



# SPEAKING CARDS

2021 EDITION

Compiled by

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## INDEX

<b>Lions Club Facts</b>	1
<b>Lions Purposes</b>	2
<b>Lions Code of Ethics</b>	3
<b>Melvin Jones</b>	4
<b>Helen Keller's Speech</b>	5
<b>The Lions Name and Emblem</b>	6
<b>Lions Clubs International History</b>	7
<b>Obligations of Chartered Clubs</b>	9
<b>Membership Categories</b>	10
<b>Membership Dues</b>	11
<b>Club Membership Reporting</b>	12
<b>Introducing MyLion</b>	13
<b>Service Activity Reporting Guide</b>	14

<b>District Governor's Advisory Committee</b>	17
<b>Status Quo Clubs</b>	18
<b>Recommending Status Quo for a Club</b>	19
<b>Priority Club Status</b>	20
<b>Financial Suspension of Clubs</b>	21
<b>Charter Cancellation</b>	22
<b>Single Club Transfers</b>	23
<b>Family Membership</b>	24
<b>Family Membership Program FAQ</b>	25
<b>Specialty Clubs</b>	26
<b>Campus Lions Club</b>	27
<b>Club Branch Program</b>	28
<b>Leo Lions Club Program</b>	29
<b>Student Member Program</b>	30
<b>Certified Guiding Lion Program</b>	31
<b>Club Success</b>	32
<b>The Club Quality Initiative (CQI)</b>	33

## INDEX

Frequently Asked Questions (CQI)	35
The Year-round Growth Program	36
Join Together Program	37
Lions Worldwide Induction Day	38
Redistricting	39
PR Grant Program	41
Key Messages	42
Key Questions	43
Protocol Issues	44
Lions Mentoring Program	45
Peace Poster Contest	46
Peace Essay Contest	47
Leo Program	48
E- Club House	49
Campaign 100: LCIF Empowering Service	50

Campaign 100 : LCIF Empowering Service FAQs	55
LCIF Grant Programs	59
Ways to Support LCIF and Awards	62
LCIF Donation FAQ	64
Sight First: Lions Vision for All	65
Lions Quest	66
Global Causes	67
District & Club Community Impact Grants	68
Pledges	69
District Conventions- FAQs	70
GAI	73
Global Membership Approach	76
New Voices	78
Leadership Training	79
Lions Learning Centre	80
International Program 2021-22	81

## LIONS CLUB FACTS

1

**Lions Clubs International is the largest service club organization in the world.**

We have more than 1.4 million members in more than 48,000 clubs worldwide.

**Where there's a need, there's a Lion.** We're individuals serving in more than 200 countries and geographic areas.

**Lions serve.** Our motto is "We Serve." Founded in 1917, we are best known for saving sight, but we also feed the hungry, aid seniors and the disabled, care for the environment and so much more. Lions are a global service network of volunteers that make a difference in their local communities.

**Lions give sight.** By conducting vision screenings, equipping hospitals and clinics, distributing medicine and raising awareness of eye disease, Lions work toward the goal of providing vision for all. Through the support of the Lions Clubs International Foundation (LCIF), Lions have helped provide more than 251 million treatments for river blindness and 80 million doses of a sight-saving trachoma medication through the SightFirst program alongside our partners. Lions and LCIF have also helped provide vision screenings for more than 25 million children through the Sight for Kids partnership program.

**Lions serve youth.** Our community projects often support children and local schools through scholarships, recreation

and mentoring. Internationally, we offer many programs to empower youth, including the Peace Poster Contest; youth camps and exchanges; and Lions Quest, an LCIF positive youth development program.

Our Leo clubs help young people develop leadership skills while impacting their communities through service. There are more than 180,000 Leos in around 7,200 Leo clubs in 140 countries and geographic areas worldwide.

**Lions receive grants and the world receives benefits.** Since 1968, Lions Clubs International Foundation has awarded more than 13,000 grants totalling in excess of \$1 billion in support to Lions' humanitarian projects. As the official charitable organization of Lions Clubs International, LCIF helps Lions improve the lives of millions of people through four pillars of service: saving sight, supporting youth, providing disaster relief and meeting humanitarian needs. Through the Foundation's generous support of large-scale humanitarian initiatives, Lions are able to extend their reach from local communities to the global community in order to serve those who need us most.

In 2020-21, LCIF donated millions of dollars in emergency grant funds during the coronavirus (COVID-19) pandemic, providing critical supplies and equipment to hospitals, medical clinics and emergency management systems, including front-line health care workers and first responders.

## **LIONS PURPOSES**

**2**

- To Organize, charter and supervise service clubs to be known as Lions clubs.
- To Coordinate the activities and standardize the administration of Lions clubs.
- To Create and foster a spirit of understanding among the peoples of the world.
- To Promote the principles of good government and good citizenship.
- To Take an active interest in the civic, cultural, social and moral welfare of the community.
- To Unite the clubs in the bonds of friendship, good fellowship and mutual understanding.
- To Provide a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

- To Encourage service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

## **VISION STATEMENT**

To be the global leader in community and humanitarian service.

## **MISSION STATEMENT**

To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

## **LIONS CODE OF ETHICS**

**3**

- To Show my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.
- To Seek success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.
- To Remember that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.
- Whenever a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

- To Hold friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one another, but that true friendship demands nothing but accepts service in the spirit in which it is given.
- Always to bear in mind my obligations as a citizen to my nation, my state, and my community, as to give them my unswerving loyalty in word, act, and deed. To give them freely of my time, labor and means.
- To Aid others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.
- To Be Careful with my criticism and liberal with my praise; to build up and not destroy.

## MELVIN JONES

4

Melvin Jones was born on January 13, 1879 in Fort Thomas, Arizona, the son of a United States Army captain who commanded a troop of scouts. Later, his father was transferred and the family moved east. As a young man, Melvin Jones made his home in Chicago, Illinois, became associated with an insurance firm and in 1913 formed his own agency.

He soon joined the Business Circle, a businessmen's luncheon group, and was shortly elected secretary. This group was one of many at that time devoted solely to promoting the financial interests of their membership. Because of their limited appeal, they were destined to disappear. Melvin Jones, however, had other plans. "What if these men," he asked, "who are successful because of their drive, intelligence and ambition, were to put their talents to work improving their communities?" Thus, at his invitation, delegates

from men's clubs met in Chicago to lay the groundwork for such an organization and on June 7, 1917, Lions Clubs International was born.

Melvin Jones eventually abandoned his insurance agency to devote himself full time to Lions at International Headquarters in Chicago. It was under his dynamic leadership that Lions Clubs earned the prestige necessary to attract civic-minded members.

The association's founder was also recognized as a leader outside the association. One of his greatest honors was in 1945 when he represented Lions Clubs International as a consultant in San Francisco, California, at the organization of the United Nations.

Melvin Jones, the man whose personal code "You can't get very far until you start doing something for somebody else" became a guiding principle for public-spirited people the world over, died June 1, 1961 at 82 years of age.

## **HELEN KELLER'S SPEECH**

**5**

### **1925 International Convention Cedar Point, Ohio USA June 30, 1925**

Dear Lions and Ladies:

I suppose you have heard the legend that represents opportunity as a capricious lady, who knocks at every door but once, and if the door isn't opened quickly, she passes on, never to return. And that is as it should be. Lovely, desirable ladies won't wait. You have to go out and grab 'em.

I am your opportunity. I am knocking at your door. I want to be adopted. The legend doesn't say what you are to do when several beautiful opportunities present themselves at the same door. I guess you have to choose the one you love best.

I hope you will adopt me. I am the youngest here, and what I offer you is full of splendid opportunities for service.

Will you not help me hasten the day when there shall be no preventable blindness; no little deaf, blind child untaught; no blind man or woman unaided? I appeal to you Lions, you who have your sight, your hearing, you who are strong and brave and kind. Will you not constitute yourselves Knights of the Blind in this crusade against darkness?



## **THE LIONS NAME and EMBLEM 6**

On June 17, 1917 delegates met in Chicago to select the name for the new organization. Melvin Jones was convinced that the lion stood for strength, courage, fidelity and vital action. On a secret ballot the name Lions was chosen over several others.

The name Lions stands not only for fraternity, good fellowship, strength of character and purpose, but above all, its combination of L-I-O-N-S heralds to the country the true meaning of citizenship: LIBERTY, INTELLIGENCE, OUR NATION'S SAFETY.

Our name was not selected at random, neither was it a coined name. From time immemorial, the lion has been the symbol of all that was good, and because of the symbolism that name was chosen. Four outstanding qualities Courage, Strength, Activity and Fidelity had largely to do with the adoption of the name. The

last mentioned of these qualities, Fidelity, has a deep and peculiar significance for all Lions. The lion symbol has been a symbol of Fidelity through the ages and among all nations, ancient and modern. It stands for loyalty to a friend, loyalty to a principle, loyalty to a duty, loyalty to a trust.

The emblem consists of a gold letter "L" on a circular area. Bordering this is a circular area with two Lion profiles facing away from the center. The word "Lions" appears at the top and "International" at the bottom. The Lions face both past and future showing both pride of heritage and confidence in the future.

The following are specified Pantone colors for Lion logos:

- **One color logo: PMS 287**
- **Two color logo: PMS 287 & PMS 7406**

## **LIONS CLUBS INTERNATIONAL HISTORY** 7

**1917: The Beginning** Chicago business leader Melvin Jones asked a simple and world-changing question

– what if people made a commitment to improving their communities? 100 years later, Lions Clubs International is the world's largest service club organization, with more than 1.4 million members in more than 46,000 clubs and countless stories of Lions acting on the same simple idea: when Lions come together for the good of humanity, there's nothing we can't achieve.

**1920: Going International** Just three years after our founding, Lions became international when we established the first club in Canada. Mexico followed in 1927. In the 1950s and 1960s international growth accelerated, with new clubs in Europe, Asia and Africa.

**1925: Eradicating Blindness** Helen Keller addressed the Lions Clubs International Convention in Cedar Point, Ohio, USA, and challenged Lions to become "knights of the blind." Since then, we have worked tirelessly to aid the blind and visually impaired.

**1945: Uniting Nations** The ideal of an international organization is exemplified by our enduring relationship with the United Nations. We were one of the first nongovernmental organizations invited to assist in the drafting of the United Nations Charter and have supported the work of the UN ever since.

**1957: Organizing Youth Programs** In the late 1950s, we created the Leo Program to provide the youth of the world with an opportunity for personal development through volunteering. There are more than 180,000 Leos in around 7,200 Leo clubs in 140 countries and geographic areas worldwide.

## **LIONS CLUBS INTERNATIONAL HISTORY (...contd.)** **8**

**1968: Establishing Our Foundation** Lions Clubs International Foundation (LCIF) assists Lions with global and large-scale humanitarian projects. Through our Foundation, Lions have received more than \$ 1 billion in grants to help meet the needs of their local and global communities.

**1990: Launching SightFirst** Through LCIF, Lions are restoring sight and preventing blindness on a global scale with the SightFirst program. Launched in 1990, Lions have raised more than \$415 million for this initiative. SightFirst targets the major causes of blindness: low vision, trachoma, river blindness, childhood blindness, diabetic retinopathy and glaucoma.

**2014: Centennial Service Challenge** Lions Clubs International began our Centennial Celebration by pledging to benefit 100+ million people through projects impacting youth, vision, hunger and the environment.

Lions honor our long tradition of service and look to the future by coming together to strengthen our local communities and the global community.

**2017: Centennial and Beyond** Lions celebrate 100th anniversary and first century of service!

**2018** : The Association elects the 1st Woman President.

**2019:** LCIF launches Hunger grant program to provide food to people when they need it most and launches Childhood Cancer grant program to improve the quality of life for children receiving treatment and their families.

**2020:** As our world unites to address the COVID-19 Pandemic, LCIF is responding to the immense challenges facing humankind.

**2021:** LCIF goes virtual with Foundation Fridays! Lions and Leos around the world are finding new ways to connect with LCIF and their communities.

## **OBLIGATIONS OF CHARTERED CLUBS**

**9**

The obligations of each chartered club shall be as follows:

- a. To hold regularly scheduled meetings or events.
  - b. Except as otherwise provided herein, to collect from each member minimum annual dues to cover international and district (single, sub- and multiple) dues and such other expenses as are necessary for club administration.
  - c. To encourage and motivate regular participation in club activities.
  - d. To conduct activities for the advancement of the civic, cultural, social or moral welfare of the community and for the promotion of international understanding.
  - e. To report monthly to the International Office such information as may be called for by the board of directors of the association.
  - f. To report to the International Office the financial condition of the club upon request.
- g. To elect officers, annually, not later than April 15, whose terms of office shall commence on July 1 following their election.
  - h. To thoroughly investigate the background of all persons proposed for membership in the community where the proposed individual resides or has a place of business or is employed.
  - i. To uphold, preserve and enhance the image of The International Association of Lions Clubs.
  - j. To abide by the policies and requirements as determined, from time to time, by the International Board of Directors.
  - k. To further the Lions Clubs International Purposes and Lions Code of Ethics.
  - l. To resolve all disputes arising at the club level according to the Club Dispute Resolution Procedure set out, from time to time, in the Policy of the International Board of Directors.

