



New Member Orientation Guide

A Guide to Planning and Conducting An
Introduction to Lions



Lions Clubs International

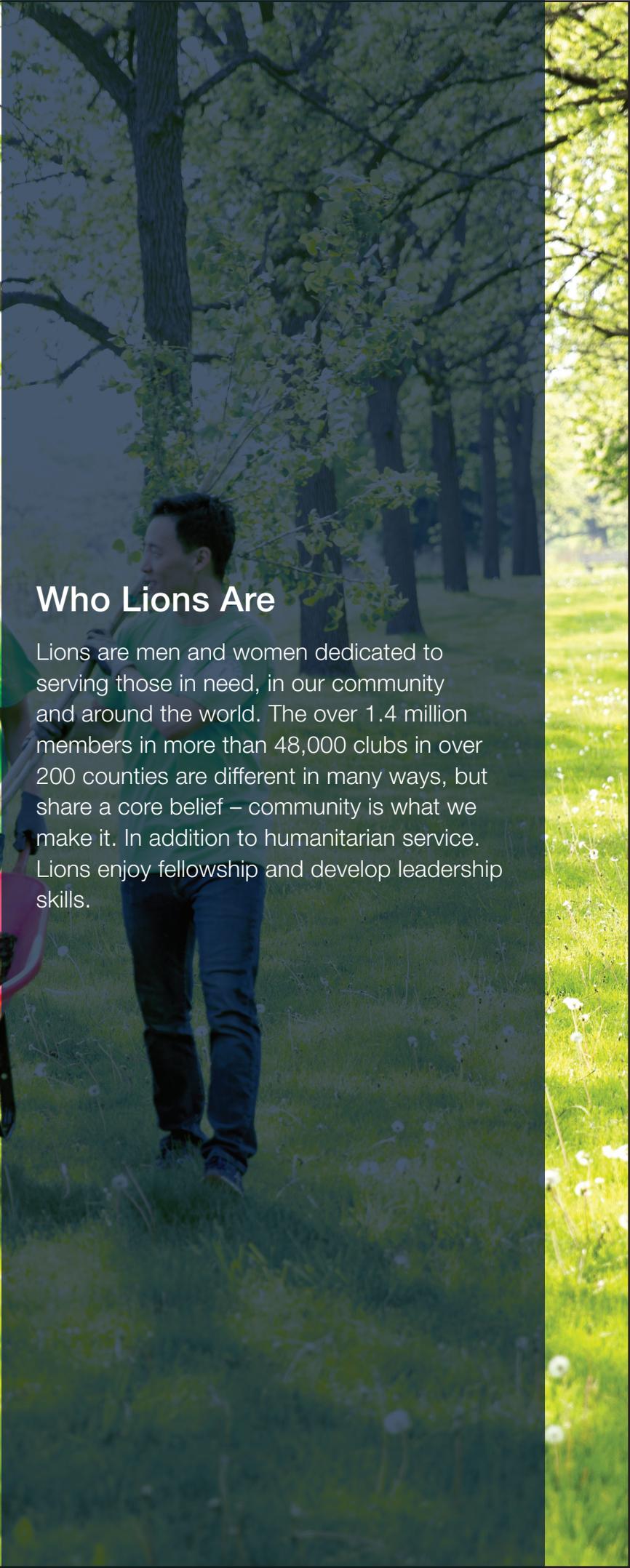
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Who Lions Are

Lions are men and women dedicated to serving those in need, in our community and around the world. The over 1.4 million members in more than 48,000 clubs in over 200 countries are different in many ways, but share a core belief – community is what we make it. In addition to humanitarian service, Lions enjoy fellowship and develop leadership skills.



New Member Orientation Curriculum

Who Lions Are

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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.

Motto: “We Serve.”

Slogan: Liberty, Intelligence, Our Nation’s Safety

Purposes:

- **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.

Code of Ethics:

- **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 to 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, and 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.



Your Club

History

As a new member, it is important to be aware of the history of your club in order to feel like you truly belong. Your orientation trainer will give you the complete history of your club.

If you happen to be a charter member of your club, you and your fellow Lions will have a chance to form the history of your club.

Club Officers

The officers of your club, also known as the board of directors, include the president, immediate past president, vice president(s), secretary, treasurer, service chairperson, marketing chairperson, membership chairperson and others. Officers are elected annually for a term coinciding with the association's fiscal year (July 1-June 30). Most work in Lions clubs is done in committees appointed by the president.

Club leadership includes:

- **President:** The president serves as the club's chief executive officer and presides at all meetings of the club and the board of directors. The president serves as the chair of the club's Global Action Team, a committee made up of the club service chairperson, club membership chairperson, and club vice president – who serves as the leadership chairperson. The president issues the call for regular and special meetings in accordance with the club's by-laws or procedures, plans the agenda and ensures that the status of each committee activity is reported. It is also the responsibility of the president to see that regular elections are duly called, noticed and held. The president cooperates with, and is an active member of, the district governor's advisory committee of the zone in which the club is located.



