



**PENNSYLVANIA STATE COUNCIL OF LIONS CLUBS
MULTIPLE DISTRICT 14**

**37th ANNUAL
CLUB OFFICERS
SEMINAR**

Cranberry Twp., PA

MAY 20, 2011

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Welcome

Your attendance at the Club Officers Seminar at this convention indicates that you are a leader in your club and community. It also shows that you have an interest in learning more about your upcoming role as an officer in your club. Even though you may have held an office for a few years, there is always something new to learn that will enhance your ability to lead for the Lions Year 2011-2012.

The information contained in this book will enable you to get a head start on your year as an officer, which will begin in a few short weeks. The presenters will be available throughout the week-end for any questions, and will also be able to assist you at any time throughout this next year via e-mail or phone – just ask. Other resources available to you are:

www.lionsclubs.org www.palions.org

Many of the Lions Clubs throughout Pennsylvania have their own websites; you might find helpful information on those by using the link on the PA Lions website.

Please enjoy the sessions and, hopefully, you will take a lot of information and enthusiasm back with you to your club. Good luck and best wishes to each of you.

PDG Carol A. Richardson, Chairperson

Thanks also to the Club Officers Seminar Committee Members:

PDG Hugh Gallagher and PDG Elizabeth McElwee

Training Seminars

PRESENTERS

Club Officer Leadership Seminar.....	James Eldridge, PDG & Judy Dudley, PDG
Club President & Vice Presidents	Dr. Terry Musselman, PCC
Club Secretaries.....	Ed Dudley, PDG
Club Treasurers.....	Ed Tustin, PDG
Region & Zone Chairpersons	Richard Keller, PDG
Membership	Dan Swincinski, PCC
Retention & Orientation	Ed Gursky, PDG
Website Seminar	Lion Mark Kusma

LEADERSHIP

As a new or returning officer of your Lions Club, you are about to begin a busy and eventful year of your life. Whether that year turns out to be exciting and invigorating or stressful and disappointing is, in a large part, up to you and what you do to prepare for your leadership role.

Leadership, in the simplest analysis, is the process of influencing people to follow a course of action through persuasion and example. It is a common myth that individuals are *born* to lead. The truth, however, is that all of the skills required of an effective leader can be taught or achieved through persistence in following a planned program of acquiring and practicing the identified behaviors that are characteristic of effective leaders. In short, you must learn to: 1) Think like a leader, and 2) Act like a leader. A tall order you might say; but you have already started the process by attending the Club Officers Seminar and you have a wealth of resources available to you through all of the levels of the Lions Association. Those resources include other Lions and other leaders that you know; printed material; and a wealth of electronic material available on the international website, www.lionsclubs.org; the Pennsylvania website, www.palions.org; and the full internet by searching for specific items of interest.

What does it take to think like a leader? Leadership requires visioning, goal setting and planning. To accomplish these objectives it is essential that you focus on the big picture rather than the minor details. Once you can see the big picture as it exists today you must use your creativity to determine where you would like to be tomorrow. Ask questions of multiple Lions with different views and experiences about how you got where you are and why you do what you do? Talk to other leaders who have accomplished things that you would like to accomplish. Spend some time thinking and dreaming about what it would be like if your club became the best club that it could be. Once you can see the big picture of the future, work with others to define the specific goals that will bring about the necessary changes to reach it. And finally, a goal is only a wish if you do not have a plan to achieve it. Through inspiration, persuasion, influence and motivation; effective leaders can assist Lions in transforming a functional club into an excellent club.

Effective Lions leaders are knowledgeable leaders. They are constantly striving to learn more about leadership as well as more about Lionism. Search out books and articles on leadership practice and theory. Watch other leaders to see how they handle situations then talk with them to see if what they did was effective or if they would do something differently. Leaders are always ready to share information and techniques. Study what experts have said about leadership. Just reading a page of leadership quotes can give a quick course on becoming an effective leader. The Lions' web site has interactive courses, multiple manuals, and presentations that can help you learn more about Lionism as well as leadership in general. The most difficult part in learning about Lionism is deciding which resources to use and finding the time to use them. Your club and district newsletters, the PRIDE, and the LION are excellent print publications (also archived online websites) to keep you current on what is happening in the Lions' world. Believe it or not, the international website has more than 22,000 pages open to the world for viewing. Make it a practice to spend at least a half-hour a week learning about our association.

One of the hardest parts of a leadership position is coming to the realization that you cannot do it all yourself. There are times you must delegate individual aspects of projects in order to be able to concentrate on the big picture. Effective Lion leaders know when and what to delegate; always remembering that although you can delegate authority, you cannot delegate ultimate responsibility. With effective leadership if errors are made the faults rest on the shoulders of the Lion leader, but when praise goes out it goes to the working Lions.

An effective leader understands that a positive attitude is essential for success. Though a "can do" attitude only increases the probability of success, thinking you will lose before you even start the game insures defeat will follow. Attitude is contagious. A club leader must always look on the bright side or else the rest of the Lions will feel defeated before they start.

Now, how do you act like a leader? Acting like a leader requires using: a leadership style appropriate to the situation, good written, spoken and non-verbal communication skills, and empowering teams to achieve the goals of the club. An effective leader also works to develop new leaders who will be able to carry on the work of the Lions Club in the future.

Leadership is situational. Different situations call for different types of leadership. When there is urgency or a crisis, a leader may have to use an authoritarian style and describe what must be done and present a plan for accomplishment. At other times the leader may use an evaluative style by presenting ideas to the group and inviting questions in order to determine a course of action. A participative style of leadership is when the leader presents alternatives and the group chooses from among them. That is appropriate when the alternatives are equivalent and personal preference is an overriding factor in choosing one alternative over the other. The final leadership style is laissez-faire when the group defines the boundaries and makes the decisions.

Good communication skills are essential for good leadership. True communication requires clarity on the part of the sender of the message and understanding on the part of the receiver. In spoken conversation that means there must be good listeners as well as good speakers. Think before you speak, think twice before you put it in writing, sleep on it before you put it in email or on the internet. Check for understanding when you are talking among your Lions members to be sure that they thought they heard what you thought you said. Finally, remember that non-verbal communication sends a message too. When leading a meeting or speaking to a group, recognize that nonverbal cues can tell you: when you've talked long enough, when someone else wants to speak, and the mood of the crowd and their reaction to your remarks. Listen to them and you'll be a better leader and speaker.

An effective team is more than the sum of its parts and it is an invaluable part of an effective leader's arsenal. Using a team approach can help prevent burn out of individual Lions. By varying the makeup of your various teams you are creating an opportunity for interactions of Lions who have different skill sets thereby expanding the list of capabilities of your team members. But, for teams to be effective they must understand what is expected of them, have the resources necessary to accomplish the task and know that they have the support of the Lion leader who has charged them with their mission.

Leadership development: preparing Lions to lead our clubs, zones, districts, multiple district and international association; in both the near and distant future; is a critical part of each leader's mission. You must remember that your term of service as a formal leader has both a beginning and an end. For your club to maintain its position in the community and grow to meet the ever increasing needs of your community, you must be continually identifying and preparing Lions capable of serving in leadership positions. In other words, find your successor. You can leave your legacy in your club by developing a strong mentoring program to help Lions grow both in service to the community as well as service to Lionism. If each Lion leader would include leadership development in his/her vision, we could insure our ability to serve the needs of our local and world-wide communities well into the future.

LIONS OF PENNSYLVANIA FOUNDATION

The Lions Clubs of Pennsylvania determined, in the 1980s, that a Foundation was essential to address the challenge of providing future resources for local community needs, as well as supporting organizations and projects statewide. Their vision and planning was realized in 1992 with the establishment of the Lions of Pennsylvania Foundation.

Today the Foundation is structured with a 20 member board, an Executive Director who manages the Foundation, and a corpus of \$200,000 that has been raised in conjunction with the Lions of this multiple district. The Eye Research Foundation and the Hearing Foundation also have a seat on the board of directors.

The Lions of Pennsylvania Foundation is designated as a 501 C3 corporation. This designation permits individuals, corporations, and other philanthropic entities to deduct charitable contributions given to the Foundation.

The Vision of the Lions of Pennsylvania Foundation is to have a permanent vehicle to provide financial, social support, and resources for the visually, hearing and physically challenged residents of Pennsylvania.