## **MEMBERSHIP CATEGORIES 10**

**Active** - Entitled to all rights and privileges of a Lion, legal age of majority, has to pay entrance fee, is able to seek office, has voting privileges and can be a delegate at a convention

**Member at large** - A member who cannot attend on a regular basis but still wants to maintain membership, must be of legal age of majority, has to pay entrance fee, cannot seek office, has voting privileges in club matters only and cannot be a delegate at a convention

**Honorary** - An individual, not a member of this Lions club, having performed outstanding service for the community or this Lions club, must be of legal age of majority, has to pay entrance fee, cannot seek office, has no voting privileges and cannot be a delegate at a convention. They will not be included in club delegate formula calculation.

**Privileged** - A member of a club who has given 15 years or more of service but can no longer be an active member, must be of legal age of majority and has served in their lions club for 15 years or more, cannot seek office, has voting privileges and can be a delegate at a convention.

**Life Member** – Any member of this club who has maintained Active membership as a Lion for 20 or more

years or any member who is critically ill; or any member of this club who has maintained such active membership for 15 or more years and is at least 70 years of age; may be granted Life Membership in this club upon:

(1) recommendation of this club to the association  
(2) payment to the association of US\$650 in lieu of all future dues to the association. A Life Member shall have all privileges of active membership so long as he/she fulfills all obligations thereof. Nothing herein shall prevent this club from charging a Life Member such dues as it shall deem proper. Former Lioness members, who are now Active members of their Lions clubs or who become Active members of a Lions club on or before June 30, 2007, may apply all of their prior Lioness service toward Life membership eligibility.

**Associate member** - A member who holds primary membership in another club and is a member in this club, must be of legal age of majority, has to pay entrance fee, cannot seek office, has voting privileges in club matters and in district matters where he/she holds primary membership and cannot be a delegate at a convention. They will not be included in club delegate formula calculation.

**Affiliate member** - A member who is unable to fully participate as an Active member but desires to support their club, must be of legal age of majority, has to pay entrance fee, cannot seek office, has voting privileges in club matters and cannot be a delegate at a convention.

## **MEMBERSHIP DUES**

**11**

Membership dues are annual and billed twice a year. They are based on the club membership reports entered as of June 30 and December 31.

New member dues are billed the first of the month in which the person becomes a member. The total amount billed for a new member will appear on the monthly club statement along with the member's name, number and join dates. The total amount includes:

- Entrance fee established by International Board of Directors
- Prorated dues in accordance with months remaining in billing period
- Reinstated or Transfer Member

Any former Lion who later applies for reinstatement or transfer is considered a new member if his/her prior membership is greater than twelve months. The club will be billed accordingly.

### ● Dropped Members

Full credit is automatically issued when dropped members are reported during July and January following the respective semi-annual dues billing provided the monthly membership drops are reported to headquarters by July 31 and January 31 of respective semi-annual periods. Credit for dropped members is not issued any other months of the year.

### ● Confirmation of Membership Changes

Clubs are billed for new charter fees on the first of the month following the date on which the members were reported. The billing is issued a prorated basis for the remaining months of the current semi-annual dues period.

### ● Charter Members

Clubs are billed for charter members from the first of the month following the date on which the members were reported. The billing is on a prorated basis for months remaining in current membership dues period.

## **CLUB MEMBERSHIP REPORTING 12**

All Lions and Leo clubs are asked to report any membership changes on a monthly basis. Even when there are no changes in membership, clubs should report "No changes for the Month." Monthly reporting ensures accurate statement billing, magazine and miscellaneous mailings, award(s) criteria and other benefits.

To access the MyLCI website, click MyLCI on the Home Page,

Club presidents and secretaries can submit their monthly membership changes using the MyLCI website. Membership changes reported using MyLCI are recorded immediately and available to view by LCI headquarters, club, district and multiple district officers and chairpersons. The current reporting month is open for submission of reports throughout the entire month – from the 1st through the last current day of each month. When "No Changes for the Month" has been selected, subsequent reporting entries are permitted for that month. Related reports will be updated accordingly.

The reporting month closes on the last calendar day of each month at 12:00am (midnight)

Central Standard Time (CST).

Note: the MyLCI site only accepts the current calendar month's report. You may backdate transactions up to two (2) months but, they will be displayed in the detail section of the current calendar month's report. For reports dating back further than two (2) months, you will need to submit a paper MMR form (c23a) to the Member Service Center.

Membership reports cannot be submitted, in advance, of upcoming months.

Lions club presidents and secretaries can also submit their monthly membership changes using the paper MMR form (c23a). Membership reporting forms received by the 20th calendar day of the month (for example, July 20, August 20) will be entered in that same month. The paper MMR form is available to download on the LCI association website or can be obtained from the Member Service Center. Paper MMR forms can be submitted by post mail, fax or email to the Member Service Center.

## **Introducing MyLion 13**

Every Lion and Leo club in the world now has a permanent page on the Lions global website.

The new Club Detail page gives every club the opportunity to manage their presence on lionsclubs.org. Now future Lions can find your club in the Club Locator and learn about all the good work your club is doing in the community.

The Club Detail page pulls information about your club from MyLCI and MyLion, and you can use these platforms to change what the public sees.

All of your club's basic information—language, meeting schedule, meeting location and address—are displayed in the sidebar to the right of your club's profile image. Club secretaries and presidents can update these details in MyLCI.

Clubs that complete their club profile will realize the most benefit from their Club Detail page. Want to personalize the image that appears on your page? Simply upload a profile image for your club in MyLion or MyLCI. Want the public to see a unique

description of your club? Just update your club bio in MyLion or MyLCI.

One of the most exciting things about the Club Detail page is the Upcoming Activities and Previous Activities sections. By posting your service activities in MyLion, you can tell the world how your club is making a difference!

Of course, clubs have full control over their privacy in MyLion and can determine which activities the public will see on their Club Detail page.

The Club Detail page empowers clubs around the world to share their unique personalities on lionsclubs.org! Check out your club's page by finding your club in the Club Locator and clicking the "View" button on your club's result card.

### **The MyLion website**

Registering for MyLion is a one time process. Whether you register on the website or the mobile application, you can use the same username and password to access MyLion anywhere.



## Service Activity Reporting Guide 14

Sharing your impact is important to members, to clubs and to our organization as a whole. It helps us chart our progress as an organization, tell our story to prospective partners and much more. From simple community service projects to large, comprehensive screening projects, reporting will shine a light on how—and where—local clubs are making a difference in their communities and in the world.

### How to report and celebrate service

1. On lionsclubs.org, select “Member Login”
2. Log in to your Lion Account
3. Select the MyLion icon
4. Select “Report Past Activity”
5. Click “Report +” (*Only reporting officers will see this button*)
6. (A) Complete the form, (B) Select “Report”
7. Select “OK”

## What is a reportable service activity?

There are two types of reportable service activity: **direct and indirect.**

**Direct Service:** Lions and Leos plan and implement a service project to serve community needs and interact directly with the people being served.

**Indirect Service:** When Lions serve but do not interact directly with beneficiaries.

### It is important to report accurate information.

In MyLion®, you can measure the impact of your service activity or project by reporting the following metrics:

- Number of **people served** (adults and youth)
- Number of **volunteers who participated** (Lions, Leos and non-members)
- Number of **volunteer hours** spent in planning, fundraising and implementing the activity or project

## **Service Activity Reporting Guide 15** **(...contd.)**

- **Additional metrics** to report **environment and community improvement** service activities.

### **What data should be reported?**

#### **1. Number of people served**

When providing direct service, **count each recipient.**

When providing indirect service, **provide the estimated number of recipients.**

How many people were under 18? Out of the total number of people served, count how many of them were under 18 years old.

#### **QUICK TIP**

When reporting indirect service projects, do not report the number of people who participated in or contributed to raising the funds/collecting materials.

Instead, estimate how many people were served indirectly by your service project or donations. Collaborate with recipient organizations to estimate the number of people served.

#### **2. Number of volunteers**

Count the total number of Lions, Leos and non-members who participated in planning, fundraising and implementation of your service activity.

Lions: How many of those volunteers were Lions?

- Leos: How many of those volunteers were Leos?
- Non-members: How many of those volunteers were not affiliated to Lions or Leo clubs?

#### **3. Number of volunteer hours**

Track and report the total number of hours volunteers spent planning, fund raising and implementing the service activity.

**Planning and fundraising hours:** For each volunteer, record the total number of hours spent

## **Service Activity Reporting Guide 16** **(...contd.)**

planning and fundraising for the project. Example: A planning committee consisting of two Lions and two Leos met for a total of 8 hours and then each spent 12 hours fundraising. *32 hours of planning + 48 hours of fundraising = 80 total hours.*

**Service hours:** For each volunteer, record the total number of hours spent implementing and serving on the project. Example: A Lions club conducts a diabetes screening from 9 am to 1 pm. Seven Lions club members, three Leos, and two nurses from the local clinic shared the various responsibilities during the screening. *12 volunteers x 4 hours each = 48 total hours.*

### **4. Community outcome**

Share how your service activity will improve your community. This can be an explanation on how your

service activity will continue to improve the livelihood of people, communities, the environment, etc. You can also include the total amount of funds raised/donated within this section.

### **How to report environment and community improvement**

Environment-related service projects are often longer term than other types of projects. Community-wide or even nationwide impact can be challenging to measure. To avoid overestimation and maintain credibility, LCI is focusing on the number of people educated through your project. So enter only the number of people who were educated when reporting the number of people served for environmental service activities.

## **DISTRICT GOVERNOR'S ADVISORY COMMITTEE**

**17**

This committee serves in an advisory and administrative capacity to the district governor and the cabinet. It is composed of: zone chairperson who serves as the committee chairperson, presidents and secretaries of clubs within the zone. Consider inviting the district GMT /GLT/GST coordinator to present new membership, leadership and service development opportunities.

The duties of the District Governor's Advisory Committee are to:

- Assist the zone chairperson in making sure that every club operates efficiently and follows the association's constitution and by-laws and policies ;
- Promote attendance at the district, multiple district and international conventions;
- Promote attendance during charter nights within the zone ;
- Discuss ways of helping clubs that need assistance with membership or leadership development ;
- Promote various club functions such as inter-club meetings, installation of club officers, induction of new members, ceremonies honoring Key Award recipients and other club events.

At least three meetings of the District Governor's Advisory Committee should be held during the year.

1st meeting: within ninety days after the international convention to discuss the general condition of all clubs within the zone, duties of club officers, district and zone goals, International theme, financial obligations, administrative duties and rules for club excellence awards.

2nd meeting: November. Review club goals, examine club's membership recruitment plan, new member induction, leadership development needs and development of new clubs.

3rd meeting: February or March. To ensure the club's nominating committee formation, submitting an PU-101 for the following year, installation and orientation, annual audit of a club's funds, Club delegates and alternates for the district, multiple district and international conventions, End-of-the year club awards.

A fourth meeting, if held, could be an occasion to honor present or past club officers.

Advisory committee meetings are reported to the district governor using the DA-ZCM Form.

## STATUS QUO CLUBS

18

### Regular status quo:

Status quo is a temporary suspension of the charter, rights, privileges, and obligations of a Lions club. The Executive Administrator and divisions as designated by him, acting on behalf of the International Board of Directors, has authority to place a Lions club in status quo or release it from status quo.

The objective of status quo is to stop the activity of the club that is not fulfilling the obligations of a chartered club until the reason for placement into status quo is resolved or the club is cancelled. Lions clubs may be placed in the following categories of status quo:

Failure to comply with the purposes of the association, or conduct unbecoming a Lions club, such as, but not limited to, failure to solve club disputes or involvement in litigation;

Failure to fulfill any obligations of a chartered Lions club, such as, but not limited to, failure to hold club meetings regularly, or failure to submit the Monthly Membership Report for three or more consecutive months;

- The club is non-existing or fictitious;
- The club has asked to disband or participate in a club merger.
- Clubs may be placed in status quo utilizing multiple

categories and may include clubs that were previously cancelled for other reasons.

**Failure to comply with the purposes of the association:** When a club or its members are reported to have committed a serious action such as, but not limited to, the filing of litigation or failure to solve club disputes the club may be placed immediately in status quo.

While in status quo, the club cannot conduct service activities, fund-raising activities, participate in district, multiple district, or international functions or seminars or in any voting procedures outside of the club, endorse or nominate a candidate for district, multiple district and international office, submit the MMR and other report forms or sponsor a Lions club, or organize a Leo club.