- **Immediate Past President:** The immediate past president assists and gives guidance to the current club president as needed. He or she also serves as the club's Lions Clubs International Foundation (LCIF) Coordinator
- **Vice President(s):** In the event that the president should be unable to perform the duties of office for any reason, the vice president next in rank occupies the position and performs the duties with the same authority as the president. Each vice president, under the direction of the president, oversees the functioning of various committees of the club. The Vice President also serves as the club Leadership Chairperson on the club's Global Action Team. In this role, he ensures that training for members is identified, communicated and encouraged, leading toward membership satisfaction and retention.
- **Secretary:** Under the supervision and direction of the president and board of directors, the secretary acts as a liaison officer between the club and both the district and International Headquarters. Responsibilities of the secretary include submitting reports, maintaining club records and issuing financial statements to club members.
- **Treasurer:** The treasurer is responsible for all club financial matters. Duties include receiving all money from the secretary and paying club obligations, maintaining financial records, preparing financial statements and submitting financial reports.
- **Membership Chairperson:** The Membership Chairperson serves as a member of the club's Global Action Team. Duties include developing annual membership goals and action plans to recruit new members and increase satisfaction among current members, ensure that effective orientation takes place for new members, and to participate in Global Membership Team meetings held by the district.
- **Marketing Communication Chairperson:** The Marketing Communication Chairperson is responsible for ensuring that a club is recognized in the community and that members are well informed of a club's activities. Duties include promoting the club through news media, social media and other effective means as well as encouraging club members to be involved in club activities through effective communication.

- **Service Chairperson:** The Service Chairperson serves as a member of the club's Global Action Team and responsibilities include collaborating with the district Global Service Team to communicate and develop annual service goals that align with the Lions Clubs International service framework. The Service Chairperson is also responsible for identifying community needs and ensuring club alignment with community needs.

Committees: In many clubs, every member serves on a committee. Your committee assignment is an important part of your membership and deserves your best effort. Administrative committees may include attendance, constitution and by-laws, convention, finance, Lions information, membership, programs, public relations, greeting and leadership development. Activity committees generally conform to the major Lion activities. Club projects and activities are originated and led by club committees under the direction of a committee chairperson. The president generally appoints the chairperson and committee members after consulting with the members. The chairperson of each committee should call periodic meetings of their members, and may be asked to attend board meetings to report their progress to the officers and directors.

Traditions

Your club may participate in traditions such as singing the Lions song or wearing the yellow vest. Your orientation trainer will explain the traditions your club participates in.

Elections

All officers of the club are elected annually for a term beginning on July 1. Beginning around March, the club president appoints a nominating committee to discuss and select candidates for the various club offices to be voted upon by the club in April.

Awards

Lions believe that service is its own reward, but special accomplishments and milestones should be recognized and celebrated. You may think that awards and recognition are a long way off, but as a new Lion, you can aspire to some awards almost immediately. Awards are presented for inviting new members to join a Lions club and for helping to form a new club, both of which you are eligible to do as soon as you become a Lion. Other awards are presented for longevity of membership, outstanding service activities, public relations initiatives and leadership excellence.

Awards available to members at the club level for service activity and membership initiatives include:

- **Membership Keys:** Membership Key Awards acknowledge the importance of effective recruitment in membership growth by recognizing the number of new members a Lion has sponsored once they have been members for a year and a day.
- **Chevrons:** Lions Clubs International recognizes the anniversaries of our members with Chevron Awards. Chevron Awards are issued starting at 10 years of service and given in five year increments.
- **Member Sponsor Recognition:** Members who invite someone to join their club are recognized with a special sponsor's pin and sponsor certificate. Members who stay for a year and a day count toward eligibility for Membership Keys.
- **Extension Awards:** Extension Awards are presented to the two Lions, who, in the opinion of the serving district governor, provided the greatest assistance in the organization of a new Lions club. Lions nominated for an Extension Award receive a medallion for each of the first five clubs chartered, and greater awards for chartering 10, 15, 20, 25, 30, 40, 50, 75, 100 and 150 clubs. Any Lion may receive the award, including transfer charter members, with the exception of the district governor, new charter members and international representatives. Extension Awards are presented after the club has been chartered for a year and a day and is in good standing.

Many clubs and districts also have their own award programs to recognize the outstanding achievements of their members. Additionally, club leaders are eligible for a variety of awards to acknowledge superior efforts, such as the Membership Satisfaction Award, given to clubs who have positive member growth and retain their existing members throughout the year.

Service and Fundraising Activities

Many clubs and districts have signature projects they participate in every year. Your orientation trainer will tell you about the projects your club participates in and how you can help.

Membership

Membership in a Lions club provides people with the opportunity to meet and work with other individuals in a spirit of fellowship, striving toward the common goal of helping those in need. Through your mutual concern for others, members can improve both local and global communities while developing valuable personal and professional skills. New members are expected to give freely of their time and energy whenever possible, attend club meetings, be available for committee assignments, be knowledgeable about the aims and objectives of Lions and support club officers.

The benefits of Lions clubs membership are numerous, and could include:

- Join a global community of people who are dedicated to serving others
- Gain access to a support system of volunteers worldwide, as well as staff members who are working on tools to enhance your service.
- Develop new leadership skills and put your new skills into action.
- Experience the feeling of service and the joy of helping those in need.
- Network with community leaders both locally and internationally.
- Develop friendships and fellowship with other service minded people.
- Earn the respect and credibility of being a Lion in your community.