Funding the Foundation:

The Candy Day Program is a major fund-raising activity for both the Foundation and the individual Lions Clubs that participate. Clubs give candy away and in turn accept contributions. The profits from this are shared evenly between the club and the Foundation.

The LIONS OF PENNSYLVANIA FELLOW PROGRAM is the honors program that was established by the Lions of Pennsylvania Foundation. This Fellowship is to honor and acknowledge persons for meritorious and humanitarian support to the Lions of Pennsylvania Foundation.

This honor can be bestowed upon a Lion, Lioness, Leo, and other individuals who have faithfully served their Lions Clubs and/or communities, or have attained other exemplary achievements in the area of humanitarian services. They should be recognized not only for the donation of time, but also for the financial contribution in supporting the Foundation.

This honor can be bestowed by a Club, District, or by an individual contribution of \$500 to the Lions of Pennsylvania Foundation. The Foundation's objective is that all that aspire to become Lions of Pennsylvania Fellows have the opportunity to achieve this honor.

Membership:

Any Lion, Lioness, Leo, or other individual can become a Contributing Member for a membership fee of \$10.00. This member will be recognized with a beautiful Lions of Pennsylvania Foundation pin and membership card, along with a car window sticker.

This Foundation is the Living Legacy to the Lions, Lionesses and Leos of Pennsylvania, and we look forward to the support of all involved. Thanks for the support you continue to provide to the Lions of Pennsylvania Foundation.

Contact: PDG Artur Girio
Executive Director
521 Market St.
Williamsport, PA 17701
(570) 326-1793

PA LIONS HEARING RESEARCH FOUNDATION

EVERYBODY LISTEN!

Wouldn't it be great if everybody could listen? Unfortunately, there are more Americans with a hearing impairment than there are with heart disease, kidney disease, cancer, multiple sclerosis, venereal disease, TB, and blindness - combined! There are twice as many deaf people as there are blind people, and yet hearing impairment is America's least recognized affliction. Dr. Robert Ruben of Albert Einstein College of Medicine in New York said, "When it comes to deafness, we are hideously backward."

Helen Keller, who was both blind and deaf, said, "I have found deafness to be a much greater handicap than blindness. In advancing years, I have grown closer to the deaf because I have come to regard hearing as the key sense. Deafness, by fettering the powers of utterance, cheats many of their birthright to knowledge. A child born deaf cannot learn easily because he can hear nothing to imitate. It is definitely harder for the deaf to grasp concrete facts, much less ponder on the abstract."

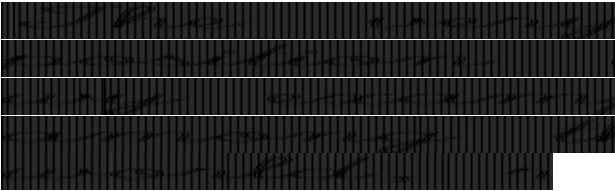
In 1980, the Lions of Pennsylvania recognized the need to eliminate deafness and hearing impairment, and the PA Lions Hearing Research Foundation was born. A Board of Directors was established and consists of two members from each district in the state, appointed by State Council. These members act as liaisons between the Board and their individual Districts. Officers of the Board are elected by the members of the Board each year, and all actions of the Foundation are directed by the Board.

The purpose of the Pennsylvania Lions Hearing Research Foundation is to eliminate hearing impairment through research. Grants are provided each year to fund quality research projects at institutions such as The Eye and Ear Hospital of Pittsburgh, The University of Pennsylvania, The Pennsylvania State University, The Hershey Medical Center and other organizations. The total amount of grants provided each year is limited only by the available funds provided by the Lions, Lionesses, and Leos of Pennsylvania. All contributions go to fund research within our state. We are justifiably proud of the results of the research funded to date.

When Helen Keller spoke at the Lions International Convention in 1925, she asked us to adopt her as she was. We did adopt her as a blind person almost immediately, but it took over 50 years for us to adopt her as a deaf person. The Pennsylvania State Lions now provide every Lion, Lioness, and Leo, and their club, the opportunity to adopt Helen Keller as she was, blind and deaf.

The success of the Pennsylvania Lions Hearing Research Foundation needs the support of the entire Lions family.

ONLY THROUGH RESEARCH CAN WE
ELIMINATE HEARING IMPAIRMENT AND
DEAFNESS.



President Augustin Soliva 1996-97

LIONS CLUBS INTERNATIONAL FOUNDATION

The Lions Clubs International Foundation, or (LCIF), is the grant-making arm of Lions Clubs International (LCI). LCIF partners with Lions Clubs worldwide in carrying out humanitarian projects, ranging from preventing river blindness in Nigeria and remedying cataracts in China, to building homes for the disabled in the United States and meeting basic needs of victims of earthquakes and floods around the world.

LCIF is a powerful vehicle for Lions to make a difference in the world. LCIF receives donations, primarily from Lions worldwide, and in turn, provides grants to support Lions' humanitarian service projects.

LCIF's main focus is blindness prevention. The Foundation supports the SightFirst program, which is Lions' global prevention initiative. But the Foundation also supports a wide variety of projects, including providing disaster relief, combating disability, promoting health and serving youth. LCIF helps develop children's hospices, care centers for the elderly, camps for special needs children and vocational programs for people with disabilities. It works with Habitat for Humanity to construct homes for the disabled and partners with Special Olympics to care for the vision of Special Olympians. LCIF has enabled Lions to do a world of good.

Contributing Membership – A donation of \$20.00 will provide cataract surgery in Africa & South Asia. Donors receive a Contributing Member lapel pin identifying the fiscal year in which the donation is made.

A donation of \$50.00 will provide diabetic retinopathy exams in developing countries. Individuals who donate \$50.00 are silver level contributing members and receive a metal wreath tab which attaches to the post of the contributing member pin.

A donation of \$100.00 will provide low vision exams and glasses in the western world. Individuals who donate \$100.00 are gold level contributing members and receive a metal wreath tab which attaches to the post of the contributing member pin.

The Club receives a 100% Member Support banner patch and chevron for the first year the club achieves 100% contributing membership. For each subsequent year of 100% Contributing Membership, the club receives a chevron.

The Heritage Club – A program for recognizing individuals who name LCIF as the beneficiary of deferred gifts or bequests (Wills, Various Trusts, Life Insurance, Memorials and Tributes). Members receive an attractive lapel pin to signify their decision to include the Foundation in their estate.

Chairman's Challenge – An appropriate award is given to the District Governor and LCIF District Chairman when the district reaches a goal, set each year by the Chairman of the LCIF Board of Trustees (Past International President of Lions Clubs International).

MELVIN JONES FELLOWSHIP

The Melvin Jones Fellowship is a **recognition of a commitment to humanitarian work**. (It is not an award in the tradition of Lions awards presented for specific accomplishments.) The Fellowship is an honor given to individuals **who contribute the equivalent of \$1,000 to LCIF**, and persons for whom such donations are made by others. The Fellowship is the Foundation's highest honor and represents humanitarian qualities such as **generosity, compassion, and concern for the less fortunate**.

Melvin Jones Fellows receive a lapel pin and a personalized wall plaque in honor of their commitment to helping others. Created in 1973, the Fellowship is named for the founder of Lions Clubs International, Melvin Jones. The Fellowship is not limited to Lions Club members. It is open to non-Lions to whom identical recognition is presented. The Fellowship may be given in memory of a deceased individual. In those cases, the plaque is inscribed "in memory of" and is presented to the individual named by the donor to receive it. (Often the plaque, pin and letter are presented to a close relative of the deceased.)

Contributions can be made by individuals including non-Lions, clubs, or districts in one sum, or in installments of minimum of \$100.00 over a five year period, but only individuals can receive Fellowship recognition. Beyond the original commitment, for each \$1,000 contributed, a diamond or sapphire will be added to his or her Melvin Jones Fellow lapel pin.

THE LIONESSE PROGRAM

Lioness Club History

The Lioness Club Program evolved from women's auxiliaries supporting activities and goals of local Lions Clubs. In 1975 the Lions Clubs International Board of Directors voted to recognize these women who had been serving in Lions Club auxiliaries all over the world. Some of the Auxiliaries had been in existence and servicing Lionism for nearly 50 years. For the first time, these women's groups were united under one name, one banner, one emblem, and one constitution. The Lioness Club Program was launched.

The first club organized under this program was the Mount Pleasant Lioness Club of North Carolina, USA.