In order for a status quo club to regain the status of good standing, the club must correct the reason for which the club was placed in status quo, pay all outstanding balances in the district, multiple district and international accounts, submit a completed Reactivation Report to report membership and leadership changes if needed.

### Protective status quo:

War, civil insurgency, political unrest, natural disasters, and other special circumstances, which prevent a Lions club from functioning properly. A protective status quo club shall be allowed to function normally.

## **RECOMMENDING STATUS QUO 19 FOR A CLUB**

Requests for placement into status quo for failure to fulfill the obligations of a Lions Club are made by the district governor with the approval of the first vice district governor and the zone chairperson. Sufficient documentation demonstrating that the club is not in compliance with the International Constitution and By-laws or Board Policy and the actions taken by the DG Team to encourage compliance is required to be submitted along with the request. Requests must be received 90 days or more prior to the district and/or multiple district conventions. The club will be placed in status quo once there is significant documentation that the club is not complying with the International Constitution and By-Laws.

**NOTE:** The placement of a sponsoring Lions club on status quo also affects the standing of any Leo club.

### **Assistance for Status Quo Clubs**

Every effort should be made to assist status quo clubs before charter cancellation. The following

procedures are to be followed to give assistance and support to status quo clubs:

(1) When a Lions club is placed in status quo for failure to comply with the obligations of a club, the District Governor Team or the Coordinating Lion, shall start working with the club immediately toward its release from status quo. The District Governor Team must keep LCI informed about the progress of the status quo clubs in the zone.

(2) If helpful, the district governor may assign a Certified Guiding Lion to help bring the club back into good standing. The Certified Guiding Lion must have the approval of both the club and the DG Team.

(3) The district governor or the Coordinating Lion must review the progress and inform LCI headquarters in writing of the progress made or the recommendation of cancellation.

The club reactivation report (DA-970) is to be co-signed by the 1st vice district governor and zone chairperson.

## **PRIORITY CLUB STATUS 20**

Priority designation gives the district the ability to focus on strengthening clubs that need additional assistance so they continue to serve far into the future.

It allows members of the DG Team to make up to two additional club visits to the club funded by the existing district governor budget. This designation does not change the status of the club nor change the clubs rights or obligations and is designed to provide support to clubs that need additional attention.

Priority clubs automatically include all clubs that have been chartered over the previous 24 months, clubs in status quo or financial suspension and clubs that have been cancelled over the previous 12 months that could be reinstated.

The district governor may request priority designation for five additional clubs. To request priority designation for clubs that are not newly

formed, recently cancelled, in status quo or financial suspension as noted above, the district governor must indicate why additional support is necessary, provide a plan outlining the needed activities and assign a Guiding Lion to the club. The plan must be approved by the club, the district governor, and the first vice district governor and then submitted to the District and Club Administration Division. These clubs must continue to pay dues and fulfill the responsibilities of a Lions Club or may risk being placed in financial suspension and cancelled. If measurable progress is not made within six months, these clubs may lose their priority designation. A club is considered to have achieved success when it has reached the goals set by the club when priority designation was granted. More than five additional clubs may be given a priority designation with the approval of the District and Club Service Committee.

## **FINANCIAL SUSPENSION OF CLUBS** **21**

A club, which has an unpaid balance in excess of US\$20 per member or US\$1,000 per club, whichever is less, outstanding past 120 days will be suspended, including the suspension of the club's charter, and all the rights, privileges, and obligations of the Lions club.

In the event the club does not acquire good standing on or before the 28<sup>th</sup> day of the month following suspension, the club's charter will be automatically cancelled.

Suspended clubs can hold meetings to discuss the future of the club and to identify actions to take to regain an active status, as well as make payments to clear the existing outstanding balance, or request a payment plan. However, the clubs cannot conduct service and fund-raising activities, participate in

district functions and seminars, endorse or nominate a candidate, submit the MMR, sponsor new clubs.

The district officers can avoid unnecessary charter cancellations by encouraging suspended clubs either to pay the outstanding balance or negotiating a payment plan with the Finance Division at International Headquarters.



## **CHARTER CANCELLATION**

**22**

Club charters may be cancelled for the following reasons:

1. Members of the club vote to disband. When this decision is made, the club notifies the district governor. The district governor advises the English Language Department of the club's request for cancellation along with a proof of payment for any outstanding balance the club owed the association.

Coordinating Lions recommend cancellation of clubs in undistricted areas.

2. A status quo club is not returned to active status in 90 days.

### **Club Boundaries**

The boundaries of the club are the boundaries of the municipality or equivalent government subdivision in which the club is located.

### **Club Mergers and Name Changes**

Two or more Lions clubs may wish to merge into one. The district governor submits the Merger Request form (DA-979) to the English Language Department.

The newly merged club may request a Certificate of Merger to recognize the members of the newly merged club.

A Club Name Change Request form (DA-980) is submitted from the club to the English Language Department. These forms are available on the LCI website and can be easily found by typing the form code into the search box.

Replacement charters with the new name are available for \$25.00.

## **SINGLE CLUB TRANSFERS** **23**

A club may transfer from one district to an adjacent district, and the boundaries can be changed accordingly without having to follow formal redistricting procedures, provided that such a transfer does not substantially change the existing district boundaries.

A club transfer will be considered when the following information is submitted to the English Language Department:

A copy of the minutes of the club meeting at which the majority of the members approved the transfer.

The written approval of each of the current governors of the respective districts.

A copy of the minutes of the cabinet meetings, indicating the approval of the respective district cabinets.

A map showing the exact present and new location of the club and the new boundaries of each district.

A single club transfer will become effective immediately, upon approval.

Send single club transfer requests to:

**Lions Clubs International**

**English Language Department**

**300 W. 22nd Street**

**Oak Brook, Illinois 60523-8842, USA**

**Fax: 630-706-9273**

**Email: [englishlanguage@lionsclubs.org](mailto:englishlanguage@lionsclubs.org)**

## **FAMILY MEMBERSHIP**

**24**

The Family Membership Program provides families with the opportunity to receive a special dues discount when they join a Lions club together. The first family member (head of household) pays full international dues (US\$43), and up to four additional family members pay only half the international dues (US\$21.50). All family members pay the one-time entrance fee of US\$35.

### **Qualification Criteria**

The Family Membership Program is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage or other legal relationship. Common household family members include parents, children, spouses, aunts and uncles, cousins, grandparents, in-laws and legal dependents. Family

membership is limited to no more than five qualifying members per household, and new clubs must have a minimum of ten full paying members. Same-household residency is not required for family members under age 26 if they are pursuing higher education or serving in their country's military.

### **Family Member Certification**

To receive the family membership dues rate, complete the Family Unit Certification Form (TK-30) and submit it with the Monthly Membership Report (MMR) form c23a, or complete the certification on the MyLCI website. Complete the certification for charter members on the Report of Charter Members (TK-21a) form.

## **Family Membership Program FAQ 25**

### **How Does The Family Membership Dues Program Work?**

The first family member (head of household) pays full international dues (US\$43), and up to four additional family members pay only half the international dues (US\$21.50). All family members pay the one-time entrance (US\$35) fee.

### **Can a Life Member be Part of a Family Unit?**

Yes. When certifying a family unit, the Life Member should be listed as the head of household.

### **Can Young Children be Part of a Family Unit?**

Formal membership is limited to individuals who are above the age of majority. Clubs are encouraged to allow children to volunteer in age appropriate activities and sponsor a Leo club.

### **How Does my Family Get Certified as a Family Unit?**

The club secretary must complete the Family Unit Certification Form and submit it with the Monthly Membership Report (MMR), or submit the certification on MYLCI. Complete certification for charter members on the Report of Charter Members form. Recertification is only necessary when there is a change of address or membership status.

### **How do I Drop a Family Member or Family Unit?**

To drop a family member from the club roster, the member will first need to be removed from the family unit.

## **Specialty Clubs**

**26**

Launched in August 2017, the Specialty Club program was designed to create clubs in which members share a common interest or passion, allowing them to connect with one another on a deeper level. For example, they may share a hobby, profession, culture, common cause or life experience. Forming specialty clubs allows groups of people around the world to turn their passions into rewarding service projects that directly benefit their communities.

Joining a specialty Lions club is a great way to meet people who share common interests and build leadership skills while serving your community.

### **ACHIEVE GOALS**

Engage Specialty Club Program (SCP) Coordinators to support district new club development goals!  
Contact your District GAT for a list of local SCP Coordinators.

Increase district resources through SCP program features and benefits.

### **EMPOWER MEMBERS**

Promote SCP features and benefits through seminars and workshops.

Consider virtual workshops to reach larger audiences.

Inspire Lions to apply for the SCP Coordinator role.

### **PROMOTE NETWORKING**

Share success stories on social media and MyLion.

Connect with other Specialty Clubs to broaden service impact.

Exchange best practices locally and globally.

### **ENCOURAGE DIVERSITY**

Broaden Lions' volunteer base by welcoming unique qualities and ideas.

Research new ways to serve and meet changing needs locally and globally.

Ask, "How can Lions Clubs support your service passions?"

## **CAMPUS LIONS CLUB 27**

Campus lions clubs are a way for students, faculty, administrators, alumni and people from the surrounding area serve the campus community together. Campus club members have the same rights and responsibilities as traditional club members.

Students as well as Colleges and Universities benefit from having a lions club in the campus.

The students enrolled in the club must be between the age of maturity and through age 30.

Eligible students receive a charter/ entrance fee waiver and pay only half international dues, billed semi annually.

Students enrolled in a Campus Lions Club over the age of 30 receive a discount of USD \$10.00 on their charter or entrance fee when they join.

Students in campus clubs and clubs with a majority of students are required to prepay one year international dues at the student member rate at the time of charter.

To receive the due credit a Student Member certification form is required.

Faculty, staff, community members pay a onetime charter fee and full International dues.

To accommodate the typical school schedule, campus clubs receive an extended billing adjustment period for the semi annual billing.

## **CLUB BRANCH PROGRAM 28**

A club branch enables a small group of people to form a Lions club. Forming a branch creates an opportunity for Lions clubs to expand when there are less than 20 members and chartering a new club is not possible, or for members who might not fit into the parent club because of meeting times, dues, demographics, etc.

Branch members are part of an existing parent club, but hold independent meetings and select their own projects and activities. With the ability to make decisions about projects, attendance requirements, use of funds and more, club branches have nearly the same autonomy as Lions clubs.

### **How many members does it take to form a branch?**

A minimum of five members are required to form a new club branch including a president, secretary and treasurer.

### **How does the parent club maintain communication with the club branch?**

The parent club appoints a branch liaison to serve

as the go-between for the parent club and the club branch. The branch liaison attends branch meetings and is a helpful advisor to ensure branch growth and success.

### **What are the appropriate fees?**

Regular entrance fees and international dues apply when joining a club branch. When the branch converts and charters a new club, branch members in good standing receive a charter fee waiver. The parent club secretary signs and submits the Club Branch Conversion Form (CB-21) to certify transfer of membership.

### **Could the Club Branch Program be used with other groups?**

Yes. In places where spouses typically belong to separate clubs, or want to join separate clubs, they too can be part of club branch just for spouses—and benefit from the family dues structure. Clubs may also use the Club Branch Program as an opportunity to invite a younger generation to join Lions or start a campus club branch.

## **LEO LIONS CLUB PROGRAM 29**

Leo Lions clubs are designed to provide a transition for graduating Leos to build upon the skills they learned as a Leo and apply these skills as a Lion. To make this transition easy, Lions Clubs International is extending a special dues discount and an exciting new club opportunity to former Leos and other like-minded young adults.

**Active Membership:** Individuals who qualify as a former Leo or a young adult are active members and entitled to all rights and privileges, including full voting rights and subject to all obligations which membership in a Lions club confers or implies.

**Leo to Lion Dues Rate:** Current and former Leos and qualifying young adults receive a charter/entrance fee waiver and pay only half international dues billed semi-annually.

**Who qualifies for the Leo to Lion Program dues rate?**

### **1. Former Leos**

Current and former Leos between the age of legal majority in the jurisdiction in which they reside and through the age of 30. Current and former Leos are

required to provide documentation verifying age and Leo participation. Leos also have the opportunity to charter a new Lions club and recruit their peers.

### **2. Qualifying Young Adults**

Young adults between the age of legal majority in the jurisdiction in which they reside and through the age of 30 also qualify when joining a Leo Lions club. Qualifying young adults are required to provide documentation verifying age.

**Does the reduced dues rate apply to traditional clubs?**

All students and former Leos involved in traditional clubs are eligible to receive the student member and Leo to Lion dues rate. Young adults only qualify when they join a club chartered by 10 or more former Leos. For questions regarding the Student Member and Leo to Lion Programs, contact [student@lionsclubs.org](mailto:student@lionsclubs.org) or [leo2lion@lionsclubs.org](mailto:leo2lion@lionsclubs.org).