To ensure continuity in the club's membership efforts, your club may choose to implement what is referred to as the three-person membership committee. The committee is composed of three elected members (a chairperson, vice chairperson and a member) serving a three-year term on a rotating basis. After the first year, only the membership chairperson moves off the committee. The vice chairperson moves up to become the membership chairperson and the remaining committee member becomes the vice chairperson. A new Lion is elected to fill the vacancy. This system allows the committee members to gain experience and provides the club with continuity in its crucial membership-related activities.

Meetings

Lions Clubs International recommends that clubs meet regularly. All active members are encouraged to attend meetings regularly.

Dues

Members pay club, district, multiple district and international dues. Each club assesses an entrance fee and annual dues. Lions clubs use their entrance fees and membership dues for administrative purposes. International dues of US\$43 cover member benefits, including a subscription to LION Magazine, online and in person leadership development training, legal counsel, insurance coverage, and member access to MyLION, our mobile and web app designed to allow you to find and share service, as well as connect with Lions around the world.

Budgets

Clubs maintain two separate budgets: activities and administrative. The activities funds of a Lions club, consisting of funds raised from the public through club projects may only be expended to satisfy a community or public need. The administrative budget is what finances club operations. Its income comes mostly from club dues.

Communications

Your club probably has many different ways of communicating with its members. Your orientation trainer will review various club communication mediums which may include but are not limited to:

- Club newsletter
- Club website or e-Clubhouse site
- Club Facebook Page or other social networking pages

District and Multiple District

Organizational Structure

The district is your club's connection to the wider world of Lions Clubs International. The world's Lions clubs are grouped into approximately 750 districts. Each district has at least 35 clubs and at least 1,250 Lions club members. Each district has a district governor who is elected for a one-year term and is responsible for the overall success of our mission of service in the district. The responsibilities of the district governor are shared with the district governor team (DG Team), comprising of the district governor and first and second vice district governors. The team works together to supervise overall district operations, develop team strategies and encourage the invitation of new members and formation of new clubs. The district governor also supervises other district officers, including the cabinet secretary and treasurer. The officers and various committee chairpersons make up the district cabinet. Club presidents and secretaries are often in contact with the district cabinet and serve as an informal advisory committee.

Some large districts are divided into regions of 10 to 16 clubs, and regions are broken down into zones of 4 to 8 clubs. Where this is the case, region and zone chairpersons also work closely with the district cabinet.

Multiple districts are formed by two or more districts within a territory, typically organized along national, state or provincial lines. Stand-alone districts are called single districts. Subject to the association provisions, each multiple district supervises the administration of its own affairs and may choose officers, hold meetings, administer funds, authorize expenditures and exercise other administrative powers as provided in its respective multiple district constitution and by-laws.

District and multiple district leadership includes:

- **District Governor:** The district governor serves as the chief administrative officer of the district. He or she is elected at the district convention to serve a one-year term. The new governor takes office at the close of the international convention. The district governor's responsibilities are as follows:
 - Chairperson of the District Global Action Team
 - Further the purposes of this association
 - Support and promote the Lions Clubs International Foundation.
 - Preside, when present, over the district convention, and cabinet and other district meetings.
 - Perform such other functions as required by the International Board of Directors.
- **First Vice District Governor:** The first vice district governor assists the district governor with membership development, the chartering of new clubs and the promotion of district events. The vice district governor's specific responsibilities are to:
 - Further the purposes of this association.
 - Serve as the key District Governor Team liaison to the Global Membership Team and take an active role in membership growth, extension of new clubs, and ensuring existing club success within the district.
 - Work with the District Governor, Second Vice District Governor, and the Global Leadership Team to develop and implement a district-wide plan for leadership development.
 - Become familiar with the duties of the district governor so in the event of a vacancy in the office of district governor, he/she will be better prepared to assume the duties and responsibilities of said office.
 - Participate in preparation of the district budget.
 - Perform other functions and tasks as set forth by the district governor.
- **Second Vice District Governor:** The second vice district governor assists the district governor with membership retention and increasing awareness among Lions about the associations various programs. The second vice district governor also serves as a liaison between the Global Leadership Team and DG Teams.