In 1987, the Lions International Board of Directors amended the Lioness Club constitution to admit both women and men to become Lioness Club members. In 1991, Lions International decided not to continue to endorse the Lioness Clubs as an International-sponsored program.

The relationship of the Lioness Club with its sponsoring Lions Club is one of mutual support and cooperation without loss of identity, one of individuality without competition, as well as a way to "work together" in serving others. The Lions motto, WE SERVE, is joined by the Lioness motto, WE SERVE, TOO!

Lioness Club Operations

Each Lioness Club elects its officers and Board of Directors. These officers conduct the Lioness meetings, which predominately are held monthly. The Board of Directors is responsible for developing fund raising projects, dispensing funds for charitable purposes, and is responsible for the club's operation in accordance with its/PA Constitution and By-laws. Normally a small amount of dues is collected for the administration of club needs.

Multiple District 14 Serves You

The MD14 Lions state office serves the Lioness Clubs throughout Pennsylvania regarding communications; however, no pins, awards and/or membership kits are available. There is a pin company in Canada that can supply pins and awards. Information can be obtained from the Lioness Chairperson or the State Administrator. Lioness Clubs are considered a program of their sponsoring Lions Club and are governed by the Standard MD14 Lioness Club Constitution and By-laws. Many Lioness Clubs have adopted their own Constitution and By-laws.

The MD14 Council of District Governors is behind the Lioness Program 100%, and in the 1999-2000 Lions year, voted to honor one Lioness from each of the MD14 Districts with a "Lioness of the Year" award. This award is presented at the Ladies/Lioness Breakfast at the MD14 convention each year. Each District Governor selects his/her own "Lioness of the Year" from his/her District based on the information submitted by the individual Clubs/Districts.

Lioness supplies and forms are available from the State Office.

Lioness Toast

To the Lioness Dedicated to Faith, Hope and Charity. Faith in our community,
Hope in our Future, and Charity toward all.

Lioness Invocation

Although all Lioness meetings start with an invocation, there is no adopted standard invocation.

Current Chairperson:
Lion/Lioness Louanna Bare
605 Hammond RD
York, PA 17406

THE LIONESSE BRIDGE PROGRAM

Lionesses have been faithfully serving alongside Lions since 1975, making significant contributions to communities worldwide. However, because they are not Lions Club members, there have been several rights and privileges that Lionesses have not been afforded, such as the right to hold an association office or vote. Now, through the Lioness Bridge Program, Lioness Clubs that are currently an activity of their sponsoring Lions Club can become fullfledged Lions Clubs in their own right and gain increased autonomy as well.

Participating in the LIONESSE BRIDGE PROGRAM will open up a new world of opportunity for former Lioness Clubs. By forming a Lions club, Lionesses can continue to work alongside their sponsoring Lions Club, if they wish, collaborating on projects and serving their communities. However, as Lions Club members, they will now have a voice in the Association by having the ability to send a delegate to the international convention to vote for members of the board of directors and on constitutional amendments. The administrative support of the International Headquarters will also be at their disposal, and the contributions they will be able to make to their districts will be enhanced. Members will enjoy new leadership opportunities because they can serve as a club officer – or even pursue zone, region, district or international office.

The LIONESSE BRIDGE PROGRAM makes it possible for Lionesses to honor and acknowledge their proud past while enjoying all the benefits, rights and privileges associated with Lions club membership.

The program combines three elements to help Lionesses worldwide charter Lions Clubs or branches of Lions Clubs that honor their distinguished service history.

1. Use of Lioness in Club Name: Lions clubs may be chartered with the word Lioness in their name. The ability to include the word Lioness in their club names will honor the tradition of service that these dedicated volunteers have given

their communities while serving with their Lions Club. The name will be a source of pride for club members and an instantly recognizable moniker for the community that the Lionesses have served for many years.

2. The Lioness Conversion Program, which began in 1996, credits Lioness service years when Lionesses become Lions or charter a Lions Club.
3. Lionesses who become Lions receive a distinctive Lions pin featuring the Lioness “L” logo to recognize their past service.

To learn more contact New Clubs and Marketing Department (630) 571-5466 or www.lionsclubs.org.

INTERNATIONAL YOUTH EXCHANGE

Since 1961 the Youth Exchange Program of Lions Clubs International has broadened the cultural horizons of young people from around the world. A not-for-profit program operated voluntarily by Lions and Lioness Clubs throughout the world, Youth Exchange emphasizes the value of experiencing the community and family life of another country firsthand as a means of promoting international understanding. Through Youth Exchange, thousands of young people and the families who have hosted them have come to speak the same language, discovering that communication, despite distances of thousands of miles, does indeed come from the heart.

Lions Youth Exchange is not conducted for the purposes of tourism, formal education, employment, or career advancement. Visits typically last from four to six weeks and demand a sincere desire on the part of the young person to share in the life of a community as a goodwill ambassador. Consequently, the program is not recommended for individuals seeking a course of study abroad, vocational opportunities or extended travel.

The chief organizers of youth exchanges are Lions and Lioness Clubs. In hosting or sponsoring a youth, they work in cooperation with the District or Multiple District Youth Exchange Chairperson appointed to promote and coordinate the program in his/her area. Lions Clubs International Headquarters in Oak Brook, Illinois is not involved in arranging actual exchange or travel. However, it does provide information and materials on the program, handle inquiries, and act as a liaison to initiate contacts between Chairpersons.

WHO CAN BE AN EXCHANGE VISITOR?

Eligible are young men and women between the ages of 15 and 21 who demonstrate maturity and good character. It is important that each applicant understand the purpose of the program and prepare to serve as a representative of his/her community and country. Applicants should have a basic knowledge of (or at least a sincere interest in) the language, history, and customs of the country to be visited. It is not uncommon for applicants to be selected through essay or speaking contests conducted by the sponsor Lions Club or District.

Applicants generally should be in good health. However, individuals with physical handicaps, including blind and the deaf, have participated in Youth Exchange, often as guests of families where similar conditions were present.

As a rule, children of Lions, Lionesses and non-Lions are eligible. However, in some countries, admission into the program may be limited to non-Lions' children only.

WHAT ARE THE RESPONSIBILITIES OF THE SPONSOR LIONS OR LIONESS CLUB?

The sponsor Lions or Lioness Club is responsible for screening and selecting young people who apply for the program. It informs the applicant and his/her parents of the objectives and regulations of the program and sees to it that adequate insurance is obtained to cover all contingencies during the visit, including travel time. The sponsor Lions or Lioness Club also keeps in close contact with the District Youth Exchange Chairman, the youth's parents, and the host Lions or Lioness Club to provide any special assistance that may be needed.

WHAT ARE THE RESPONSIBILITIES OF THE HOST LIONS OR LIONESSE CLUB?

The host Lions or Lioness Club is responsible for screening and selecting host families. It informs the sponsor Lions or Lioness Club (or Youth Exchange Chairperson in the sponsoring District) of the types and amounts of insurance required and of any special regulations pertaining to its locality. In addition, the host Lions or Lioness Club provides local transportation, welcomes and introduces the visitor to the community, and otherwise arranges for activities during the visit. It assists the host family should special needs arise. It also maintains close contact with the sponsor Lions or Lioness Club in the other country and with the District Youth Exchange Chairperson in its own area.

HOW ARE EXCHANGES FINANCED?

The costs of international travel and insurance for the youth are the responsibility of the sponsor Lions or Lioness Club. They may actually be paid by the club, the youth's family, or a portion may be paid by each.

Costs incurred during the stay in the host country are the responsibility of the host Lions or Lioness Club. Room and board are normally provided by the host family. However, where sightseeing, excursions, entertainment or restaurant meals are planned, the host Lions or Lioness Club and host family determine which expenses will be reimbursed by the Club.

The visitor should have personal funds for expenses such as gifts, long distance phone calls, souvenirs, etc. Approximately US \$50.00 per week is usually sufficient.

WHO CAN BE A HOST FAMILY?

The qualified family will be open-minded, able to communicate with young people and willing to welcome a visitor from another country into its home as a member. Generally an exchange visitor will be hosted by a Lions or Lioness Club member's family, although families

of non-Lions may also serve as hosts. It is desirable, though not required, that the host family have children of the same age as the visitor.

WHICH COUNTRIES PARTICIPATE IN THE YOUTH EXCHANGE PROGRAM?