With questions related to certifying qualifying members online, please contact the Member Service Center at [mylci@lionsclubs.org](mailto:mylci@lionsclubs.org)



## **STUDENT MEMBER PROGRAM 30**

The Student Member Program offers a special dues discount to students to encourage student participation in campus-based and traditional Lions clubs and ensure the dynamism of student involvement in Lions.

**Active Membership:** Qualifying students are active members and entitled to all rights and privileges, including full voting rights and subject to all obligations which membership in a Lions club confers or implies.

**Student Member Dues Rate:** Eligible students receive a charter/entrance fee waiver and pay only half international dues billed semi-annually. It is further recommended that districts and multiple districts consider exempting or lowering their dues for student members as deemed appropriate.

Students of new Campus Lions clubs, or clubs with a majority of student members, are required to prepay one year of international dues at the student member rate & submit with the charter application.

**Extended Campus Lions Club Billing Adjustment Period:** Campus Lions clubs with student members have through March 31 for the January per capita billing and through September 30 for the July per capita billing to amend the club roster to accommodate the typical school schedule.

The eligibility definition of "student" is as follows:

A student is an individual enrolled in an educational institution and between the age of legal majority in the jurisdiction in which they reside and through the age of 30. Student members are required to provide documentation verifying school enrollment and age. Campus club students qualify for both the reduced dues rate and the extended billing adjustment period. However, students not involved in a Campus Lions club do not receive the extended billing adjustment period. All students involved in traditional clubs are eligible to receive the student member dues rate.

## **CERTIFIED GUIDING LION PROGRAM** **31**

### *Designed for New, Existing and Priority Designated Clubs*

The Guiding Lion Program is designed to assist clubs that are newly chartered, established or determined as priority designation. Guiding Lions are assigned for a two-year term by the district governor in consultation with the sponsoring or established club president. Guiding Lions are limited to serving no more than two new clubs at any point in time.

Guiding Lions assist a club to:

- ◆ Be successful in its first two years of operation
- ◆ Orient and train club officers and members
- ◆ Motivate & support club growth & development
- ◆ Locate resources available to assist the club

### *Guiding Lion Support for Existing and Priority Designation Clubs*

To apply the Guiding Lion strategy to a club that is rebuilding or a priority designation, district governors must complete the appropriate forms:

Priority Designation Clubs: Assists clubs in the areas of: rebuilding, recruiting new members, training officers and providing meaningful community service.

Rebuilding Guiding Lion Assignment Form: Complete this form to assign a Guiding Lion to a club and ensure they receive the monthly Club Health Assessment.

Certified Guiding Lion Rebuilding Assessment: This checklist tool designed to identify the club's strengths and areas for improvement so that the Guiding Lion can develop training and support specific to the needs of the club.

*It is no longer a requirement to have served as club president in order to serve as a Guiding Lion. We encourage Lions to become Certified by successfully passing the Certified Guiding Lion Course prior to appointment.*

## CLUB SUCCESS

32

### Why Members Drop

**Working Together:** Dwelling on differences can lead to poor communication and unsatisfied members. This new clinic has been created to address the retention challenges that most directly affect the ability of a club to form a productive, cohesive group.

**Lengthy/Boring Meetings:** Always one of the chief reasons given for leaving a club. Interesting and productive meetings are very important to the efficient functioning of your club. They are also important to your members. Planning and running effective meetings that follow a well prepared agenda will help accomplish this.

**Club Politics/Cliques:** Are politics getting in the way of club business? Member feedback indicates that too often club politics do get in the way. Do cliques within the club snub new members, making it difficult for them to feel a part of the group?

Breaking down the cliques and politics will make your club environment welcoming and productive. All members will feel more interested and involved.

**Lack of Involvement:** Once your club inducts new members, be sure to engage them in activities that interest them and allow them to take on leadership roles. Members who see they play an active, important part in the club are far less likely to drop out.

Retention is an ongoing team effort, led by the club president. Keeping your club efficient, productive, and meaningful to your members will result in many benefits:

- a club that is a vital, respected part of your community
- the ability to help people in need locally, and globally
- a club that offers personal and professional growth opportunities for members

## THE CLUB QUALITY INITIATIVE **33** (CQI)

Club Quality Initiative is a strategic planning tool to help clubs identify opportunities for improvement. The program features LCI Forward and involves the whole club in this exciting process to make the club even better.

Three Suggested Ideas for Implementing Club Quality Initiative in Your Club.

**Single Working Session:** One working session to identify areas of improvement, establish priorities and give initial ideas to committees to further develop.

**Meeting Series:** Assess and plan over a series of meetings.

**Half Day Workshop:** Break into working groups to discuss club assessments and potential solutions in detail.

Change is critical for each club. By understanding our

current operation, identifying areas that may be improved and taking measured steps to accomplish our goals, every club can be even better! This guide provides five unique steps to initiate change.

### **Step-1: Understanding the Process of Change and LCI Forward**

LCI Forward provides a strategic framework to help clubs to strive for excellence. It is a platform for action that will help your club develop priorities to significantly expand humanitarian service, improve current operations, and pursue new ways to unite people in Lions' service.

### **Step-2: Determine the need for change**

The assessments that follow were designed to help club members determine possible areas of improvement and are focused on the areas featured in LCI Forward. Each assessment includes a series of questions to help focus thought and guide discussion as well as resources designed to support club development.

## **THE CLUB QUALITY INITIATIVE      34**

### **(CQI) (contd.)**

#### **Step-3: Set Goals**

Once the assessments has been discussed, the club will need to establish SMART goals. This will help the club determine priorities and will be the basis for future planning.

#### **Step-4: Develop Plans**

**Establish Priorities and Assign Goals.** Once the goals are established, determine long and short-term priorities and assign goals to committees or task forces. You may find some goals are easily assigned to a standing committee, while others may need special attention or the support of multiple committees. In any case, encourage all club members to become involved in finding solutions.

#### **Step-5: Implement and sustain change**

**Implementing Change-** Setting and achieving benchmarks – To keep plans moving forward, track the achievements of benchmarks. Each benchmark should have an agreed upon deadline. Regular status reports should be included in every club meeting until completion. Remember to celebrate the benchmarks and the end success!

**Sustaining Change-** Change often results in more change. During the implementation process new opportunities are often found that may be incorporated into new or existing plans. Involve all club members in the process so they can contribute and be involved.

## **Frequently Asked Questions (CQI) 35**

### **Who is CQI targeted towards?**

CQI is not just for weak clubs or clubs that are struggling. CQI is for all clubs that want to do better; to reevaluate their clubs service projects, reenergize club members and grow membership.

### **How can clubs participate in CQI?**

Clubs interested in participating in CQI can access the materials on the LCI website.

### **Where can a club hold a CQI workshop?**

Clubs can conduct a CQI workshop during regular meetings, a retreat or other club gathering. The workshop can be delivered in one to four sessions.

### **What will clubs accomplish in a CQI workshop?**

Each Lion attending a CQI workshop will complete a Community Needs Assessment and the How are

Your Ratings? survey. After reviewing the results of these assignments, the club will create goals and develop action plans in order to build the success of the club.

### **What is the role of the GMT/GLT Coordinator?**

District GLT coordinators should identify and train Lions in their district to become CQI Pro facilitators.

It is important that the district GMT and GLT coordinators obtain copies of the goals and action plans of participating clubs once they have completed their CQI workshop. This will allow the district GMT and GLT coordinators to follow up with the club(s) on a regular basis to ensure that they are on track to accomplish their goals.

### **LCI Contact:**

District and Club Administration Division

Phone: 630-468-6919

Email: [clubqualityinitiative@lionsclubs.org](mailto:clubqualityinitiative@lionsclubs.org)

## **THE YEAR-ROUND GROWTH PROGRAM** **36**

The Program recognizes Lions and their respective club for member invitation successes during a given fiscal year.

### **Individual Invitation Awards**

Each Lion who sponsors a new member is eligible to receive a certificate of sponsorship from the international president. Both the sponsorship certificate and new member certificate are included in the New Member Kit, which may be ordered free of charge through the Club Supplies Department.

Additionally, Lions who sponsor three (3) or more members during a given fiscal year will receive the Year-Round Growth Membership Excellence Lapel Pin.

### **Club Invitation Awards**

Clubs that bring in the number of members in their category, as specified below, during a given fiscal year receive a Year-Round Growth Membership Excellence Banner Patch. The club categories, and number of new members necessary to receive the patch for the category, are as follows:

- Clubs with 21 or fewer members: bring in 3 or more new members

- Clubs with 22-40 members: bring in 5 or more new members
- Clubs with 41 or more members: bring in 8 or more new members

Additionally, the top three clubs (one from each of the three size categories above) from each constitutional area with the greatest number of new members and positive net growth during the fiscal year will receive a Lions Clubs International Flag Set.

### **Year Round Growth Outreach Strategy**

Consider utilizing a calendar to guide or focus your invitation efforts. Give each month a different membership demographic, enabling your club to concentrate on the wide range of potential members available in your community. Consider the following sample calendar:

- August/September - Students & Leo Lions
- October - Traditional membership growth
- November/December - Family members
- January - Target demographic groups
- February/March - Women members
- April - New member induction
- May/June - Club development

## **Join Together**

**37**

The Join Together program was created to grow membership and service by encouraging other community-based non-profit organizations to join Lions Clubs International.

The price structure for this program will have two different options, using the same model as the pilot program:

Existing groups of 15 or more people can form a new self-standing Lions club.

- The expense for a Lions Club charter fee is reduced to a flat rate of US \$300 per club.

Existing groups of five or more people can form a club branch of an existing Lion.

- For club branches, the entrance fee for new members is waived.

Any organization that partners with a Lions Club must be in place for at least three years.

Goal for this program is to connect with local non-government organizations to create best practices

to recruit young professionals in their communities. With these best practices gained, look to put these best practices gained into Lions.

The Join Together program will create stories of impact for Lions in the community.

- Success story collected through GAT
- Collect testimonials from the non-governmental organizations, to state the benefits of working with local Lions Clubs.
- Create a focus group with non-governmental organizations to continue growth of best practices of Lions to assist other Lions in building partnerships in their communities.

### **Program Material Resources**

- New Club Online training course
- Start a New Club webpage
- Join Together Power Point Presentation
- Join Together Flyer
- Partnership Guide



## **LIONS WORLDWIDE INDUCTION DAY**

**38**

The program provides an organized event to encourage membership recruitment and coordinated public relations to increase public awareness.

### **Concept**

The program is planned around a high-profile induction ceremony conducted in April by each district on the same day around the world, preferably during a district and multiple district convention or another event. Each district develops a special program to honor new inductees. Many districts will organize a single district-wide event; other districts will encourage clubs and zones to develop their own program to honor the day. Lions Clubs International will provide participating districts and clubs with a planning guide, special commemorative new member certificates for each new inductee, and news releases for participating club presidents.

### **Implementation**

The ceremony may include all Lions inducted during the year or during a membership campaign designated by the governor and may feature a special

speaker or unique program. To make the program memorable, clubs and districts may consider organizing a group service project to show Lions' commitment to service, design a special presentation that underscores the importance of Lions clubs to the community or host a reception in honor of the new members. To gain media coverage, participants are asked to invite city officials and the media to participate in the event.

During years like 2020-21, there are ways that you can celebrate safely, whether it is in person in accordance with your local guidelines to prevent the spread of COVID-19 or in a virtual setting.

A planning guide and special certificates are available to help you organize your event. For more information, please send your request to the New Clubs and Marketing Department:

**Lions Clubs International**

**New Clubs and Marketing Department**

**300 W. 22nd Street, Oak Brook,**

**IL 60523-8842 USA**

**Fax: 630-571-1691**

**E-mail: [inductionday@lionsclubs.org](mailto:inductionday@lionsclubs.org)**

## **REDISTRICTING**

**39**

All redistricting proposals require the International Board of Directors' approval. Redistricting includes: Creating a multiple district from a single district, Adding sub-districts to an existing multiple district, Dividing or combining any one or more sub-districts, Any changes to the boundary of existing sub-districts, and Merging of adjacent sub-districts. All redistricting proposals be submitted and filed with District and Club Administration Division 60 days prior to the October board meeting.

### **REDISTRICTING OF DISTRICTS:**

Districts (single, -sub or multiple districts) seeking to redistrict must submit the following: A list of clubs with membership that would comprise each proposed sub-district, with each sub-district having minimum of 35 clubs with 1,250 members in good standing 60 days prior to the board meeting. A map

clearly defining the proposed boundary lines or changes in boundary lines for each district. Payment of US\$500 as a redistricting fee. Districts and multiple districts submitting a request must include copy of the minutes duly certified. It should be noted that only a majority vote, and not a two-third vote, is required for consideration by the International Board of Directors.

### **MERGER/REDUCTION OF DISTRICTS:**

A multiple district that is consolidating one or more sub-districts that have fewer than 35 clubs and 1,250 members to increase the number of members per sub-district must also submit the documentation but is not required to submit a payment. Approval is required from the convention of the multiple district.