- **Cabinet Secretary-Treasurer:** The cabinet secretary-treasurer acts under the supervision of the district governor and is responsible for recording and maintaining district proceedings, reports and funds.
- **Region Chairperson:** This position is optional. Region chairpersons are members of the district governor's cabinet. They are usually appointed by the governor; however, in some districts they are elected. The region chairperson, subject to the supervision and direction of the district governor, is the chief administrative officer in the region. Duties include supervising the zone chairperson in the region, supervising district committees as assigned by the district governor, organizing new clubs and strengthening weak clubs.
- **District Chairpersons:** District committee chairpersons assist the district governor, region chairperson and zone chairperson in the work with their clubs. A district governor may add other district chairpersons as he or she deems necessary. Lions Clubs International officially recognizes the following district chairpersons:
 - Convention
 - Honorary Committee
 - Information Technology
 - Diabetes
 - Environment
 - International Relations
 - Leo Club
 - Peace Poster Contest
 - Public Relations and Lions Information (Marketing Communications)
 - Reading Action Program
 - Sight Preservation, Awareness and Action
 - Youth (Lions Opportunities for Youth)
 - Lions Quest
- **Zone Chairperson:** The zone chairperson is the chief administrative officer in the zone and is given direction and supervision by the district governor and/or region chairperson. The zone chairperson is responsible for serving as chairperson of the district governor's zone advisory committee, taking an active role in organizing new clubs and reports on the activities and well-being on all the clubs in their zone. The zone chairperson is a member of the district governor's cabinet. Usually, the governor appoints them; however, in some districts they are elected.
- **Council of Governors:** According to the Lions Clubs International Constitution, the governors within a multiple district constitute a council of governors for each multiple district. The district council may include one or more immediate past district governors, provided that the total number of immediate past district governors does not exceed one-half the number of district governors. Each member has one vote on each question requiring action of the council. A district council may also include past and present international presidents, vice presidents and past and present directors of the association as advisory, but are non-voting members.
- **Global Action Team:** The Global Action Team puts the entire Lions network to work for your club. Teamwork is the key - it brings the entire Global Leadership Team, Global Membership Team, and Global Service Team together to support your club. It's a bottoms-up, whole-club approach that can energize every facet of your club.
 - **Global Action Team District Chairperson (District Governor).** The Global Action Team Chairperson ensures that the district's Global Leadership Team, Global Membership Team, Global Service Team coordinators are collaborating and implementing plans to develop skilled leaders, strengthen members, and expand the district's humanitarian service.
 - **Global Membership Team (GMT) District Coordinator:** The GMT District Coordinator is the driving force that ensures the district is strong, stable and focused on membership.
 - **Global Leadership Team (GLT) District Coordinator:** The GLT District Coordinator is the driving force to ensure that the district is strong, stable and focused on developing and inspiring quality leadership.
 - **Global Service Team (GST) District Coordinator:** The GST District Coordinator provides capacity building resources to region, zone and club service chairpersons, empowering Lions to meet the priority needs of their communities and elevate the member experience through impactful service growth.

District Convention

The annual district convention, sometimes held as part of a multiple district convention, is the chief deliberative body of the district. District conventions are held to conduct general district business, take action on district matters, adopt resolutions, elect the district governor and other district-elected officers, vote on convention sites, conduct seminars, sponsor events important to the district and develop fellowship among the Lions of the district.

Communications

Most likely, your district and multiple district have many ways of communicating with its members. Your orientation trainer will review various district communication mediums which may include but are not limited to:

- Area newsletter
- Area website
- Area magazine

Supplemental Materials:

- District Constitution and By-Laws (LA-4)
- Multiple District Constitution and By-laws (LA-5)
- District contact list
- Copy of area newsletter or magazine

Lions Clubs International (LCI)

History

The distinguished history of Lions Clubs International forms the foundation for nearly everything Lions clubs do today. From our humble beginnings to our commitment to sight initiatives, there is a significant basis for all our humanitarian services. Knowing and understanding our history gives us perspective and helps keep our dedication for community service thriving.

Lions have been helping people since 1917. That year, Melvin Jones, a Chicago businessman, encouraged his club, the Chicago Business Circle, to go beyond promoting good business practices. He convinced the members that selfless service to others would create a better community – and a better world – for all.

Melvin Jones also saw that a network of clubs working together could do much more than individual clubs acting alone. He invited similar groups from around the United States to a meeting on June 7, 1917 in Chicago, Illinois, USA. There, the Association of Lions Clubs was born. Later that year, a convention was held in Dallas, Texas, USA to formally adopt a constitution, by-laws and a code of ethics. The fledgling group became the International Association of Lions Clubs just three years later in 1920 when a new Lions club was formed in Windsor, Ontario, Canada.

Perhaps the single event having the greatest impact on the association's service commitment occurred in 1925 when Helen Keller addressed the Lions at the international convention in Cedar Point, Ohio, USA. It was there that she challenged Lions to become “knights of the blind in the crusade against darkness.”

Broadening its role in international understanding, the association was one of the first nongovernmental organizations invited to assist in the drafting of the United Nations Charter in 1945 and has supported the work of the UN ever since.

In 1957, the Leo Program was created to provide the youth of the world with an opportunity for personal development through volunteering.

In 1968, Lions Clubs International Foundation was established to assist Lions with global and large-scale local humanitarian projects. Through our Foundation, Lions meet the needs of their local and global communities.



In 1987, Lions Clubs International became the first major service club organization to admit women as members.

In 1990, Lions launched their most aggressive sight preservation effort to date, SightFirst. The program strives to rid the world of preventable and reversible blindness by closing the gap between existing health care services and those that remain desperately needed.

In the nearly over years since its founding, the association – usually called Lions Clubs International – has spread to all corners of the globe where Lions are welcomed and respected for their vision, integrity and dedication to our official motto: “We Serve”.

Interesting Fact: Dr. W.P. Woods, of Evansville, Indiana, USA was elected as the first president.

Origin of name “Lions”

On June 17, 1917 at the invitation of Melvin Jones, delegates met in Chicago. The only point of contention was the selection of a name for the new organization. Melvin Jones researched the idea of calling the new organization Lions. The name Lions was chosen on a secret ballot over several others because the lion stood for strength, courage, fidelity and vital action. The official name of the association is “The International Association of Lions Clubs” or simply “Lions Clubs International.”

Logo

The Lions emblem (or logo) is a recognized and respected symbol around the world. Although it has been modified and modernized, the basic design dates back to 1919. It consists of a gold “L” on a blue field surrounded by a gold circle. On either side of the circle is the profile of a Lion’s head, one looking back upon a proud past and the other looking optimistically toward the future.