Any of the Lions or Lioness Clubs in the countries and geographical areas of the International Association of Lions Clubs may sponsor or host an exchange youth. Although exchanges with desired countries depend on the availability of host families or visitors and therefore cannot be guaranteed, every effort is made to establish a program with the country of first choice. Some areas of the world, however, may have political or social hostilities which are not conducive to an exchange program.

MUST ALL EXCHANGES BE "ONE-FOR-ONE?"

It is not required that a Lions or Lioness Club or District host the same number of visitors it sponsors. Nevertheless, it is desirable for a Lions or Lioness Club or District to host visitors from a country if it sponsors visitors to that country.

WHAT ARE INTERNATIONAL YOUTH CAMPS?

Lions and Lionesses in many countries have organized camps to bring young people of different nationalities together in a spirit of international friendship. These camps last from 1 to 6 weeks depending on the program offered. Often exchange visitors will have an opportunity to participate.

Lions Club Finances

As Club president you should note that one of the most important parts of the upcoming year will be your club finances. As Chief Executive Officer it will be your responsibility to coordinate the preparation of a tentative budget and present it to your club Board of Directors for their approval at the start of your presidential year.

Probably the term BUDGET may be new to your club, because there are still some clubs that DO NOT use a budget. What is a BUDGET? Webster defines it as “a plan for coordinating income and expenses.” A wisely constructed budget will make all the difference whether the club will be solvent at the end of its fiscal year. By carefully anticipating revenue and income and by carefully prioritizing spending needs of the club for the next twelve months, you can do much to assure that your club remains financially sound and healthy.

It is important to keep in mind that a budget does not give authority to spend money; it is simply a guide of your club’s income and spending.

A budget does three things:

1. Keeps the membership informed as to the club’s financial condition.
2. Provides the necessary discipline for keeping funds under proper category.
3. Helps to establish proof that your club is a charitable organization.

WHO PREPARES THE BUDGET?

Preparation of the club budget is a major responsibility of the President, the Treasurer, and the Finance Committee. Once the preliminary budget is constructed, it is then presented to the Board of Directors for approval. Once the Directors approve the Budget, every effort should be made to adhere to it. Some clubs have the budget approved by the club membership.

Each club should have two (2) budgets: an Administrative Budget and an Activities Budget.

THE ADMINISTRATIVE BUDGET

This budget is what funds the club operation; such items are: club supplies, printing, postage, installation night, programs and club’s International, State and District per capita dues.

Where does this money come from? The money for payment of dues comes from the dues collected from the membership. There are also other methods clubs have to raise money for administration purposes and they are: selling club bulletin advertisements to Lion businesspersons; charging more for a particular meal; holding raffles within the club; tail twister fines and holding auctions within the club.

THE ACTIVITIES BUDGET

The Activities Budget is sometimes called the Club’s Charity Fund.

Where does this money come from? The money comes from your community fundraisers, such as White Cane Days, selling candy, brooms, subs and light bulbs or any other special fund-raising project put on by the club in the community. This money **MUST ALL** be used for community projects or projects regarding Lionistic work in your community, district, state or International Association.

Under no circumstances can any of the income from the club’s fund-raising project be used to defray the club’s Administrative costs or even borrowed; EVEN if you advertise that funds raised will be used for the club’s own purpose.

However, you can deduct the direct operating expenses from the fundraiser. Examples are: supplies for White Cane Days, the cost of the candy, brooms, and/or light bulbs or the chicken used in a BBQ.

A GOOD RULE

MONEY RAISED IN THE COMMUNITY MUST GO BACK INTO THE COMMUNITY, THE DISTRICT, MULTIPLE DISTRICT, OR INTERNATIONAL.

The club shall maintain at least two (2) separate funds governed by generally accepted accounting practices. The first fund should record administrative monies such as dues, tail twisting fines and other internally raised club funds. A second fund shall be established to record activity or public welfare monies raised by asking support from the public.

A CONVENTION FUND

This fund consists of Tail-twister fines, club 50/50 sales and/or club raffles. This money can be used to help fund expenditures for your club's voting delegates to the District, Multiple District or International Conventions.

A MEAL FUND

If you club operates on a prepaid meal system, you may also have a meal fund. Moneys should be handled through a separate treasurer who collects the designated amount for meals. Monthly reports should be made to the club's Board of Directors.

DISBURSEMENTS

All bills should be approved by the Finance Committee and bear the signature or initials of the chairman before being presented to the Board of Directors for payment. All money disbursed should be approved by your club's Board of Directors. The Secretary and the Treasurer should prepare financial statements monthly for presentation to the Board of Directors and quarterly for presentation to the club. A financial statement should also be sent to Lions Clubs International at the end of such semi-annual period.

AUDIT

Have an audit made of the records and accounts of the Secretary and Treasurer at the end of your administration or more frequently if the Board of Directors so decides.

CLUB OPERATIONS

EXAMINE YOUR CLUB

Every good Lions Club has six basic characteristics. The more firmly these qualities are imbedded into the Club's operating structure, the more success and growth the Club enjoys, thereby becoming stronger. The Membership Committee Chairperson has the responsibility to thoroughly know these six steps. By understanding how they work and imparting this knowledge to both old and new members - in any special way possible - all Lions will get the inspiration they need to remain active and involved in the club programs. These six steps are:

1. A major service activity that involves every member of your club.
2. A major fundraising project in which the community can participate and to which it can contribute.
3. A strong public relations program that provides a continuous, unending line of communications between all members of the club and between the club and the community.
4. Well organized club meetings that are stimulating, informative, and enjoyable.
5. A team spirit - a condition that exists when each member knows that he/she is an important part of an organization that is truly dedicated to humanitarian service.
6. Strong membership growth and development programs which provide immediate orientation and involvement of new members in the club projects and a continuing involvement of current members in club activities.

These six qualities - as they exist in your club - can become your most effective "selling tools." If they are at work in your club, your membership development program has a solid foundation for success.

NOTE: The use of the Club Evaluation Questionnaire (ME-200) is recommended to get input from the total membership on possible improvements in the operation of the club. Copies of the Questionnaire can be requested from Lions International.

The next step is to evaluate the members' constructive criticism and/or suggestions found in the questionnaire.

The final step will be to have the Board of Directors come up with a plan of action and implement the necessary changes in an effort to improve the club's operation.

CLUB LEADERSHIP

- Get excited about Lionism.
- Use the talents of your club.
- Be flexible in your planning - Murphy's Law does creep in sometimes; roll with the punches.
- Use your mistakes as stepping stones to progress.
- Motivate - by quiet, confident, yet firm examples.
- Believe in what you're doing with determination, vigor and enthusiasm - do this and others will quickly follow.
- Give to Get - Leadership is learning to give 100%, even though you may not get anything in return.
- Share and others will share with you.

ASSIGNMENTS - INVOLVEMENT

- Make everyone feel needed and wanted.
- A busy Lion is a good Lion!
- Make sure they are assigned to an important, active committee - one in which they have an interest.
- Involve the spouse through family nights and social events.
- Being assigned and active is important but may not be enough for certain member looking for a challenge!

SERVICE PROJECTS

- Inform the members about Club, District, State and International Projects.
- Good fund raising projects.
- Good fun and fellowship while serving others.
- Visit the facilities that you help to support - Blind Association Hospitals - Leader Dog School - Handicapped Centers - your members will get a real lift after doing so.
- Part of the world's largest Service Organization.
- Keep up with the needs of your own community.
- Giving is good for your health - "There is no better exercise for your heart than to stoop down and help someone up."

MEETINGS - PROGRAMS

- Attractive, centrally located meeting place.
- Good food - reasonably priced.
- Fun and Fellowship - "If it isn't fun, It isn't Lionism."
- Recognize the new members for several meetings until everyone knows who they are, where they live, and what they do, etc.
- Interesting and varied programs.
- Start and stop on time - people are busy - time is a non-renewable resource.
- Use a card system to notify your members.
- Constantly encourage the members to attend ---remind them that they are needed and wanted.
- Opportunity to expand your horizons and social life.
- Programs of college education quality.

RECOGNITION AWARDS

PUBLIC RELATIONS

- Keep the community informed.
- Basic factors in keeping your membership informed.
- Take pride in your community projects.
- Make use of all publicity media available to you.
- Recognize a deserving member with a proper ceremony.
- Don't forget - he/she worked hard for the award.
- The meaning is far more important than the material gift.
- Hold a special awards night.