## **REDISTRICTING (contd.)**

**40**

### **MULTIPLE DISTRICT REDISTRICTING:**

A multiple district proposing to redistrict, but is not changing subdistrict lines, must also submit Minutes showing the approval of the proposal and subsequent district name changes by a two-thirds vote of the district cabinet members from two-thirds of the districts.

All approved redistricting proposals shall take effect at the adjournment of the next international convention unless a later International Convention is specified. Any objections with regard to the procedure or process followed to gain approval of the resolution and the district (single, -sub or multiple) must be resolved utilizing the appropriate dispute resolution process.

The election of the district governor, first vice district

governor and second vice district governor must take place following the approval of the proposal by the International Board of Directors and prior to the International Convention for which the redistricting will follow. The election must take place during a properly called meeting of the delegates of the new district. It is suggested that the election take place during an existing district or multiple district convention for which the delegates would normally attend.

## **PR Grant Program**

**41**

Strong programs that make a difference in communities are key to effective public relations activities for Lions clubs.

Public Relations grants to promote multiple/single district\* wide programs will be given on a first come, first served basis (total program budget is US\$300,000) to increase public awareness of Lions clubs activities. The PR grants are designed to assist multiple or single districts in raising public awareness of Lions and Lions programs.

The Marketing Communications Committee will review applications and will make final approval.

*\*For Multiple Districts and Single Districts only, not a sub-district of a Multiple District.*

### **Funding Criteria:**

The program must impact the entire multiple or single district. Extra consideration will be given to programs that will be conducted by a higher percentage of clubs within the multiple or single district.

## **Funding Limit**

Single District - USD 5000

Multiple District - USD 15000

Grants can only be for marketing, public relations and /or advertising purposes and must be either LCI provided materials or locally develop materials that are approved by LCI.

Grant recipients must consult Lions International Brand Guidelines, clearly show and display the Lions Logo in their campaign materials, share concept artwork with LCI prior to production.

Those that received a grant in the previous fiscal year are ineligible to apply for a grant until January 1 of the current year.

10% matching funds are required. Once a grant is approved 2/3rd of the grants money will be awarded and 1/3rd following the submission and acceptance of a detailed plan.

Deadline for applications within a fiscal year will be on or before the spring BOD meeting.

## **KEY MESSAGES**

**42**

When talking to the media and others in your community about your Lions club and Lions Clubs International, it is helpful to know what messages you want to get across. Please review the Key Messages below now and prior to interviews, activities where the media might be present and visits to other organizations and schools.

Lions Clubs International is the world's largest service club organization, with a network of 1.4 million men and women in more than 210 countries and geographical locations. We serve where we live, as well as globally, and we have fun doing it.

Though well known for its successful initiatives in vision health, Lions service is as diverse as its members. We meet all sorts of needs, from assisting the elderly to helping victims of natural disasters.

Lions give 100 percent of donations to our causes. We cover all our costs through our dues.

Lions make a difference everyday everywhere. Whether by organizing a pancake breakfast fundraiser or building a wheelchair ramp for someone in need, we are a hands-on organization.

## **KEY QUESTIONS**

**43**

Please take time to review the following Key Questions and suggested answers. Practice answering these questions with your fellow Lions and always remember to accentuate the positive.

### **Who are the Lions?**

Lions are an international network of 1.4 million individuals dedicated to making a difference locally and globally. It may be noted that women are the single fastest growing segment of Lions.

### **What do Lions do?**

Lions meet the needs of our communities and the world, ranging from assisting the visually impaired and working with local youth to medical missions and disaster relief.

### **How are Lions relevant to today's world?**

Since 1917, Lions have met the needs in their communities and continued to improve the areas in which they live. As long as there are needs around the world, we will work to meet those needs.

### **How do I become a Lion?**

If you are interested in becoming a Lion, contact your local Lions club and express interest in learning more. A club locator can be found on the Lions Clubs International Web site [www.lionsclubs.org](http://www.lionsclubs.org).

### **As in other community organizations, is the membership of Lions declining?**

No. Lions membership is increasing. Programs such as Family Clubs, Leo Clubs, Campus Lions Clubs and New Century Lions Clubs, are helping us adapt to meet the growing needs of the world around us.

### **I would like to volunteer in my community but why should I do so as a Lion?**

Lions meet the needs of those in their own communities as well as around the world and we have fun doing it. Working together locally and internationally, the worldwide network of Lions has vastly more resources and is able to accomplish much more than individuals and small groups working alone.

## PROTOCOL ISSUES

44

### Head Table Seating

The presiding officer or meeting chairperson must always be seated at the most central seat at the table. When there is no central podium-seat, the principal speaker would occupy seat 2, then other Lion dignitaries in accordance with the general order of precedence. If possible, there should be the same number of seats to the right and left of the chairperson or presiding officer .

Figure 1 (Audience)

7	5	3	1	2	4	6
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As shown in figure 2, seating at a head table with a podium is essentially the same, except the meeting chairperson or presiding officer is always seated at the left of the podium (facing the audience) and the principal speaker at the right.

Figure 2 (Audience)

7	5	3	1	Podium	2	4	6	8
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When spouses are present, they should be seated to the member's left when on the left side of the table, and to the member's right when on the right side of the table.

### General Comments

When a Lion holds more than one title, he/she shall be recognized for the highest one. In areas that have positions in addition to those listed, they should be recognized in accordance with local customs, provided that elective officers always have precedence over appointive ones. It is recommended that Melvin Jones Fellows be recognized as a group. In introducing speakers, their status as Melvin Jones Fellows should be mentioned.

### National Anthems

When official representatives of the International Board of Directors (whether or not currently serving on the board) from another country are present at an event where national anthems are normally played, they should be extended the privilege of having their anthem played.

## **LIONS MENTORING PROGRAM 45**

The objective is to help every member achieve the goal of better serving his or her community through a program of personal development that helps members realize the potential that their unique skills and knowledge offer. It prepares them for leadership in clubs, association and in their personal lives as well.

The Lions Mentoring Program is completed in two parts, basic and advanced. Each part is completed in two levels.

### **Basic Mentoring Program**

- **Level One, The Responsibility of Being a Lion:** The first level of the Basic Mentoring Program is devoted to developing an understanding of who Lions are, their vision of humanitarian service, the traditions, the organizational structure and the responsibility of being a Lions club member. It should be a goal of every club that all new Lions complete the level one in their first three months of membership.
- **Level Two, Relationships:** The second level of the Basic Mentoring Program is for developing

relationships and organizational skills in preparation for leadership at the club level. Level two should be completed in the new Lion's first six months of membership.

### **Advanced Mentoring**

The goals of the Lions Advanced Mentoring Program are to see results and to provide replication.

- **Level One, Results:** The emphasis of this level is upon developing accountability for results by focusing on community projects and programs that provide useful and needed humanitarian service. Completion of this level provides a stepping-stone for accepting a leadership role within the club.
- **Level Two, Replication:** This level concentrates on the mentee's role in developing others for leadership in the association and for humanitarian service. It ensures long-range growth and can serve as a basis for leadership within the district structure. This phase can be augmented with additional training at district level and at area forums.



## **PEACE POSTER CONTEST**

**46**

For over three decades Lions clubs around the world have proudly sponsored the Lions International Peace Poster Contest in local schools and youth groups. This art contest for kids encourages young people worldwide to express their visions of peace.

**The theme of the 2021-2022 Peace Poster Contest is "We Are All Connected".  
Students, ages 11, 12 or 13 as of November 15, are eligible to participate.**

### **Peace Poster Contest Judging**

Each poster is judged on originality, artistic merit and expression of the theme.

Posters advance through several judging levels: local, district, multiple district and international. At the international level, judges from the art, peace, youth, education and media communities select one grand prize winner and 23 merit award winners.

### **Peace Poster Contest Awards**

International winners will be notified on or before February 1.

- One international grand prize winner will receive US\$5,000 and a trip to a special award ceremony.
- Each of the 23 merit award winners will receive a cash award of US\$500 and a certificate of achievement.

### **Peace Poster Contest Participant Information**

To learn more about the Lions International Peace Poster Contest, please view the LCI website.

## **PEACE ESSAY CONTEST**

**47**

International Peace Essay Contest created to give an opportunity for visually impaired young people to express their feelings of peace, the International Essay Contest is a staple of Lions clubs around the world. Lions work with local schools and area families to identify young people who are interested in participating and who could benefit from this program. One grand prize winner will receive an award and US\$5,000.

The theme of the 2021-2022 Essay Contest is "We Are All Connected". While overcoming new challenges brought on by an unprecedented global pandemic, we're celebrating the things that keep us connected—to each other, to our communities, all together around the world. This year, we invite young people with visual impairments to explore and express these connections.

## **Contest Guidelines**

Students who are visually impaired, ages 11, 12 or 13 on November 15, are eligible to participate. Each essay must be submitted with a completed entry form. Essays must be no longer than 500 words in length, submitted in English, typed in black ink and double-spaced.

## LEO PROGRAM

48

### Leading for Life

Leo clubs provide young people with an opportunity for development and contribution – individually and collectively – as responsible members of their local, national and international communities.

### Leo Club Motto

- Leadership: Leo members acquire skills as project organizers and motivators of their peers.
- Experience: They discover how teamwork and cooperation can bring about change in their community and the world.
- Opportunity: Leos develop positive traits and receive recognition for their contributions.

### For Young People Who Care

Leo clubs are open to young people with good character who have an interest in serving their communities. Leo clubs are divided into two tracks: Alpha and Omega.

**Alpha Leo Clubs** are designed for youth between 12 and 18 years old. This track focuses on the individual and social development of teens and preteens.

**Omega Leo Clubs** are tailored for young adults between 18 and 30 years old. This track encourages the personal and professional development of young adults.

Youth interested in joining a Leo club can use the Club Locator tool to find a Leo club in their community and visit the Leos section in our Member Center for more information.

### Make a Difference – Sponsor a Leo Club

Connections to young people can bring new energy to a Lions club and increase Lions visibility in the community. Through Leo club sponsorship, Lions have a unique opportunity to mentor potential community leaders and recruit future Lions club members. Learn more about sponsoring a Leo club in the Leos section of our Member Center on LCI website.

## E-CLUBHOUSE

49

If you're looking for a free and easy way to create a website for your Lions club, the e-Clubhouse is for you!

Lions Clubs International is proud to provide this resource to help Lions clubs around the world build a useful, professional looking website. Designed with fill-in-the blank fields for even the least Internet savvy, the e-Clubhouse allows you to:

- Build and maintain a website for your club using a simple set of tools that make it easy to create a club website.
- Keep your members – and community – up-to-date on the projects the club is working on.
- Promote your club's activities – and recruit new members.

You can choose between two predesigned website templates that incorporate the Lions Clubs International brand. Both templates include links to information on the Lions Clubs International website, including the Lions News Network, Lions Learning Center and more.

## e-Clubhouse Features

Each e-Clubhouse site features:

- **Club Home Page:** Feature a photo of your club members participating in a project or club activity and provide a brief history of your club.
- **Calendar of Events:** Use the calendar to keep everyone informed of important dates.
- **Club Projects:** Provide information on your projects and let your community know how they can support your projects.
- **Photo Gallery:** Showcase your club's activities by posting photos of recent projects.
- **Contact Page:** Post key contact information for people in your community to call so they can learn more about your club and get involved.
- Up to five additional pages for your club's special functions or news.

## New Member-Only Features

A new member-only section is now available. This new section will provide a way for your members to communicate important club news, encourage attendance to meetings and recognize member dedication.

## **Campaign 100** **50** **: LCIF Empowering Service**

Lions Clubs International Foundation is proud to announce *Campaign 100: LCIF Empowering Service*.

We're celebrating a century of service while working to support Lions' efforts for the next 100 years and beyond. With financial support from Lions, other donors and partners, the foundation is committed to raising US\$300 million by June 30, 2022.

We were committed to raise fund by June 30, 2021. After evaluating the impact that the COVID-19 crisis was having on Campaign 100, LCIF extended the duration of Campaign 100 by one year i.e up to June 30, 2022. It's an unprecedented goal but LCIF is confident we'll reach together.

What's the power of your gift to Lions Clubs International Foundation? A safer and healthier world in which Lions have even greater opportunity to:

- Increase service impact in the areas of vision, youth, disaster relief and humanitarian work.
- Fight diabetes to reduce its prevalence and improve

quality of life for those diagnosed.

- Expand our global causes to include:
  - ❖ **Hunger** – Growing resources and infrastructure needed to address food shortages. we'll work towards a world in which no one goes hungry.
  - ❖ **Childhood Cancer** – We'll strengthen medical and social services designed to increase life expectancy of children with cancer and enhance quality of life for them and their families.
  - ❖ **Environmental Issues** – Together, Lions and LCIF will protect the environmental health of our global communities.

