input type="checkbox"/> Achieved a Net Growth of: _____ *</p> <p><u>OR</u></p> <p><input type="checkbox"/> Chartered new Lions club or Club Branch: Name of club or branch: _____</p> <p><u>AND</u></p> <p><input type="checkbox"/> Supported member retention by increasing member satisfaction</p> <p>Outline strategy: _____</p> <p>_____</p> <p><i>*Based on June 30 cumulative membership report</i></p>	<p><b>2. SERVICE</b></p> <p><input type="checkbox"/> Started a new service project. Consider one of our Global Causes!</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p><u>OR</u></p> <p><input type="checkbox"/> Organized a new Leo Club</p> <p><u>AND</u></p> <p><input type="checkbox"/> Contributed to LCIF</p>						
<p><b>3. ORGANIZATIONAL EXCELLENCE</b></p> <p><input type="checkbox"/> 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.</p> <p><u>AND</u></p> <p><input type="checkbox"/> Key Officers participate in one or more of the following leadership training events:</p> <table border="0"> <tr> <td><input type="checkbox"/> District</td> <td><input type="checkbox"/> Multiple District</td> </tr> <tr> <td><input type="checkbox"/> International</td> <td><input type="checkbox"/> Webinars</td> </tr> <tr> <td><input type="checkbox"/> Lions Learning Center</td> <td><input type="checkbox"/> Club Quality Initiative</td> </tr> </table> <p><u>AND</u></p> <p><input type="checkbox"/> Improved club operations</p> <p>Improvements include: _____</p> <p>_____</p>	<input type="checkbox"/> District	<input type="checkbox"/> Multiple District	<input type="checkbox"/> International	<input type="checkbox"/> Webinars	<input type="checkbox"/> Lions Learning Center	<input type="checkbox"/> Club Quality Initiative	<p><b>4. MARKETING AND COMMUNICATION</b></p> <p><input type="checkbox"/> The club has publicized its service activities through local media or social media as noted below:</p> <p>_____</p> <p>_____</p> <p><u>OR</u></p> <p><input type="checkbox"/> The club utilized social media to promote club activities and reported to Lions Clubs International as noted below:</p> <p>_____</p> <p>_____</p>
<input type="checkbox"/> District	<input type="checkbox"/> Multiple District						
<input type="checkbox"/> International	<input type="checkbox"/> Webinars						
<input type="checkbox"/> Lions Learning Center	<input type="checkbox"/> Club Quality Initiative						

Date \_\_\_\_\_ 2018-2019 District Governor's Signature\* \_\_\_\_\_ District \_\_\_\_\_ Member Number \_\_\_\_\_

Due by: August 31, 2019  
 Send to: [clubexcellenceaward@lionsclubs.org](mailto:clubexcellenceaward@lionsclubs.org) or fax to (630) 706-9245  
 Awards Mailed to: 2019-2020 District Governors

\*If sent from district governor's registered email, it qualifies as signature on applications submitted electronically.  
 Disqualified clubs have 12 months from original due date to request a review.





# Objectives

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- **Identify**: How Membership and Leadership development and planning are a component of most club strengthening processes
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- **Incorporate**: Membership and Leadership Development and Planning to help strengthen your club

# Thank You!



Thank you all for attending the forum and this session!

Special thanks to Lion Vicki Violet for Moderating.



# References

- PIP Preston's : Strengthen the Pride  
<http://www.lionsclubs.org/resources/EN/pdfs/intprogram.pdf>
- Effective Club Meetings: Lions University Bachelor Course 104  
<http://www.lionsuniversity.org/bachelors/>
- Community Needs Assessment  
<http://www.lionsclubs.org/resources/EN/pdfs/cmtty-needs-assessment.pdf>
- Dynamic Community Service Projects: Lions University Bachelor Course 105  
<http://www.lionsuniversity.org/bachelors/>
- Leadership Styles: Lions University Masters Course 203  
<http://www.lionsuniversity.org/masters/>
- LCI Leadership Resource Center  
<http://members.lionsclubs.org/EN/resources/leadership-resource-center/index.php>



# References

- Member Motivation: Bachelor Course 108 (also in section 6 of the RLLI guide)  
<http://www.lionsuniversity.org/bachelors/>
- Improving Membership Satisfaction The Lions Blog (April 30<sup>th</sup>, 2013)  
<http://lionsclubs.org/blog/2013/04/30/improving-membership-satisfaction/>
- Lions International Member Center: Strengthen Membership  
<http://members.lionsclubs.org/EN/lions/strengthen-membership/index.php>
- LCI Process Planning Worksheet  
<http://www.lionsclubs.org/resources/EN/pdfs/DA-STPBPPW.pdf>
- LCI Action Plan Worksheet  
<http://www.lionsclubs.org/resources/EN/pdfs/DA-STPBAPW.pdf>