COMMUNICATIONS

- Use a Club Bulletin or Newspaper - vital part of a well-informed membership.
- Inform them of the makeup rules.
- Get to the bottom of problems - investigate signs of trouble that may indicate a member's dissatisfaction.
- Transfers are frequent today - need a good follow-up system so as not to lose a member in the "Red Tape" paper work.

- Do not hold a member who wishes to leave for a valid reason, but be sure you are not losing him/her through a fault of the club.
- In most cases, problems are PEOPLE problems; not MONEY problems.

Call the absent members the following day and remind them that they were missed. "We need you!" Here are two examples:

1. You meet another Lion who has just missed a meeting or two and you "tongue lash" him/her for his lackadaisical attitude about Lionism and reprimand him/her for not being at the meeting. He/She quits the next day.
2. You meet another Lion under the same situation and tell him/her how much he/she has been missed, is wanted and needed. Encourage him/her to attend and remind him/her of his/her responsibilities. Compliment him/her on the fine job he/she has done in the past. Tell him/her the Club is counting on him/her at the next meeting. Be warm, friendly and genuinely concerned. You will earn his/her respect and attendance.

ESTABLISHING GOALS

It has been said many, many times that to be a leader, one must lead. As a president of a Lions Club, you should be a leader. In order to lead, you must have a direction in which you want to take your club, and you must know the route that you are going to follow. You accomplish this by setting objectives and goals for people - your members.

The following points will be helpful in developing meaningful goals:

1. Consider past performance
2. Set at realistic levels
3. State in measurable terms

4. Build in an improvement factor
5. Take people action

CLUBS THAT DO NOT HAVE GOALS, SUFFER IN PERFORMANCE.

NEW MEMBER ORIENTATION PROVEN WAYS TO RETAIN THEM

1. QUALITY MEMBERS

- Keep them-they are unique-they are precious-they are not easily replaced.
- Make certain he/she fully understands what being a Lion/Lioness really means.
- Inform them of their privileges as well as their obligations: attendance-financial-service work-fundraising.
- Make certain they value their membership highly - they are less likely to drop.
- They can only value their membership if they are well informed on our goals and objects.
- Let them know you want them to "belong" to your club.
- Recruit younger members - new ideas - fresh outlook - eases the workload - builds for future leadership.
- Handle with care - a Club is known by the members it keeps.

2. ORIENTATION

- Educate - Educate - Educate!
- Lions history, objects, ethics, organization.
- Employ the PDG team method at several special sessions set aside by the District Governor.

- Explain the colors, the motto, the name, and the awards.
- Impress upon them the importance of attendance.
- Use your Lions Information Committee to refresh the new as well as the old members.
- Be sure that they are familiar with the make up rules.
- An informed Lion is a good Lion.
- Lions are made - not born!

3. INDUCTION CEREMONY

- Make it impressive and dignified.
- Invite their spouses (and family) if possible. Send a note to the spouse the following day inviting them to the next family night or social affair. Make them feel needed too!
- Invite a District Cabinet Officer or a PDG to perform the ceremony.
- Present a short history of your club and its current activities.
- Present a brief explanation of the District, State and International Association.
- Explain the sponsor's responsibilities.
- Present the New Member Kit and explain its contents.
- Make sure that everyone present has an opportunity to meet and greet our new member.
- Immediately! The president must appoint them to an active, important committee.
- The most important Lion in our club is the one we are inducting today.

4. SPONSORING LION

- The KEY!
- The most important aspect of retention.
- They need to know their responsibilities and obligations.

- Must work with the new members until they are an integral part of the Club.
- Sponsor must be dedicated and completely informed.
- Must be familiar with the meeting make up rules.
- Must be a good listener.
- Stick with the new member like glue.
- Adopt the big brother/sister approach.
- Become a WATCHDOG - be the new member's SHADOW.
- Introduce the new member to all the Club Officers and Directors.
- Call him/her - remind him/her - pick him/her up.
- Assist the new member in developing leadership potential.
- Educate - Educate - Educate.

5. TEAMWORK

- Buddy System.
- Phone calls to remind new member of the meeting.
- Travel together.
- Can work for the entire membership.

6. CONTINUED MEMBERSHIP GROWTH

- Appoint a "NO DROP" or "KEEP-EM" committee.
- Don't shut down completely over the summer.
- Call them when they miss two meetings.
- Keep the lines of communication open.
- Long on praise - short on criticism.
- Make them feel needed and welcome.

LIONS QUEST - SKILLS FOR ADOLESCENCE

Lions Quest is a worldwide program offered in three levels of curriculum for students at grade levels K through 5 (Skills for Growing), 6 through 8 (Skills for Adolescence) and 9 through 12 (Skills for Action). The programs may be school or community based and have been recognized as effective in: (1) promoting life skills, (2) character education, (3) preventing alcohol and drug abuse, (4) reducing bullying and violence and (5) service learning.

Quest, through a carefully planned approach to development involving eight core principles, has been highly rated by numerous organizations, including The Collaborative for Academic, Social and Emotional Learning (CASEL), where a Select rating - its highest – was obtained. The Center for Substance Abuse Prevention (CSAP) rated the Lions Quest Skills for Adolescence as a Model Program – again, its highest rating, and the Character Education Partnership (CEP) recognized Lions Quest as a “school based program with scientifically demonstrated student outcomes.” These are only a few of the positive evaluations of the Quest programs.

The eight core principles are:

1. Parent involvement is essential.
2. Programs are community based.
3. Community, school and parental collaboration is necessary.
4. Evaluation and accountability is stressed.
5. Curriculum is inclusive and calibrated for age.
6. Programs are value based.
7. Curriculum implementation should be culturally relevant.
8. Training and certification of teachers is required for implementation.

Quest programs may be offered through the sponsorship of local Lions Clubs, businesses, community-based organizations and governmental agencies, i.e., Area Agencies on Alcohol and Drug Abuse, as well as schools, school districts, federal and state grants, and/or Lions Clubs International through its Core 4 funding. A more complete listing of funding sources may be obtained by logging onto the Lions Quest website: www.lionsquest.org.

In addition to the Skills programs (Growing, Adolescence and Action), which are directed to delivering a set curriculum in a classroom setting, Quest also offers Staff Development and In-Service 1-Day Workshops on topics designed to improve the teachers’ abilities to deal with classroom situations – even in the absence of the Skills curriculum. A few of the workshops which are receiving a great deal of interest include: Classroom Discipline-Establishing Responsibility and Respect; Managing Anger, Resolving Conflict and Preventing Violence; and Supporting and Strengthening.

Training sessions are conducted for all Quest programs by certified, trained instructors who represent the best of professionalism in youth education and are evaluated at the conclusion of the workshops. Over 95% of respondents rate the workshop experience as outstanding, with comments such as they learned new skills, fresh insights and were prepared to implement the Quest programs. At the conclusion, each participant receives a certificate which acknowledges him/her as a certified trained teacher and eligible to utilize Quest materials and curricula.

IDEAS TO STIMULATE ENTHUSIASM

1. Remember, the services your club performs are worthwhile; be proud of your accomplishments.
 - A. Keep the club informed on current projects and community needs.
 - B. Participate in International Service Projects.
 - C. Don't neglect social events; have regular Guest Nights.
 - D. Award Keys and Chevrons with proper ceremony.
 - E. Use the club bulletin to play up the three Bs of your members: "Birthdays, Babies and Business."

 2. Make use of all publicity media available to you.
 - A. Local papers, articles on special events and speakers.
 - B. Radio and television when able.
 - C. Highway signs: keep them in good repair.
 - D. Are your projects identified as activities of a Lions/Lioness Club?
 - E. Slogans help to get ideas across to members and community.

 3. Consider the meetings themselves: are they interesting, well planned and fun?
 - A. Is the meeting place attractive and centrally located?
 - B. Good and reasonably priced food.
 - C. Programs of interest to everyone.
 - D. Meetings begin and end on time.
 - E. Constant encouragement to attend.
 - F. Is there immediate involvement of new members?

 4. Choose a new service project which will be of interest to all members.
 - A. Lions International Activities Division has an outline of suggestions for each committee.
 - B. Be sure that each member has a part in it, either in fundraising or the service work.

 5. Is there a community near you that needs a Lions/Lioness Club?

Why not have your club organize one there?