Lions know the impact their service makes on communities. Now, Lions can expand their contribution to make the world better through a personal financial contribution to Lions Clubs International Foundation.

Visit [lcif.org/donate](http://lcif.org/donate) to make a secure recurring or one-time contribution, and to learn about other donation methods.

**Campaign 100: 51**  
**LCIF Empowering Service (contd.)**

**A World In Need**

Today, 253 million individuals are blind or visually impaired.

By 2040, nearly 650 million people are expected to be living with diabetes.

Each year, our planet experience a 15% increase in natural disasters.

Each night, more than 800 million people go to bed hungry.

Every day, 245 people die from measles.

Every 2 minutes, a child is diagnosed with cancer.

Today, 2/3 of children report being the victim of bullying.

By 2025, half the world's population will be living in water-stressed areas.

**Lions Respond**

We see the effects of devastation every day. Many say the world's needs are too great. Many say there's nothing we can do. Lions say, "We Serve." We are Lions, 1.4+ million volunteers. We are Leos, Alpha and Omega. We are Lions Club International Foundation, the only foundation to empower the service of Lions on a global scale. Together we offer hope and impact lives.

*Campaign 100* will enable us to serve more than 200 million people a year by 2022 and ensure Lions have resources needed to expand our global causes and impact.

## **Campaign 100: 52 LCIF Empowering Service (contd.)**

### **Model Clubs**

A Campaign 100 Model Club is a leader that:

- Champions LCIF's cause areas. Access LCIF website for causes served.
- Collectively supports LCIF and the campaign financially. Access LCIF website for online donations if you want.
- Broadly and proudly promotes Lions, LCIF and Campaign 100. Access LCIF website for Campaign 100 details.

### **Integral to Campaign 100's Success**

Reaching Campaign 100's goal of US\$300 million requires participation from all clubs – and Lions – worldwide. Model Clubs lead by example as they:

- Raise funds through strategies such as:
  - ❖ Asking individual members to make a donation or pledge.
  - ❖ Dedicating a fundraising event to Campaign 100.

- ❖ Making a donation to LCIF from the club treasury.
- ❖ Asking members of the community to make a donation.
- Strive to raise a minimum per-member average (PMA) of at least US\$500 in donations and pledges by June 30, 2023. The PMA includes funds raised since July 1, 2017, so your club is likely on its way already!
- Inspire other clubs to become Model Clubs

### **Lead by Example**

Model Clubs do important work for important causes, leading by example as they encourage other clubs to participate in Campaign 100.

### **Benefits of Being a Model Club**

Help your club become the next Model Club and gain these benefits:

- By supporting Campaign 100, Model Clubs empower service in your community and around the world.
- Within the local community, Model Clubs build awareness of and support for LCIF.

## **Campaign 100: LCIF Empowering Service (contd.)**

**53**

- Model Club members enhance their collaboration and fundraising skills, becoming closer as they collectively support a common cause.
- Model Clubs receive special recognition! Model Clubs lead by example through their commitment to participate. Learn more about how your club can become a Model Club.

### **Support for Model Clubs**

Once your members have met to determine the club's per-member average (PMA) fundraising goal (US\$500 or more), complete and submit the brief Model Club Commitment Form. Remember, donations from all sources - club members, fundraising events, the club treasury, and non-Lion friends and neighbors - count toward your goal.

Also helping you reach your goals are brochures, commitment forms, and presentations. Even better, your club and district coordinator will help you

effectively use the materials to lead your Model Club – and Campaign 100 – to success!

### **Lions Share Program**

Lions Share is an annual program that recognizes individual donors for three levels of support: US\$50, US\$100 and US\$200. Lions Share donations are MJF-eligible and used to support LCIF humanitarian grant programs.

Clubs are awarded a 100% Member Support banner patch and chevron when every member makes a minimum contribution of US\$50. For each subsequent year of 100% Member Support, clubs receive a chevron.

**US\$50:** Donors contributing US\$50 annually receive a one-star gold Lions Share Supporter lapel pin.

**US\$100:** Donors contributing US\$100 annually receive a two-star gold Lions Share Supporter lapel pin.

**US\$200:** Donors contributing US\$200 annually receive a three-star gold Lions Share Supporter lapel pin.



## **Campaign 100: 54** **LCIF Empowering Service (contd.)**

LCIF's 100 | 100 Club program recognizes clubs upon achievement of 100% of its membership contributing a minimum individual total of US\$100 per member directly to LCIF in a given year.

### **What is a 100 | 100 Club?**

A 100 | 100 Club is a club that supports LCIF through 100% member participation at a minimum level of US\$100 per member, per year – only US\$8 each month. These clubs also:

- Encourage greater participation from clubs in their district and multiple district.
- Accelerate Campaign 100 momentum and help ensure our campaign's success.

### **What are some effective fundraising strategies for 100 | 100 Clubs?**

- Promote personal giving and pledging from members.
- Promote monthly giving. A gift of as little as US\$8 per month from each member qualifies a

club.

- Promote recognition through the Lions Share Program at the two-star (US\$100) and three-star (US\$200) levels.

### **Will 100 | 100 Clubs receive special recognition?**

Yes! Clubs that achieve their goal will be recognized at the end of every fiscal year based on commitments and on cash received. Recognition will include a banner patch; certificate; and recognition in newsletters, on social media, and at district, multiple district, and international conventions.

### **What else is important to know about being a 100 | 100 Club?**

Please keep in mind that:

- 100 | 100 is an annual recognition.
- Only individual member contributions count toward achievement.
- Each member must contribute at least US\$100 each year to achieve – and then maintain – 100

**Campaign 100: 55**  
**LCIF Empowering Service Extension**  
**FAQs**

After evaluating the impact that the COVID-19 crisis is having on Campaign 100, LCIF will extend the duration of Campaign 100 by one year.

Please visit our website for more information and read below for answers to our frequently asked questions about the Campaign 100: LCIF Empowering Service extension.

**Q: Why was the campaign extended?**

**A:** *Campaign 100: LCIF Empowering Service* is LCIF's most ambitious fundraising initiative to date. The LCIF Board of Trustees recently concluded its virtual board meeting on May 21, 2020 and voted to extend the campaign through June 30, 2022. The board made this decision based on our current realities. We must give ourselves the time necessary to realize our full potential in this campaign, for the future of our foundation. This decision was made with the health and safety of Lions as a top priority.

**Q: Will the focus areas of LCIF's support change during this extension or in light of the global pandemic?**

**A:** No, our focus will not change. Partnering with Lions to support your communities in times of need has always been LCIF's mission. Just as LCIF responds to the needs of communities recovering in the aftermath of natural disasters, LCIF is supporting communities severely impacted by COVID-19. With the support of our donors, LCIF has provided over 190 grants and US\$3,500,000 to support these communities.

The need remains to support all LCIF's cause areas currently and in the future. The global pandemic is affecting aspects of people's lives that Campaign 100's case has always intended to support, such as disaster relief, hunger, humanitarian efforts, and youth. LCIF will continue to support these cause areas as well as, vision, diabetes, childhood cancer, and the environment.

**Campaign 100: 56**  
**LCIF Empowering Service Extension**  
**FAQs (contd.)**

When we launched Campaign 100, we made a commitment that Lions service will be more impactful than ever. Today in light of the global pandemic, our efforts to expand our cause areas and increase our service impact are more appropriate than ever.

**Q: Will the recognition plan change?**

**A:** No, the campaign recognition plan will not change as a result of the extension. However, during 2021-22, there may be delays in fulfillment due to the impact of COVID-19. Some of the warehouses and outside vendors that support our recognition program are currently closed. These closures, combined with mail service suspensions in part of the world, may delay the fulfillment of some recognition pieces for the foreseeable future.

**Q: Do Area Leader, Multiple District Coordinator, and District Coordinator terms automatically extend through the end of the campaign?**

**A:** Yes, terms will automatically extend through the end of the campaign, understanding that there are regional differences in these appointments and flexibility is needed. However, if an area leader, multiple district coordinator, or district coordinator is no longer able to carry out their role, please notify their supervising leader so a replacement may be identified.

**Q: Will trainings for multiple district and district coordinators continue to take place for the 2021-2022 term?**

**A:** Yes, LCIF will provide training to multiple district and district coordinators. Trainings may be offered in the form of an in-person training, a webinar training, or a series of webinars. LCIF staff is working diligently to ensure proper training is

**Campaign 100: 57**  
**LCIF Empowering Service Extension**  
**FAQs (contd.)**

available for our leaders at this time. Please visit the Virtual Event Center and be in touch with your LCIF development manager or specialist to learn about upcoming trainings.

**Q: Will there still be budget available for reimbursable expenses through the additional year?**

**A:** Yes, LCIF will offer coordinators a budget to support expenses related to campaign activities. A communication with information about the budget allotment will be forthcoming.

**Q. Will the pledge payment period extend?**

**A.** If a donor wishes to make changes to an existing pledge, LCIF will work with the donor to accommodate those changes. For any new pledges

being made, donors will have three years to complete pledges of US\$300-\$24,999 and five years to complete pledges of US\$25,000 +.

**Q. Will the Model Club fulfillment period be extended one additional year?**

**A.** Yes, the Model Club commitment fulfillment period will be extended by one additional year, through June 30, 2023. Additionally, new Model Club commitments may be made during the 2021-2022 Lion year.

**Q. Will the overall campaign goal increase? Will my Campaign 100 Area/Multiple District/District goals increase?**

**A.** The overall campaign goal will remain at \$300 million. Area, multiple district, and district goals may be adjusted in some areas in accordance with the revised timeline and performance to date.

**Campaign 100: 58**  
**LCIF Empowering Service Extension**  
**FAQs (contd.)**

**Q: How can we support Campaign 100 now?**

**A:** Many Lions have asked how they can help during these unprecedented times. Your support of LCIF has never been more important. We have currently raised around USD 200 million. If you are able, please consider joining LCIF in its support of Lions' relief efforts by donating. Your contributions are crucial to sustaining LCIF's ability to help Lions keep their communities safe and healthy. All donations are eligible for MJF and Campaign 100 recognition. If you have recently made a donation, we sincerely thank you for your leadership and generosity!

At this time, we advise that you prioritize your health and safety above all else. We encourage you to stay connected with LCIF, LCI, and your fellow

Lions virtually if it is not safe to meet in person. You can follow LCIF online through Facebook and on our website. Visit the Virtual Event Center online to learn about opportunities to participate in webinars.

**Q: If our district has recently received a grant from LCIF, do we have additional time to implement the grant due to COVID-19?**

**A:** LCIF is encouraging Lions to prioritize their health and safety. Therefore, if your district has received a grant but it is not safe to implement your project at this time please contact LCIF to discuss a revised project timeline. This would also apply to the collection of matching funds for the project.

**Q: Will grant application deadlines be extended?**

**A:** No, grant application deadlines are not being extended.

## **LCIF GRANT PROGRAMS**

**59**

### **SightFirst Grants**

SightFirst grants fight preventable and reversible blindness by supporting eye health care delivery systems, training and infrastructure development. Lions districts and multiple districts work with their regional SightFirst Technical Advisor in applying for a grant.

### **Hunger Grants**

Through the LCIF Hunger Grant, Lions can support school based feeding programs, food banks, feeding centers, and similar facilities that provide food to people when they need it most.

Grants are available to Lions districts in amounts of US\$10,000 to US\$100,000. Hunger Grants support infrastructure and equipment acquisition of Lions' projects focused on alleviating hunger. Funds can be used for a project's capital needs and select project operational expenses during the start-up period.

### **Childhood Cancer Grants**

Childhood Cancer Grants are available to Lions districts and multiple districts in amounts from US\$10,000 to US\$150,000. Projects must be implemented in coordination or collaboration with existing government or charitable childhood cancer medical facilities.

### **District and Club Community Impact Grants (DCG)**

Through the District & Club Community Impact Grants program, 15 percent of unrestricted contributions to LCIF are transformed into grants that fund local projects on a club and/or district level.

Donations may be made throughout the year, and grants can be applied for in the following Lions year. The District & Club Community Impact Grant requires a US\$5,000 minimum donation for clubs and a US\$10,000 minimum donation for districts. The minimum donation must be achieved within the fiscal year (i.e. July 1 – June 30).

## **LCIF GRANT PROGRAMS** **60** **(contd.)**

### **Diabetes Grants**

Diabetes Grants support diabetes youth camps and retreats, diabetes screening activities with comprehensive follow-up care plans, infrastructure and equipment acquisition for existing diabetes care facilities and training of professionals and community diabetes educators.

Lions districts are eligible for grants up to US\$150,000; Lions multiple districts are eligible for grants up to US\$250,000.

### **Leo Service Grants**

Grants are available to Lions districts and multiple districts in amounts from US\$1,500 to US\$5,000 to address unmet humanitarian needs in their community. Leos must be directly involved in organizing and implementing the project.