Various forms of the emblem may be downloaded for member and club use from the LCI website. You should know, however, that the emblem is a registered trademark in most countries and should only be used in accordance with the Lions Clubs International Trademark Policies, which may be found on the LCI website.

Organizational Structure

International officers, consisting of the international president, first, second and third vice presidents and immediate past president, are charged with implementing policy and serving as inspirational leaders of the world’s Lions. International officers are elected three years prior to their terms and serve as third vice president, second vice president, first vice president, and then president.

The International Board of Directors is the governing body of the association. Its 34 members from all parts of the world meet four times each year to set association policy. The board also:

- Monitors ongoing programs of the association
- Supervises the international officers and committees of the association
- Manages all association business, property and funds
- Prepares and approves a budget for each fiscal year (July 1 - June 30)

Board members are elected to two-year terms and are designated first or second year directors during their service.

The international officers and directors are assisted by board appointees; distinguished Lions authorized by the international president to join or chair certain committees and carry out specific assignments.

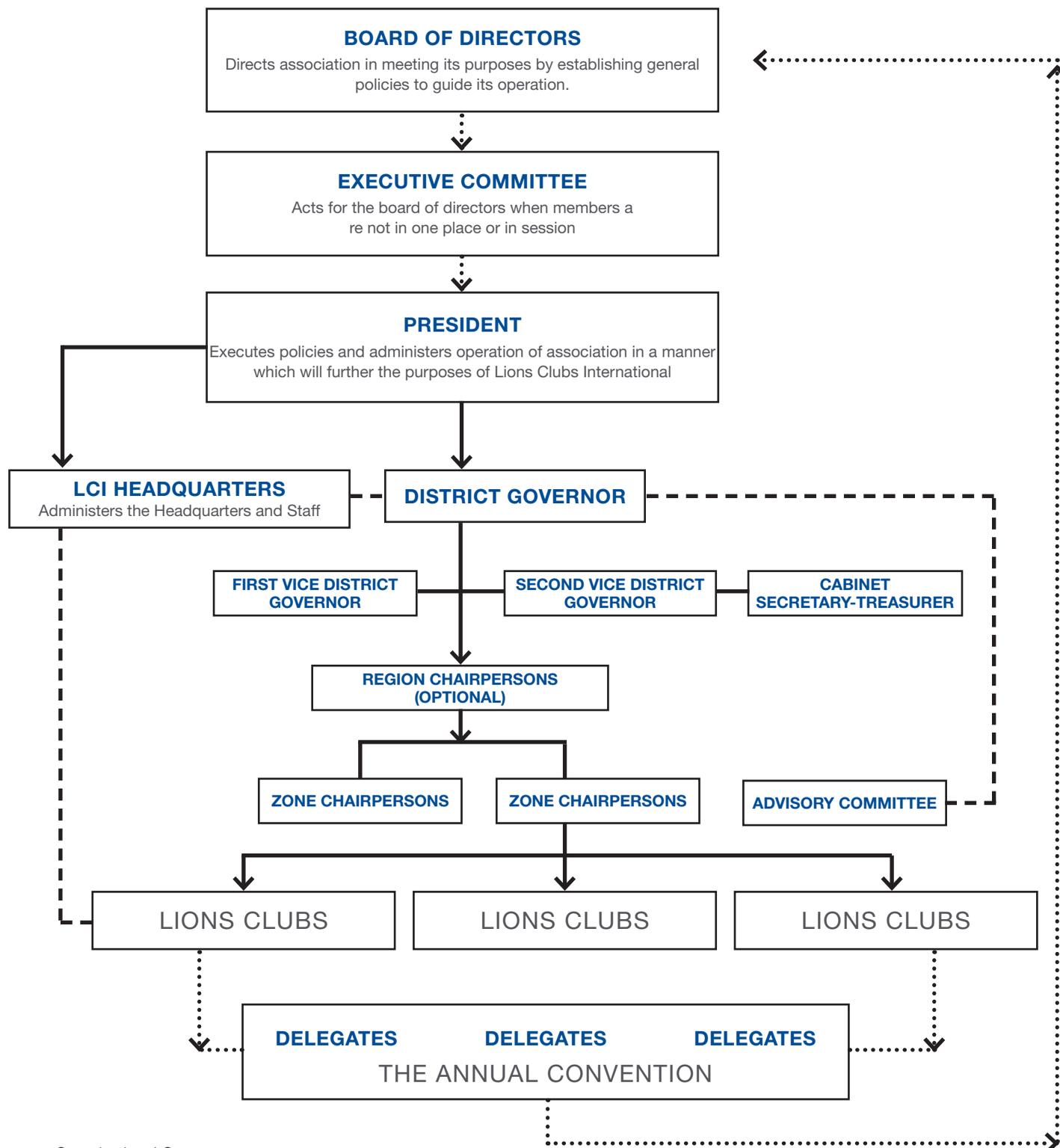
As an individual, you belong to the club. It is the club that belongs to the association. This means that when it comes time to elect directors and international officers, or to amend or change the International Constitution and By-Laws, it is the club that casts the necessary votes through its authorized delegates.