 - A. Contact your District Governor for the go-ahead signal.
 - B. He/She will give the details on how to go about it.
 - C. No project could be more worthwhile, and it will do a lot to enthuse your own club as well.
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SPEAKERS AND PROTOCOL

Seating at the Club Level

The presiding officer (Club President) should be at the center of the head table. If a podium is used (recommended) he/she should be to the left and the guest speaker to his/her immediate right (the first seat to the right of the podium). Each person of rank should rotate outward from the presiding officer.

District Governor (The International Officer
for the District)
Past District Governors
District Officers
 Cabinet Secretary/Treasurer
 Region Chairpersons
 Zone Chairpersons
 District Committee Chairpersons
Immediate Past Club President
Club Vice Presidents
Club Secretary
Club Treasurer
Club Tail Twister
Club Lion Tamer
Past Club Presidents

Typical Club Seating (in order)

Presiding Officer (President)
Guest of Honor (Speaker)
Present International Officers
Past International Officers

FOR CLUB MEETING

Program Chairperson	Speaker	Podium	President	Immediate Past Pres.
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Audience

FOR DISTRICT GOVERNORS VISIT

6 Cabinet Secretary	4 Zone Chairperson	2 District Governor	Podium	1 President	3 Region Chairperson	5
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Audience

SUGGESTED AGENDA FOR REGULAR MEETINGS

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Call to Order. Get members settled and their attention. Have song leader picked ahead of time. Sing with or without piano. 2. Some clubs close meeting with pledge to flag. Option when to use it, but use it. 3. Always open with invocation. Have person alerted ahead of time. 4. Lions Toast. "Not above you, not beneath you, but with you" 5. Lion Tamer is Official Greeter. He/She could handle introductions, or whomever you wish to assign. ALWAYS acknowledge guests. 6. It is proper that songs be sung while, or just before, dinner is served. Good for fellowship. 7. Meal. 8. Tail twisting can be done during the meal, or while desert is served. Should stop when you proceed with agenda. 9. Have opening remarks for members. 10. Have person responsible for Program. (Chairperson of the Committee who introduced guest - or by yourself.) 11. All speakers should have the courtesy of a response, by the chairperson or by yourself. 12. Give Secretary a chance to read any correspondence he/she may have. 13. Call on one or two committees for reports. You could have Vice Presidents handle this. 14. Announcements. 15. <u>Be prompt, start, stop on time.</u> | <ol style="list-style-type: none"> 1. CALL TO ORDER - First verse of America 2. PLEDGE TO OUR FLAG 3. INVOCATION BY _____ 4. LIONS TOAST 5. INTRODUCTION OF GUESTS BY
_____ 6. SONGS Song Leader _____
Pianist _____ 7. MEAL 8. TAIL TWISTER 9. OPENING REMARKS 10. PROGRAM 11. RESPONSE TO PROGRAM 12. SECRETARY'S REPORT/Communications 13. COMMITTEE REPORTS

_____ 14. ANNOUNCEMENTS 15. ADJOURNMENT |
|--|--|

PART II

PUBLICITY AND PUBLIC RELATIONS

PUBLIC RELATIONS - WHY?

Public relations involves all forms of communication – written, verbal and non-verbal. It includes writing news releases and distributing promotional flyers. Equally important are actions often taken for granted, such as wearing a Lions Lapel pin and marching in a parade.

Good public relations – informing the community that your club built the park, conducted the vision screening or collected the eyeglasses – will help foster community support. Public relations can even support your club's membership efforts. People want to belong to a successful and reliable organization. By actively promoting your club and its worthwhile activities, you'll be projecting a positive image in the community and showing that your club is worth joining.

SO TELL PEOPLE ABOUT THE GOOD YOUR CLUB IS DOING IN THE COMMUNITY.

WHAT IS THE PUBLIC RELATIONS CHAIRPERSON'S JOB?

- Communicate information about your club to the community
- Keep your club aware of PR efforts and results
- Provide information to International Headquarters about outstanding programs and activities of your club, which might be of interest to regional and national media.

Begin by:

- Setting goals – review your club's previous efforts. Evaluate what worked, what didn't and why.
- Determining the PR budget for the year – effective public relations programs can be done on a limited budget. Be sure to budget for both ongoing public relations efforts and special events.
- Planning ahead – planning and timely execution are vital for your public relations efforts.
- Creating a timeline – Determine how and when you will promote your club during the year and when you will start publicity for your club's special event.
- Using Resources – check the Lions Clubs International Website at www.lionsclubs.org for material that will help you execute your PR program.
- Discuss your plan – Meet with your club president and the chairpersons of your club's various events and projects.
- Being Persistent – keeping your club visible in the community isn't something that will happen overnight; it takes time.

Monitor your progress. See what works, what doesn't, and what you may need to improve.

WHAT IS NEWS?

Some projects, although extremely worthwhile, may not be newsworthy. To determine what is newsworthy, ask yourself, “Would a non-Lion find this interesting or useful?”

To be considered newsworthy, they should be about timely events or activities that:

- Enhance your local community (parks, school programs)
- Involve the general public or other community groups (fundraisers, eyeglass collections)
- Perform a public service (vision/health screenings, drug abuse education).

Check the Lions Clubs International website for activity guides highlighting planning and public relations ideas for various programs; email pr@lionsclubs.org or call 630-571-5466 ext. 358 or 363 for a copy of these guides.

Get involved early in the planning of club projects to determine their news potential. Following are examples of club activities with possible news value:

- Scholarships
- Lions Opportunities for Youth
- Special fundraising events/club anniversary events
- Lions International Peace Poster Contest
- LCIF grants/disaster aid
- Club elections/volunteer recognition/Melvin Jones recognitions
- Major donations
- Holiday projects
- Recycle for Sight/eyeglass recycling

THE NEWS STORY ITSELF:

News releases are written in an “inverted pyramid” format that answers as many of the Who? What? When? Where? Why? and How? questions as possible in the first two paragraphs. Subsequent paragraphs should provide additional information in descending order of importance. Simply written and factfilled releases are more likely to be published than those that require substantial editing or rewriting.

To increase the chances that your release will be used:

- Make sure it is a newsworthy event
- Keep paragraphs and sentences short, limiting them to a single idea
- Use quotes to enhance basic information. When using quotes, be sure to identify the person’s name and title.
- Double space the release on one or two pages using your club’s letterhead
- Include “FOR IMMEDIATE RELEASE” at top left hand corner of the page
- Include your name, or the contact person, at the top right hand corner of the page along with a daytime telephone number.
- Include a one or two-line headline summarizing the release in capital letters and center it above the body copy.

PHOTOGRAPHS

Photos can enhance your club bulletins and promotional materials or can be sent to newspapers for publication along with news releases. Make a photo montage of your club's activities and people you have helped to display at a community event.

When considering photos for newspapers,

- Ask if the newspaper uses photographs from outside sources. If so, find out what size, etc. it requires. Usually it will be a high-quality, glossy, 5"x 7" black and white print.
- Don't write on photos. Instead write the information on a separate piece of paper and tape it to the back.
- Mail photographs flat, protected by cardboard.
- If a newspaper does not use photos from outside sources, ask if they will send a photographer to cover your event.
- Call your local newspapers to see if and how they accept electronic photos.

CLUB NEWSLETTERS

Newsletters should include timely, relevant information and make members feel good about being a Lion. Include a calendar of events. Highlight upcoming events and report the results of recently completed projects. Report on funds raised and explain why specific projects were (or were not) successful. Recognize hard working members. Include news from district, multiple district and international levels. Use humor carefully since people have different opinions about what is funny.

LEO CLUBS

Giving the young people in our community the opportunity to become participants in a meaningful life experience is one of the most civic minded projects a Lions Club can undertake. All over the world Lions provide a means to help the less fortunate. Why not give the teens of your community the same opportunity?

Leo Clubs around the world provide hundreds of valuable services and projects every day. They work with their advisors and alongside Lions Clubs. The projects in which they participate are endless. The Leos reflect the proud spirit of their community, the sponsoring Lions Club, and themselves. You, as a member of the Lions Club, will find a satisfaction that can't be compared to a dollar value.

Leo Club members know they are a part of an International organization and they are aware of what other Leos are doing for people in need and to make their communities a better place to live.

However, Leo Clubs only exist because of Lions Clubs like yours. If your Club hasn't been involved with a Leo Club, now is the time to consider sponsorship of a new Leo Club. Your Lions Club and the community will benefit from your involvement.