### **Lions Quest Grants**

Lions Quest Grants aid the implementation and

expansion of Lions Quest in schools around the world. Typical project activities include workshops to train educators, the purchase of textbooks and materials for workshops, program evaluation and research. Grants can go toward the initial implementation of Lions Quest or the expansion of an existing Lions Quest program.

Up to \$50,000 for on single or sub-district, or \$150,000 for multi-districts; 3-to-1 matching grants.

**Matching grants** (previously called standard grants) are large-scale humanitarian projects that address unmet needs. The project must serve a large population. Grants awarded are between US\$10,000 and US\$100,000.

**Emergency grants** are awarded in amounts up to US\$10,000 immediately following natural disasters to fund distribution of relief aid.

**Disaster Preparedness Grants** support districts

## **LCIF GRANT PROGRAMS** **61** **(contd.)**

interested in partnering with local authorities and other community organizations to plan and prepare for future relief efforts. Lions' district governors may submit proposals for Disaster Preparedness Grants. Grants are awarded for up to US\$10,000.

**Community Recovery Grants** aid districts interested in supporting short-term cleanup and repair efforts in situations where other organizations have already addressed immediate needs. Lions' district governors may submit proposals for Community Recovery Grants. Grants awarded provide up to US\$20,000.

**Major Catastrophe Grants** are directed by the LCIF Executive Committee and cannot be applied for by Lions. These grants provide significant funds for catastrophes of major international impact,

such as the China earthquake, the South Asian tsunami, Hurricane Katrina and the Haiti earthquake

Designated grants represent funds donated to LCIF restricted for specific activities and projects.

### **Grant Application Deadlines**

Due to the establishment of the new LCIF Board of Trustees, board meeting times and some grant application deadlines have changed. View the Calendar of Events on the website for updated meeting dates and application deadlines.



## **WAYS TO SUPPORT LCIF AND AWARDS** **62**

**Contributing Member:** Donors receive a colorful lapel pin for a gift of US\$20. Silver and gold levels are given for donations of US\$50 and US\$100 respectively.

**Honor Roll:** A certificate is given to individuals who contribute US\$100 and the recipient's name is entered on LCIF's Honor Roll at International Headquarters for the year in which the gift is received.

**Melvin Jones Fellowship:** Individuals who donate US\$1,000, and persons for whom such donations are made, are recognized as Melvin Jones Fellows. Melvin Jones Fellows receive a lapel pin and a personalized wall plaque.

**Melvin Jones Fellowship Progressive Program:** Individuals who give from US\$1,000 to US\$100,000, beyond their initial MJF donation. Melvin Jones Fellows receive a diamond, sapphire, ruby, emerald or amethyst set in a lapel pin, consistent with the amount donated.

**Humanitarian Partners:** The Humanitarian Partner program honors individuals whose cumulative donations exceed US\$100,000, \$200,000, \$300,000 and \$500,000, respectively.

**Friend of Humanity Award:** The LCIF Friend of Humanity Award recognizes a few Lions each year who have supported LCIF at the highest level. The LCIF Chairperson determines the recipients, who are awarded with a medal.

**Helping Hands Award:** The LCIF Helping Hands Award recognizes Lions who promote greater awareness of and support for LCIF at the club,

## **WAYS TO SUPPORT LCIF AND AWARDS (contd.)**

**63**

regional, district or multiple district level or through the media.

**Corporate Recognition:** An engraved plaque is presented to corporations that provide an unrestricted gift of US\$1,000 or more to the foundation.

**Club Recognition:** Clubs that donate US\$1,000 for which no other form of recognition is received will be given an inscribed plaque.

**LCIF Legacy to Lions:** Individuals may support the foundation through gift annuities and through direct gifts of cash, gifts of stock and appreciated assets.

**Memorial Donations:** LCIF recognizes individuals who donate to the Foundation in the memory of another.

**Lions Share:** Lions Share is an annual program that recognizes individual donors for three levels of support: US\$50, US\$100 and US\$200. Lions Share donations are MJF-eligible and used to support LCIF humanitarian grant programs.

## **LCIF DONATION FAQ**

**64**

### **1. What is the difference between unrestricted and restricted donations?**

Unrestricted donations are the most important gifts to LCIF. They are not designated for a specific need, but are used to support all LCIF programs. Restricted donations are designated to specifically created funds, such as for major natural disasters, or special initiatives, like Campaign SightFirst II.

### **2. Should contributions be accumulated and periodically sent to LCIF?**

Funds should be forwarded without delay. Doing so ensures prompt crediting of the donor's record and issuance of LCIF recognition and awards.

### **3. I want to give a charitable donation directly to a humanitarian project and do not want to have it used for administrative purposes. Can I be assured of that?**

Absolutely. By ruling of LCIF's Board of Trustees, all of LCIF's administrative and promotional expenses must be paid from interest on investments. Donations are used solely for grants.

### **4. Can a form of recognition, such as a Melvin Jones Fellowship, be sent out before donation is received by LCIF?**

LCIF board policy requires that donations must be received at headquarters before recognition can be sent. To ensure accurate and timely processing and the prompt issuance of recognition, please include necessary documentation such as a completed Melvin Jones Fellowship application form.

### **5. Are there donor reports available from LCIF?**

Yes, LCIF provides district governors, multiple district and district LCIF coordinators with a quarterly recap of donations and several other reports. These officers can use the reports to provide information on donations and Melvin Jones Fellowships.

### **6. Are there other ways to make a gift to LCIF?**

Yes, stocks, planned gifts, gifts of property and securities can all be made to LCIF. For more information, please visit [www.lcif.org](http://www.lcif.org) or contact LCIF staff.

## **SIGHT FIRST : 65 LIONS' VISION FOR ALL**

LCIF is a leader in providing support for preventing avoidable blindness and restoring sight for people around the world. Our sight programs range from developing and improving eye care systems to providing sight-restoring surgeries and treatments to distributing medications to those most at-risk for eye diseases.

Since its inception in 1990, the SightFirst program has played a key role in reducing blindness worldwide.

- More than US\$371 million approved for 1,389 projects in 112 countries
- Investing US\$415 million to extend services to even more people throughout the world
- 9.3 million cataract surgeries to restore sight
- Prevented serious vision loss for more than 30 million
- Provided over 251 million treatments for river blindness

- 1,351 eye centers and training institutions built, expanded or equipped
- 2.3 million professional eye care and community health workers trained
- To date, 190,000 Sight for Kids-trained teachers have screened 24.1 million
- Launched the world's first-ever initiative to combat childhood blindness in partnership with the World Health Organization, establishing or strengthening 34 paediatric eye care centres
- Provided management training for 275 facilities
- Raised more than US\$200 million for Campaign SightFirst II, making it the greatest fundraising effort in LCIF's history
- 188 million doses of Zithromax® distributed to control trachoma
- 325.8 million doses of Mectizan® distributed to halt the progression of onchocerciasis

## **LIONS QUEST**

**66**

Lions Quest is a series of school-based education programs that provide children with essential skills to help them lead healthier lifestyles, resist drug use, and develop a positive self-image. Skills for Growing (for ages 5-10) helps primary school children develop basic social competency skills. The Skills for Adolescence program (ages 10-14), which is most widely used, guides children in developing self-discipline, good judgment, and a sense of responsibility while teaching them how to set goals and make healthy decisions. Skills for Action (ages 14-19) exposes older adolescents to volunteerism and teaches them important skills including conflict resolution. The three programs are designed to work together as children advance through critical stages into adulthood.

### **Lions Quest Grants**

#### **Lions Quest Program Grant**

Amount: Up to \$50,000 for on single or sub-district, or \$150,000 for multi-districts; 3-to-1 matching grants.

Application: Due 90 days prior to the Lions Quest advisory meeting – mid-May (for August consideration) or mid-October (for January consideration).

Purpose: This grant opportunity is designed to support the development or expansion of the Lions Quest program where Lions have a detailed plan with commitment from local schools to implement the program, or in areas where Lions quest has been active for years but where a considerable number of schools are not covered. Applicants should also identify specific communities where needs are greatest and focus extra attention on those areas.

#### **Lions Quest Promotional Grant**

Amount: \$1,500; no matching funds required.

Applications: No deadlines—rolling applications.

Purpose: To introduce Lions Quest to a community. The grant is intended to jump start Lions Quest activities in a new area by introducing the program to community members. Funds are used for informational seminars for Lions, community members and/or educators.

#### **Community Partnership Grant**

Amount: Up to \$15,000; no matching funds required.

Application: No deadlines—rolling applications.

Purpose: To start Lions Quest programs in new areas, or reactivate dormant programs.

## **Global Causes**

**67**

Every journey begins with a single step. One act of service, one encouraging word, one gift of generosity is often all it takes to bring hope where it's needed most.

Over the last 100 years, the kindness of Lions and Leos has multiplied across borders, oceans, and continents. With over 1.4 million members, we now have an opportunity to truly change our world.

That's why we're uniting our global service around five areas of need. These Global Causes present significant challenges to humanity, and we believe it's our turn to meet them.

### **Diabetes**

We serve to reduce the prevalence of diabetes and improve quality of life for those diagnosed.

### **Vision**

We serve to prevent avoidable blindness and improve quality of life for people who are blind and visually impaired.

### **Hunger**

We serve to ensure all community members have access to nutritious foods.

### **Environment**

We serve to sustainably protect and restore our environment to improve the well-being of all communities.

### **Childhood Cancer**

We serve to help those affected by childhood cancer survive and thrive.

## **District and Club Community Impact Grants 68**

Through the District & Club Community Impact Grants program, 15 percent of unrestricted contributions to LCIF are transformed into grants that fund local projects on a club and/or district level.

### **About**

Donations may be made throughout the year, and grants can be applied for in the following Lions year. The District & Club Community Impact Grant requires a US\$5,000 minimum donation for clubs and a US\$10,000 minimum donation for districts. The minimum donation must be achieved within the fiscal year (i.e. July 1 – June 30). Clubs and districts that meet this requirement are eligible to receive a grant, which they must apply for in the following fiscal year.

### **Learn More**

District and clubs qualifying for the program will have the option to use earned funds to carry out local projects and access those funds through the submission of a District and Club Community Impact Grant Application or use them as part of the local matching funds component of other LCIF grant program applications. Clubs have the opportunity to retain their DCG funds for the use of their club, or to release those funds to their district to be counted toward the district's DCG account.

Additional information on the District and Club Community Impact Grants program can be found at [lionsclubs.org](http://lionsclubs.org).

## **PLEDGES**

**69**

### **NEW MEMBER'S PLEDGE**

"I (name) do hereby accept membership in the Lions Club of .....

knowing that the membership obligates me to participate in all functions of the Club. To the best of my ability I will abide by the Lions Code of Ethics, attend meetings regularly, accept such assignments as are given to me and contribute my share to the programmes of my Club, my District and Lions International."

### **SPONSOR'S PLEDGE**

"I (give your name) having sponsored (give new member's name) as a member of Lions Club of ..... do hereby pledge myself to see that he is properly indoctrinated in the activities and functions of the Club and Lionism. I further pledge myself to the best of my ability to see to it that he attends all club functions and that he becomes a good Lion.

## **REDEDICATION PLEDGE**

Recognising the debt we owe to the vision and leadership of the founders of Lionism, Melvin Jones, at the International, as well as the club level, I hereby reaffirm my dedication to the high principles of our organization, as reflected in our Code of Ethics and Lions Objects, and pledge myself to meet with renewed vigour the challenge to service wherever the need may be found.



## **District Conventions** **70** **- Frequently Asked Questions**

### **1) When does the official call have to be issued for our district convention?**

The official call for a district convention must be issued 60 days prior to the start of the convention.

### **2) If we have a cabinet secretary and a cabinet treasurer, are both individuals required to be members of the Credentials Committee?**

If a respective district has both a cabinet secretary and a cabinet treasurer, only the cabinet secretary is required to serve on the Credentials Committee.

### **3) How many days in advance of the district convention do the Nominating, Credential and Election committees need to be formed mandatorily?**

A district governor must appoint a Nominating Committee at least sixty (60) days prior to the sub-district convention.

The Elections Committee must be established prior to the district convention, providing reasonable time for the Elections Committee to prepare elections materials.

The Credentials Committee must be established prior to the district convention.

### **4) Are there any restrictions on the members to be appointed on such committees as above? (For example, could they be serving in any district or international office?) Is there a size limitation of these committees?**

The Nominating Committee must be composed of not less than three (3) and not more than five (5) members who are members in good standing of different Lions clubs in good standing in the district, and do not hold any district cabinet or international office while serving on this committee.

The Elections Committee consists of three (3) members appointed by the district governor.

## **District Conventions** **71** **- Frequently Asked Questions (contd.)**

The Credentials Committee must be composed of four (4) members: The district governor, two additional non-officers of the district who are members in good standing of different Lions clubs in good standing, and either the cabinet secretary-treasurer or cabinet secretary.