Every Lions club in good standing is entitled to send at least one delegate and one alternate to vote at the international convention, regardless of the number of members it has. Most clubs are entitled to more than one vote, since the rule provides for one delegate or alternate for each 25 members or major fraction thereof. Delegates can be appointed by the club’s board of directors, or elected by the membership.

At the international convention, delegates elect international officers and directors who will act for them during the coming fiscal year (July 1-June 30). Constitutionally, a contest exists only for the office of third vice president with the other officers advancing one step each year until elected international president. The immediate past international president is also an officer of the association and serves as chairperson of the Lions Clubs International Foundation Board of Trustees.



Lions Clubs International Organization Chart



- Organizational Governance
- Policy Development and Implementation
- - - - Administrative Assistance



International Constitution and By-Laws

LCI has an International Constitution and By-Laws to govern the operations of the association, establish the rules of guidance by which the association is to function. This document guides the issuance of the standard club by-laws.

International Convention

The Lions Clubs International Convention is the association's premier event taking place in late June or early July. Each year the convention brings together thousands of Lions from around the world for a week of business, education, celebration and fellowship.

Attending an international convention provides members with a wonderful opportunity to rekindle their dedication to those in need, meet Lions from all over the world, learn new tips and techniques for being the best Lion he/she can be, elect international officers and directors and obtain valuable resource materials. Attendees may choose from a wide variety of workshops and seminars designed to help improve their club and become more effective Lions. International fellowship is celebrated in colorful ceremonies, informal get-togethers and highlighted by a festive parade through the host city.

International Headquarters

Lions Clubs International Headquarters is located in Oak Brook, Illinois, USA, just outside Chicago. There, approximately 275 professional staff members, led by the executive administrator, work closely with the association's international officers and International Board of Directors to help Lions clubs advance their mission of local and global service. International Headquarters serves as the association's central administrative and information source.

Many services are provided to Lions through this office, including issuing charters to new clubs, providing brochures, activity guides and newsletters to members and maintaining all association records. Services and support are provided in the 13 official Lions languages: Chinese, English, Finnish, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Simplified Chinese, Spanish and Swedish.

Eleven operating divisions divide the administrative responsibilities of International Headquarters. They are: Convention, District and Club Administration, Finance, Information Technology, Leadership Development, Legal, Lions Clubs International Foundation, Marketing, Membership, Member Operations and Support and homeService Activities.

International Headquarters is open to Lions and the general public Monday through Friday from 8:00 a.m. to 4:30 p.m. Central Standard Time.

Lions Clubs International

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Lions Clubs International Foundation

LCIF was founded in 1968 as the charitable arm of LCI to take its mission to new heights by tackling global problems, and assisting Lions with large-scale local humanitarian projects. LCIF's history is filled with impactful projects; meaningful partnerships; and the kindness, compassion, and tireless efforts of Lions. LCIF is your foundation and with continued support, together we will continue to improve lives around the world far into the future.

Every day, LCIF works **“To support the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants.”**

For the past century, Lions have united to serve the needs of their communities. This mission is so compelling, and so vital, that we have become the largest service organization in the world, helping people in more than 200 countries and geographic areas. Our global footprint and grassroots approach enable us to take on local challenges efficiently and effectively. Our vast resources, including the funding and expertise of our global foundation, empower us to effect change on a global scale.

LCIF is the only foundation to empower the service of Lions worldwide, investing more than US\$1 billion in grant funding since 1968. Together, we offer hope and impact lives. Together, over the past 50 years, we have:

- Prevented avoidable blindness in millions through our SightFirst program, which has facilitated 9.1 million cataract surgeries, training of more than three million ophthalmologists and other health workers, and upgrading of hundreds of eye care institutions.
- Provided more than 17 million students in more than 100 countries with access to positive learning environments.
- Provided for the immediate and long-term needs of natural-disaster-afflicted communities, distributing more than 4,600 emergency grants to date.

- Worked to bring global measles deaths to an historic low, helping to vaccinate more than 100 million children.
- Supported the needs of humanity's sick, displaced and disabled.

We remain as committed as ever to serving proudly in the areas of vision, youth, disaster relief, and humanitarian causes. Our foundation is strengthening our humanitarian mission by expanding our global causes to include diabetes, hunger, childhood cancer, and the environment. We are also scaling up our service and impact by offering innovative new opportunities to empower the service of Lions. We will accomplish this through Campaign 100: LCIF Empowering Service. Our US\$300 million comprehensive campaign launched in July 2018. It spans three years, but its impact will last generations. Campaign 100 will allow us to serve hundreds of millions of people – and empower your service.

For more information about LCIF visit lcif.org.



Leadership

Lions Clubs International provides a variety of training and development opportunities for current and future Lion leaders. The Global Leadership Team (GLT) is the driving force behind these programs and is the team responsible for promoting healthy clubs, increasing member satisfaction, and ultimately, expanding our capacity to provide needed service in our communities.