For detailed information, contact your District Governor, or District Leo Club Chairperson. These people will be more than happy to advise and assist you in getting the information you are in need of. Your State Region Chairperson and/or District Leo Club Chairperson would be happy to attend one of your meetings and provide the information you need. This can be an excellent program for a club meeting.

Share the Vision of Service and make this a goal during your year as President. You owe it to your Club to at least look into the Leo program and provide your Club an opportunity to build and instill Leadership and Service into the youth of your community.

1. A CONVENTION is a formal gathering of representatives; a meeting of delegates.
2. PURPOSES are to meet and conduct business of Lions International, Multiple Districts and Sub-Districts. It disseminates all data and information; is a means of communicating ideas and experiences and a means of sharing good and bad experiences. The sharing of good fellowship is an integral part of conventions.
3. DELEGATES - Each chartered club in good standing shall be represented by one or more delegates at the annual sub-district convention. At State Conventions, each club may have one delegate for each ten members or major fraction thereof. At International Conventions, each Club may have one delegate for each 25 members. There may be an equal number of alternates at each level. Each certified delegate may cast one vote for the officers or issues to be voted on at the convention.
4. WHEN ARE CONVENTIONS HELD - The International Convention is held annually in June or July.

Pennsylvania State Conventions are usually held the third weekend in May. Many Sub-Districts hold separate annual conventions.

5. Each Lions Club should have a convention fund and budget for it. Monies must come from administrative funds, not from any fundraising activities involving the public. Some clubs use member dues and tail twister fines for convention expenses.

Lions Clubs should insure that they send their delegates to conventions fully informed on candidates and issues to be voted on.

PENNSYLVANIA LIONS SIGHT CONSERVATION AND EYE RESEARCH FOUNDATION

The Foundation was established at the State Convention in 1958. It is funded by contributions from the Lions, Lionesses, and Leos and uses the funds to support research at Pennsylvania certified institutions. Research is devoted to finding cures for eye diseases and methods for better diagnostic care for the eyes.

As you know from the various programs to eliminate blindness which have been promoted at the Lions International level, we, at the State level, are doing our part to contribute to this effort. The three major causes of blindness are Glaucoma, Cataract, and Diabetes. Because of the direct relationship of diabetes, and in particular diabetic retinopathy, the foundation also supports diabetes research.

Research grants are awarded through a procedure of review by two separately operating Advisory Boards: one for Ophthalmology, called the Medical Advisory Board; and the other for Optometry, called the Optometric Advisory Board. Each board is composed of five (5) members. Depending on the nature of the proposal, the proposal is referred to one of the boards for review. The results of the review are then discussed by the six (6) board members of the Foundation, for a final decision, or for a request for more information.

The Pennsylvania Lions can be proud of the history of the Foundation. The real effect is in supplying what we call "seed money" to promote new ideas in research. Grants range on average from \$20,000 to \$50,000. When this initial research is completed, and the results are published in a medical journal, then the principal investigator will usually apply to some national foundation for large sums of money in order to complete the study on a broad basis.

I am sure that all of us have some friend or relative who has or is suffering from some

visual impairment. It is only when a problem hits home that we really start to reflect on the importance of research.

Your District and Clubs can publicize eye research through our promotional materials. We have Quarter Coin Cards which, when filled, contain \$5.00. We have promotional brochures, which give a brief sketch of the purposes of the Foundation. We also have a Lions Pin, which is appropriate to place on a club banner, or to wear on your lapel. End-of-the-year awards for performance, in the form of certificates and plaques, are incentives for the Governor and Chairperson to strive for.

Statistics have purposely been omitted because they are always changing. Most of us now have access to an Internet connection, where information can be obtained to learn more about a particular disease and the incidence rate.

The Foundation has six (6) members, two each from Western, Central, and Eastern Pennsylvania. Any one of them will be glad to supply you with more information. Their names can be obtained from the brochure.

Their names are below:

Brian B. McCarl, PCC, Chairperson
Robert W. Miller, P.I.D., Treasurer
Frank W. Wedig, PDG, Vice Chairperson
Jack Schimmel, PDG, Assistant Secretary
Glen Santee, PDG, Assistant Treasurer

PENNSYLVANIA LIONS BEACON LODGE CAMP

Pennsylvania Lions Beacon Lodge Camp is located in the beautiful valley that is adjacent to the Juniata River. It is on Route 103 between the towns of Newton-Hamilton and Mount Union. It is situated on 583 acres, surrounded by beautiful hills and mountains.

The camp was formed in 1948 by a group of blind people who had Lion Carl Shoemaker as their spokesman. Since that time the camp has evolved to provide facilities to more than the visually impaired. The Camp now provides recreation for the blind/visually impaired; deaf/hearing impaired; and the physically disabled and mentally disabled.

Each Spring the stillness and serenity that had prevailed over the camp for the winter months is broken by the sounds of Lions preparing the camp for the upcoming camping season. Without the help of these dedicated Lions coming to the camp on weekends, it would be very costly to the camp to maintain it at the high level of efficiency.

As June approaches, the sounds of saws and hammers are replaced by the sounds of laughter and song. The camp is divided into two areas. The adult area consists of the main lodge, Lebanon Dormitory, Tarentum Hall, District 14-H, 14-L, 14-B, and 14-C Dormitories. These buildings accommodate the male and female campers, as well as rooms for the married couples that vacation at the camp.

As you travel down the path from the main lodge, you will come upon the children's village, which consists of twelve cabins. Each cabin is well equipped for all the needs of the campers and a certified counselor is assigned to each cabin which houses seven campers.

Each of the areas has its own kitchen facilities and dining room. A dietitian approves the foods for both of the dining halls and the meals are prepared on site by our kitchen staff. Should a camper have a special diet ordered by a doctor, the camp will try its best to accommodate that diet. Each has its own recreation area, as well as an arts and crafts area.

The summer program consists of a pond for fishing, and row boating; Braille trail for hiking; an overnight camping area, with "A" frame shelters; fully equipped playground; swimming pool and wading pool; bowling alleys; shuffleboard/basketball court; walking exercise area; archery range; an Action Trail and Juniata River for rafting, canoeing, and kayaking.

The medical needs of the camper are attended to by the residency of two nurses on duty 24 hours per day in the Children's Village and Adult Camp. A doctor is within six miles of the camp and a hospital within twenty miles.

Approximately 600 children and adults attend Beacon Lodge annually: 90% of the campers attend through Lions sponsorships. While the program is primarily recreational, the administration is constantly aware of the educational needs of our children and adults beyond those provided through formal school programs. With this in mind, much planning is done to create an atmosphere of helping each individual to recognize his/her potential and become aware of his/her limitations, thus enabling him/her to return to his/her community better equipped to cope with the problems of everyday living.

While Lions Clubs are called upon to support many worthwhile cause, we hope the Lions will continue to maintain their interest and support of Beacon Lodge, which has been so well demonstrated since 1950. When a Lions Club provides a sponsorship to send a child or an adult to Beacon Lodge, it may prove to be the key that opens the door to a new way of life for that individual.

EYE BANKS

An Eye Bank is an organization that coordinates the collection of eye tissue and arranges for its proper disposition.

Eye Banks are designed to secure eye tissue for doctors and hospitals for the purpose of cornea transplants and research. Without Eye Banks, thousands of people would still be walking about in total darkness. Without research, it is impossible to learn more about what is causing blindness.

To become a member, contact the Eye Bank in your particular area and the president or coordinator will be happy to provide your Lions Club with all the particulars. Each Eye Bank has slightly different procedures in its operation.

There are five Eye Banks serving the Lions of Pennsylvania. They are:

1. Northeast Pennsylvania Lions Eye Bank
2. Greater Erie Eye and Organ Bank, Erie, PA
3. Medical Eye Bank of Western Pennsylvania, Pittsburgh, PA
4. Lions Eye Bank of Delaware Valley, Philadelphia, PA
5. Geisinger Medical Center Eye Bank, Danville, PA

Pennsylvania has over 5000 blind persons who could see if eyes were available for cornea transplant. But experience tells us that only 2 or 3 pairs of eyes are secured from every 1000 pledge cards. It's as simple as signing your name on a donor card. Make the decision that you will help someone see after you no longer need your eyes. Sign up today and have your club sponsor an eye donor drive.