### **5) How many days in advance of the district convention do the candidates have to file their documents with the Nominating committee?**

Unless otherwise provided by a respective district's constitution and by-laws, any qualified member of a club in the district seeking the office of District Governor shall file his/her intention to so run in writing with the Nominating Committee prior to the day of its report to the convention and that for First/Second Vice District Governor- at least 30 days prior to the election.

### **6) How many days in advance of the district convention does the Nominating Committee need to meet to verify and approve the documents received by it?**

It is the Nominating Committee's responsibility to review the qualifications of each nominated candidate within thirty (30) days prior to the election and rule on the eligibility of the same.

### **7) Is a candidate's club required to be in good standing at the time the candidate announces his/her intention to run to the Nominating Committee?**

A candidate's club should be in good standing at the time the Nominating Committee is notified of the candidate's intention to run for a district office.

In the event a candidate's club has any outstanding dues, the candidate must be notified and provided up until 15 days prior to the close of credentials to ensure that his/her club pay outstanding dues.

**District Conventions** **72**  
**- Frequently Asked Questions (contd.)**

**8) How many days in advance of the district convention do the clubs have to file the list of their certified delegates and alternate delegates with the credentials committee?**

The date(s) and time(s) for registration and certification of delegates is to be determined by a respective district.

**9) Is the DG and/or the chairman of the credential committee required to provide the list of the delegates received from the clubs to the candidates?**

The Credentials Committee must announce the number of certified delegates to the convention upon close of certification and prior to the commencing of voting. There is no requirement of a respective district to provide a list of certified delegates to the candidates.

**10) Are members of the Nominating, Credential and Election committees required to be in clubs in good standing at the time of their appointment to such committees?**

Members of the above committees must be members in good standing of Lions clubs in good standing at the time of serving on such committees. A member who is not a member of a club in good standing is not eligible to serve on such committees.

## **GAT**

**73**

The GAT is a continuous loop of resources and feedback. From an initiative's beginning to the time it reaches clubs, the team is set up to be agile and flexible, allowing the association to provide expertise while incorporating necessary changes as instructed by Lions. This is how we can, together, ensure everything delivered is at its best.

### **Global Action Team (GAT) Focus Areas**

#### **1. District Goals**

The GAT helps districts to achieve their goals by creating a unified approach to action in Leadership, Membership, Service, and LCIF. As members of the GAT it is your responsibility to support the goal setting, planning and implementation process. Updated reports for the 2021-22 FY will become available starting July 1, 2021. LCIF data for districts can be tracked via Insights.

#### **2. Feedback Loop**

Feedback is essential to success in our work as Lions and members of the GAT. Specialists from Lions Clubs International will rely on all levels of the GAT to collect feedback on new initiatives, challenges and successes. Being an active part of this feedback loop is a crucial part of your unique role as a member of the GAT.

#### **3. Success Stories**

The GAT message is best shared through storytelling: stories that focus on a one-team approach and highlight how each pillar of the structure contributes to the others. Stories may be featured in social media or the Lions blog, so send your GAT success story to [GAT@lionsclubs.org](mailto:GAT@lionsclubs.org).

**Progress Reporting:** Progress reports are regionalized by constitutional area/regional area. Reporting should occur no less than three times a year. CA/RA reports should be sent to the GAT

## **GAT (contd.)**

**74**

Chairperson, with a copy to your current International Directors and [gat@lionsclubs.org](mailto:gat@lionsclubs.org).

### **Funding & Grant Opportunities**

#### **GAT District Funding**

Since storytelling is the best way to share our GAT successes, our GAT District Funding Program offers each district US\$500. In order to qualify for the funding, any district GAT member or the district's cabinet secretary, on record with Lions Clubs International for the current fiscal year, must submit a story to the GAT District Funding page.

**The Leadership Development Multiple District Grant** provides reimbursement of up to US\$100 per confirmed 1st vice district governor and up to US\$75 per confirmed 2nd vice district governor (not to exceed actual expenses incurred).

#### **Institute Grant Program**

All multiple districts, single districts and

undistricted provisional districts/regions/zones, can now apply for a grant to support local institutes.

**Membership Development Grant Program:** *Multiple districts may apply for up to US\$10,000 and districts may apply for a maximum amount of US\$5,000. Membership Development Grants provide funding on a competitive basis to help regions capture new markets, particularly where membership has been declining.*

**Special Initiatives Grant Program:** *A Special Initiatives category will also be available for grants that could include:*

- Replicating a previously successful grant.
- Targeting specific clubs (less than 15 members, men-only clubs, or other specific demographic).
- Excess (if a particular CA has utilized all of its available funds).
- Particular special initiative/area/type of club identified by the Board.

## **GAT (contd.)**

**75**

### **Marketing and Communication**

**Social Media:** In order to drive membership growth and retention, leadership, and service at the club and district level, empower Lions to use social media.

**Branding:** The Lions Clubs International **Brand Guidelines** help us consistently represent our identity as the world's premier service organization.

### **Communication Methods**

**Messenger Apps:** *GAT staff and field team utilize **WhatsApp** and other direct-messaging applications to communicate strategy and resources.*

**Facebook:** *Consider creating CA/regional/area Facebook groups to communicate with your teams. Join LCI's Global Action Team Facebook group to receive important information and to engage with other leaders around the world.*

**MyLion:** *GAT regional field team will act as the conduit for MyLion education and toolkit resources to drive adoption of platform.*

### **Product Ambassador Program:**

**Launched in 2020, the Product Ambassador Program is a smaller group of engaged Lions who work closely with staff at Lions Clubs International to provide constructive feedback that will help improve our digital products.**

**Virtual Engagement:** COVID-19 has changed the way we live, work and serve. Lions around the world are finding new ways to connect in their communities. GAT Leaders are encouraged to work with their Lions virtually in order to maintain member engagement.

Be sure to review the Board Policy Manual after each Board meeting, as updates frequently occur.

## **Global Membership Approach 76**

Global Membership Approach combines a strategic approach and a set of resources for district teams to utilize to develop membership by:

- Rejuvenating districts with new clubs
- Revitalizing clubs with new members
- Re-motivating existing members with fellowship and exciting service.

The approach has universal applicability, with the ability to customize based on regional needs and circumstances.

In October 2018, a Pilot Program “North American Membership Initiative” launched to help rejuvenate membership growth in CA I and CA II. In June 2020, the North American pilot program resulted in a new approach to membership development. This approach is to be rolled out in a phased manner as the “Global Membership Approach.” The Global Membership Approach will be delivered and supported by the Global Action Team.

The goal of the Global Membership Approach is positive membership growth. This goal is fundamental to the broader goal of the strategic plan: to be the global leader in community and humanitarian service.

Similarly, many of the strategies outlined in the strategic plan will directly and indirectly support the objectives of the Global Membership Approach.

The Global Membership Approach will be delivered at the district level. Many of the programs and resources developed through the strategic plan will be implemented at the international level, such as repositioning the global causes, or club level, such as increasing member satisfaction with their club experience. As such, the strategic plan will support, not replace the district action plans developed through the Global Membership Approach.

### **Timeline**

All CAs will pilot this approach, with regional variances in 2021-2022. The Global Action Team

## **Global Membership Approach 77** **(contd.)**

(GAT) will train and coordinate throughout the piloting process. Additionally, the GAT will provide support and accountability in each CA. The best ideas will be integrated in the worldwide process in 2022-2023.

### **2018-2019**

North American Membership Initiative Startup

### **2019-2020**

Nine pilot districts in CAs I and II tested the approach

### **2020-2021**

All districts in CAs I and II could opt in, CAs III VIII startup

### **2021-2022**

All districts in CAs I and II, and pilot districts in CAs III VIII

### **2022-2023**

All districts worldwide participate



## **New Voices**

**78**

**The New Voices Initiative** promotes gender parity and diversity and seeks to increase the number of women, young adults and underrepresented populations within our association. It features a diverse group of Lions who are selected annually by their district governor for their dynamic and innovative contributions in one of four areas: Service, Membership, Leadership, and Marketing.

To encourage regionalization and support at the grassroots level, recognition will be primarily focused at the district level. By eliminating the nomination protocol, which requires endorsement at multiple levels, New Voice nominees will be recognized throughout the year showcasing their

talents and contributions in a more timely manner. We encourage local areas to promote the program and their nominees with the goal of attracting new dynamic members into our association and encouraging them to seek leadership positions.

## **Leadership Training** **79** **Leadership Development Institute Grant Program**

Build confidence and inspire Lions in leadership roles by providing an Emerging Lions Leadership Institute (ELLI) or a Regional Lions Leadership Institute (RLLI) in your area. All multiple districts, single districts and undistricted provisional districts/regions/zones can apply to receive a grant towards conducting either an ELLI or a RLLI.

Not able to host an in-person institute? Consider organizing a virtual RLLI! A virtual RLLI can be used in conjunction with the institute grant.

### **Faculty Development Institute (FDI)**

The Faculty Development Institute is a three-day institute that serves to develop and expand the number of skilled Lions faculty available for use in training at the club, district, and multiple district levels. The curriculum is designed to enhance training delivery skills and training techniques that

will increase the quality of training and overall effectiveness of Lions leadership development programs.

### **Emerging Lions Leadership Institute (ELLI)**

Emerging Lions Leadership Institutes focus on building the skills of Lions and Leo members for leadership opportunities at the club level, including the position of club president.

To better prepare and train more future leaders, the ELLI is now available to all multiple districts, single districts and undistricted provisional districts/regions/zones for local implementation.

### **Advanced Lions Leadership Institute (ALLI)**

Advanced Lions Leadership Institutes focus on building the skills of Lions leaders to prepare them for leadership responsibilities at zone, region and district levels.

Qualified candidates are Lions that have completed a successful term as club president, but have not yet attained the position of First Vice District Governor.

## **Lions Learning Centre**

**80**

Learning is part of the human experience. It empowers us to improve our thinking, our feeling, our communication, and our service. When Lions and Leos put learning into action, leadership happens.

The Leadership Development Team works year-round with Lions and Leos who want to continue growing for the sake of their clubs, their communities, and Lions Clubs International. If that describes you—no matter where you are in your leadership journey—training and development opportunities are available to keep you moving forward.

### **Online learning**

The Lions Learning Center (LLC) offers all Lions and Leos the opportunity to learn and sharpen their

knowledge of Lions fundamentals and leadership skills through online interactive courses. Access the LLC from the “Learn” application using your Lion account login and password.

## **International Programme 81** **2021-22**

### **Plan on success**

#### **Our 2021-2022 Global Priorities**

##### **Membership growth and engagement**

The growth of our association means we're always ready to serve. To grow, we must not only bring in new members, we must also keep our current Lions engaged and active. Every time we lose a Lion, we have to recruit two more people in order to grow. More importantly, we must engage every member so that each person is able to truly live out the service that's in their heart.

##### **Support our Foundation**

We are in the final year of our most ambitious giving campaign ever, Campaign 100. The generosity and support of LCIF is empowering our service around the world, and bringing hope. Let's

put our hearts into action by supporting our global foundation so we can achieve our goal of raising US \$300M.

##### **Compassionate service**

As communities around the world seek to find a sense of normalcy once again, Lions have a new and great opportunity to lead by example. We can help the world recover in this time when so many are still struggling. We must keep up our innovative service efforts of the past year and expand on them to address the needs of our current situation, with the knowledge that things can change at any moment.

##### **Communication**

Transparency and open lines of communication are essential to great service, and therefore have always been key to Lions clubs. We must continue to focus on our connections to one another, those we serve, and the organizations that support us. As Lions, we have a powerful and global community

## **International Programme 82** **2021-22 (contd.)**

of peers we can learn from and assist. Now is as good a time as any to lean into our network of service.

### **Our Hearts will lead the way** **Serving in this moment**

The world has been through a lot in the past year. As Lions, we helped communities find safe ways to serve in unprecedented times. Just as we've always done, we acted as beacons of hope for countless people and communities in need, responding with new and innovative ways to serve.

As the world continues to change, we must learn from our recent past. We've experienced firsthand the importance of placing the health and safety of our members and those we serve above all else. But last year also showcased the ingenuity and innovation within our clubs. Virtual meetings, webinars, safe service and so much more — Lions

spent the past year developing new ideas and ways to connect. Let's continue to serve safely, but let's also continue to use the innovations and new technologies that can help us achieve stronger connections and greater success.

### **Lead with Heart**

If each of our more than 1.4 million Lions recruited just one person a year to join us in service, we could do more than just double our membership in a single year. We could double our impact too. While that's an ambitious goal, it all starts by engaging each and every club member. This means offering opportunities to lead and contribute in meaningful ways. When members are happy, they'll want to invite others to be a part of it. Our Lions come to our association with a passion and fire within them to serve. Let's do everything we can to keep that passion for service burning strong for years to come.