Primary development opportunities include:

- **Emerging Lions Leadership Institutes** builds the skills of Lions to prepare them for leadership responsibilities at the club level.
- **Advanced Lions Leadership Institutes** develops the skills of Lions in preparation for leadership positions at the district level
- **Faculty Development Institutes** enhances the instructional skills of Lions faculty.
- **Regional Lions Leadership Institutes** provides curriculum and funding to support Lions Leadership Institutes at the multiple district and single district levels.
- **District Governors-Elect Seminar** provides an interactive, multi-cultural seminar designed to prepare incoming district governors to serve as the key leader in their respective district.
- **Multiple District Leadership Development Funding** provides funding to support training of the first and second vice district governors at the multiple district level.
- **GLT District Funding Support Program** offers limited funding to support the delivery of specific, critical training and development programs to support clubs.
- **Webinars** provides interactive, virtual training sessions that are conducted with a group of participants using the Internet. Webinars provide the opportunity to learn and exchange ideas on a variety of topics with Lions from around the world.
- **Lions Learning Center** offers Lions the opportunity to sharpen their knowledge of Lions fundamentals and leadership skills through online interactive courses. Search our website for Lions Learning Center to take advantage of these courses.
- **Lions Certified Instructor Program** offers Lions the opportunity to serve as faculty at a local training, a District Governor Elect (DGE) seminar, or other training-related events.

The online Leadership Resource Center makes LCI's training and development tools and resources accessible to Lions worldwide. Program information, institute applications, online training courses, webinar registration information and job specific training packages for use at all levels provide Lions with opportunities for personal growth and leadership development. Learning is a lifelong process and Lions Clubs International believes all leaders can benefit from ongoing development.

Service Activities

Because Lions seek to serve wherever the need is greatest, our activities are as varied as the needs of the communities we serve. The Global Service Team (GST) is the driving force behind these programs and is the team responsible for collecting and sharing service stories that empower leaders to act. Lions have united behind five areas of need. These Global Causes present significant challenges to humanity and include:

- **Diabetes:** Serving in diverse communities all over the world, Lions are committed to reducing the prevalence of diabetes and improving the quality of life for those diagnosed. Programs include Strides for Diabetes Awareness, Diabetes Camps for Kids, Type 2 Diabetes Screenings, Diabetes Support Groups and Healthy Eating for Diabetes Prevention.
- **Vision:** Lions have a long history of serving the blind and visually impaired and remain committed to continuing this mission by hosting community screenings, increasing access to healthy eye tissue by supporting Lions Eye Banks and providing other essential services to the blind and visually impaired.
- **Hunger:** Lions around the world have united to ensure all community members have access to healthy and nutritious foods. Projects dedicated to alleviating hunger include food collections and meal delivery projects.
- **Environment:** Through environmental service activities, Lions strengthen the relationship between community members and their environment. Projects include tree planting efforts, beach clean-ups, water and sanitation projects and more.
- **Childhood Cancer:** Lions in many parts of the world bring hope and support to individuals affected by childhood cancer so they can survive and thrive. Projects include support groups and engaging events for patients, families and survivors.

In addition to the above Global Causes, Lions are committed to creating and fostering a spirit of understanding among peoples of the world via the **Youth Camp and Exchange Program**.

Your club likely does or will participate in some of these projects, in addition to creating its own projects to meet the specific needs of your community. Undoubtedly, you can find an area that excites your passion for service and you may wish to focus your energy in that direction.

The Service Toolkit features resources designed to help Lions assess, position and activate their clubs for greater impact. This toolkit is geared as a first step for clubs to expand their vision of service.

The **Club and Community Needs Assessment** helps clubs apply their unique strengths to the needs of their community.

The guide to **Developing Local Partnerships** helps clubs connect with like-minded organizations.

The **Fundraising Guide** helps clubs plan a fundraising activity.

The **Service Project Planners** are new tools designed to help clubs begin or continue service that supports our global causes. Each planner includes a project overview as well as worksheets to help plan for tasks, volunteers, budget and impact.

The Lions Club Service Activity Reporting Feature within MyLion is an important means to measure the global impact Lions are making through service to their communities. The report is a tool for clubs to plan service activities, share information with others and report on their impact. The report application allows clubs to:

- Provide a narrative description for each activity and upload photos.
- Search for project ideas.
- Share service activity information with other clubs.
- Set service objectives and track progress toward achieving them.
- View insights on cumulative impact.

Membership Development

Equally as important as lending a hand to club service activities is participating in the growth of your Lions club. Recruiting new members into your club ensures that there will be a continual influx of enthusiastic members to serve those in need and identify new service that can be done in your community.

There are many excellent membership programs to help stimulate this essential growth, as well as foster quality members. They include:

- **Family Membership Program** encourages families to volunteer together by offering a special dues structure to family members. Programs, such as the Cub program, include children and adolescents in club activities.
- **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.
- **Leo to Lion Program** provides an easy transition to former Leos becoming Lions by offering special benefits, such as discounted dues and credit for years of service to qualifying former Leos.
- **Lions Worldwide Induction Day** gives Lions the opportunity to welcome new members, stimulate membership growth and increase public awareness. Each year on a designated day in April, over one hundred districts tribute this day to the strength and importance of Lions.
- **Leo Club Program:** Leo clubs are sponsored by Lions clubs and provide youth with an opportunity to serve others in their community - and around the world. Leo clubs can be school affiliated or community based. Leo club activities include meetings, organizing and conducting community service projects and social functions. The Leo motto - Leader, Experience, Opportunity - is fulfilled as members work together to respond to the needs of others. Participating in Leo activities and projects helps young people prepare for the future by developing leadership, organization and social skills. Through their service efforts, Leos grow as they meet new challenges and responsibilities. There are approximately 150,000 Leos and 7,000 Leo clubs in over 145 countries worldwide.

Likewise, forming new Lions clubs helps bring the dedication and services Lions are known for to a new or underserved area. While community-based clubs are our tradition, one size does not fit all. That's why Lions Clubs International offers several club types to consider:

- **Traditional Lions clubs** are ideal for bringing together a group of community-minded people to serve the needs of their community in any way – and can be formed anywhere.
- **Club branches** are a way that a small group of people can be involved in serving the community. Club branch members are members of their “parent” club, but may have their own service projects, or a separate meeting time or format which allows branch members to participate.
- **Campus Lions clubs** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and organizational skills.
- **Leo Lions clubs** provide an easy transition for graduating Leos by offering a charter/entrance fee waiver and half international dues to qualifying Leos and peers, through age of 30.
- **Lioness Lions clubs** enable former Lionesses to honor and acknowledge their proud past while enjoying the benefits of the Lioness Bridge Program and Lions membership.

Specialty Clubs and Specialty Club Branches are clubs that bring together Lions with common interests or similar life experiences. This club style allows groups that already meet regularly to serve their communities. Relationship bonds are already in place.

When a club uniquely identifies its members or its service cause, it increases opportunities for attracting new members and enhancing its service impact. When volunteers are looking for a service “home,” they naturally look for what is interesting to them – what they are passionate about. When specialties are made known, outreach is extended.

Specialty club categories include causes such as Lions’ global service causes; life stages or experiences such as profession, education, students or retirees; interests such as sports, hobbies or culture; or partnerships with other organizations such as Lions Champions Clubs who support Special Olympics athletes.

Communications

LCI communicates with its members in many different ways. In addition to important updates, the following communications allow you to learn about what other Lions clubs are working on and connect with Lions from around the world:

- **LION Magazine:** The official magazine of Lions Clubs International is LION Magazine, established in November 1918. The magazine is published ten times a year in 21 languages, and as a Lion, you receive a subscription as part of your international dues. The magazine showcases exceptional Lions and club projects around the globe, includes messages from the international president and provides inspirational stories about Lions Clubs and members impact on the community. Read it thoroughly and share with your family and friends. When you're finished with your issue, consider putting it in the waiting area of your office or place of business.
- **E-mail Messages:** LCI sends regular e-mail messages to its members, such as monthly messages from the president, special emails to help orient a new member and other helpful information. To ensure you get these important e-mail updates, be sure the club secretary has given LCI your most current e-mail address.
- **Website:** The official LCI website, www.lionsclubs.org, contains a wealth of information about the association and its programs. There are also downloadable materials, online club supply items, a club directory and online report filing. Additionally, the site has various newsletters, an online version of LION Magazine, message boards and online training courses. Lions are encouraged to visit often to learn the latest news and updates.
- **Social Networking:** LCI posts daily updates to our members using social networking. Like us on Facebook and follow us on Twitter for important updates, links to blogs, photos and videos. In addition, you can subscribe to our channel on YouTube and see photos from Lions around the world on Flickr.

Supplemental Materials:

- *Our History Flyer (PR-800)*
- *LION Magazine*
- *Lions Clubs Constitution and By-Laws (LA-1)*



Test Your Lions IQ

1. What year was your club founded? _____
2. What is the name of your club president? _____
3. When and where does your club meet? _____
4. List three service projects that your club participates in: _____

5. What district is your club located in? _____
6. What is the name of your district governor? _____
7. Who founded LCI? _____
8. Where was LCI founded? _____
9. What year was the association founded? _____
10. What is the LCI's motto? _____
11. What did Helen Keller challenge the Lions to become? _____
12. What is the primary service activity of Lions clubs worldwide? _____
13. What does LCIF stand for? _____
14. Who is the current international president? _____
15. Where is International Headquarters located? _____



Test Your Lions IQ Answer Sheet

1. What year was your club founded? _____
2. What is the name of your club president? _____
3. When and where does your club meet? _____
4. List three service projects that your club participates in: _____

5. What district is your club located in? _____
6. What is the name of your district governor? _____
7. Who founded LCI? [Melvin Joes](#) _____
8. Where was LCI founded? [Chicago, Illinois](#) _____
9. What year was the association founded? [1917](#) _____
10. What is the LCI's motto? "[We Serve](#)" _____
11. What did Helen Keller challenge the Lions to become? [Knights of the Blind](#) _____
12. What is the primary service activity of Lions clubs worldwide? [Blindness Prevention](#) _____
13. What does LCIF stand for? _____ [Lions Clubs International Foundation](#) _____
14. Who is the current international president? _____
15. Where is International Headquarters located? [Oak Brook, Illinois](#) _____



Orientation Checklist

Knowledge of your Club

- History
- Organizational structure
- Traditions
- Elections
- Awards
- Service and fund raising activities
- Membership
- Meetings
- Dues
- Budgets
- Communications

Knowledge of your District and Multiple District

- Organizational structure
- Convention
- Communications

Knowledge of Lions Clubs International

- Who Lions are
- History
- Origin of the name "Lions"
- Logo
- Organizational structure
- International Constitution and By-Laws
- International Convention
- International Headquarters
- Lions Clubs International Foundation (LCIF)
- Leadership
- Service activities
- Membership development
- Communications

Notes:





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lionsclubs.org/MembershipChair

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