WHITE CANE

The 1972-73 Pennsylvania State Council of Governors had the foresight to pass the motion to proclaim the second Friday of October as White Cane Day. This enables the state to participate in a fund drive to raise money for sight-related projects. Historically, over \$250,000.00 is raised each year by the State Lions participating in this project.

White Cane Day is one of the finest and most productive means of obtaining funds to carry on our great work - "Service to the Blind"

It is the only project where all the funds collected must go to a sight-related project. This fund drive gets the Lions Club member on the street - greeting, shaking hands, and telling his/her friends and neighbors about the tremendous strides in research programs that have been made possible by their generous contributions and support of the various projects for the betterment of community residents. One of the greatest ways to sell Lionism (and the possibility of acquiring a new member) is by the personal touch of a friendly and enthusiastic handshake and chat.

LEADER DOG

Leader Dog School for the Blind is located in Rochester, Michigan. Founded in 1939 by three Lions Club members, it is supported by donations from Lions, Lionesses and Leos. The purpose is to provide fully trained dog guides to legally blind and deaf/blind individuals at no cost to the student.

Today, the cost to train a Leader Dog team, (student and dog) is \$38,000 per team. Approximately 20% of the facility's operating income comes from Lions, Lionesses and Leos. 23% of the school's income comes from interest on an endowment fund, 50.3% from unrestricted gifts, and the balance from various other sources such as the United Way, sponsorships and the annual Gala held in Michigan. Each year Leader Dog School graduates about 275 teams.

Pennsylvania can be proud of its efforts in this worthwhile humanitarian activity through which visually impaired individuals can regain self confidence, mobility and, in many cases, employment.

Leader Dogs School for the Blind is seeking the support of all Lions, Lioness and Leo Clubs in Pennsylvania in its efforts to support ongoing projects. Through Club donations, the school was able to build a new residence/training facility. Students are now housed in individual single unit rooms; instructors have sleeping rooms for their use when on duty; more deaf/blind students will be served. Orientation and mobility training is available to some individuals, as well as computer training skills. Financial support to special projects should be in **addition to** the normal donations made by clubs.

Lions, Lionesses and Leos in Pennsylvania can help by:

1. Seeking legally blind persons, 18 years of age or older, who need a dog guide; encouraging

them to enroll in the Leader Dogs for the Blind School; providing transportation to and from the school for them, if necessary, and continuing to encourage and be interested in them when they return home with their "dogs of destiny."

2. **Sustaining** voluntary contributions to the annual operating budget of the school; **increasing** their club commitment and contributions by making a pledge to special projects as they arise, or purchasing a brick or bricks for the "Welcome Walkway" at the new facility in **REMEMBRANCE** or honor of club members, family or friends. The "Yes, **SIR**" motto (**S**ustain, **I**ncrease, **R**emember) was recently begun to motivate all Clubs in Pennsylvania to contribute in any way to further the work of the school.

A newer program is an Accelerated Mobility program where students demonstrate the safe and enhanced skills necessary to effectively use a Leader Dog. Also new is a GPS Trekker training program. Trekker is a hand held Global Positioning System providing a blind person with an accessible map and additional navigation information, revolutionizing map reading for the blind community. Trekker students are able to create routes from home to their favorite places. The newest program is the Work Counts program. This program provides career skills training, primarily in computer use.

For additional information contact your District Leader Dog Chairperson or any member of the MD-14 State Leader Dog Committee. Members of the State Leader Dog Committee are: Lion Judy Koffel (14-R), Chairperson; Lion Scott Dudley (14-U), Eastern Region, PDG Jack Smith (14-__), Central Region, and PDG James Lewis (14-E), Western Region.

The PRIDE of Pennsylvania

The PRIDE OF PENNSYLVANIA is the newsletter of the Multiple District. It was founded by Lion Larry Potteiger, PDG, in 1978. It provides its readers with information about what events occurring across the State. It prints articles concerning what Lions, Lioness and Leo Clubs are doing and accomplishing. It includes information as to activities at the Multiple District level for both the State Council Meetings and and Multiple District Convention. Its main purpose is to increase knowledge of Lions by publishing stories about the various activities, either fundraising or community projects, around the State.

Informative and interesting articles and editorials of substance and meaning are written to stimulate readers in some phase of Lionism. Articles submitted should be of interest to Lions throughout the State.

The PRIDE is published four times a year and is mailed to the 28,000 Lions throughout the State. Lioness Clubs are encouraged to buy subscriptions for \$1.50 per Lioness per year.

The PRIDE is your magazine and hopes to serve the Lions and Lionesses for many years. It has been published for the past 25 years and expects to continue for many more. Please submit articles for publication or ideas for changes to the PRIDE to:

The Pennsylvania All State Band

The band was formed in 1982 by Lion Robert Zellner, PDG George Yearick and other interested Lions. The band was assembled at Gettysburg College on Thursday prior to leaving for the Lions International convention in Atlanta, Georgia. It was a huge success for all of the students and others involved. There was a stop at the World's Fair in Knoxville, Tennessee, where they paraded and performed a concert - an adventure and experience to be long remembered by the students.

Since that first year, we have formed at Gettysburg College, Penn State University, Mansfield University and Clarion University, with the leadership of some great Band Directors such as Lion Robert Zellner of Gettysburg College; Mr. Ned Diehl, formally of the Penn State Blue Band; Mr. Donald Stanley of Mansfield; Mr. Stanley Machelski of Clarion; and Dr. Richard Bundy of the Penn State Blue Band.

We have traveled to the following convention sites for the Lions International Conventions: Atlanta, Miami, New Orleans, Dallas, Phoenix, Denver, Chicago, St. Louis, San Francisco, St. Paul, Philadelphia, Taiwan, Hawaii, and Montreal. We have also performed at the PA Lions State conventions that are held each May.

The band has performed at many functions at the Lions International Conventions, which included presenting the flags of all the nations at the opening ceremony, leading the parade and playing many concerts while on tour. They have visited many theme parks where they have presented a concert.

The Lions and Lionesses of Pennsylvania finance the band, which is usually made of 140 students and staff, with a fee received from the students.

Selection for the band is made from the applications received from students throughout the State of Pennsylvania; **their parents DO NOT have to be a Lion or Lioness member to be selected.**

We feel each trip is an educational experience, as well as a musical experience, for the students while they are getting to see the various convention sites and meet people from all over the world.

The All State Band committee is comprised of a chairperson, and one committee member from the East, West and Central parts of the state. The Committee meets during the state council meetings and whenever necessary at other times.

DIABETES AWARENESS

Diabetes is so common that hardly a day goes by when some feature article in the newspaper or in the media covers some phase of it. The two large organizations, American Diabetes Association (ADA) and Juvenile Diabetes Foundation (JDF), offer the most comprehensive education in the United States. However, the Pennsylvania Lions network is also doing its share in promoting diabetes awareness. Every district directory shows the person or persons who are working on this great service activity. It is very popular because of the widespread incidence of diabetes and the ever-challenging effort to eliminate it.

All of the districts are involved in providing assistance in the form of glucometers, the instruments that read sugar level in the blood, and other supplies such as insulin and syringes. Many districts have their own neighborhood projects and clinics, some of which are operated by Lions, and it generally appears that we are doing as much as possible. The Pennsylvania Lions can do even more. Funding research grants for diabetes comes under the umbrella of the PA Lions Sight Conservation and Research Foundation. Any monies can be donated to the Foundation and identified to be used for diabetes research. One of the members of the Eye Research board is elected to chair the diabetes awareness activity statewide.

We encourage you to continue with your local activities, but not to forget that the Foundation can offer long-range solutions through funding research projects. Recently, the federal government has mandated that more allowances can be offered by Medicare and other insurance programs for diagnostic care. This is a great achievement that has been promoted and lobbied by ADA and JDF, and will help all diabetics. It also means that some of the district funds can be used for research, instead of diagnostic supplies.

The diabetes awareness chairperson also tries to promote what's new through a periodic newsletter to district diabetes awareness chairpersons. In addition, a seminar offered at every PA Lions State Convention, and presented by some local medical person, offers the latest news regarding current research and provides the opportunity for a question and answer session for the audience. Look for the schedule in the State Convention program; this seminar is usually held on Friday during the convention. This is one seminar where no fee is charged, but you should note your intention to attend by checking the appropriate space on the registration form.

For information on activities in your area, it is suggested that you look at the monthly publication of ADA - Diabetes Forecast. This publication is available at your local library or news outlet. It is very comprehensive in offering help in the form of recipes and other information of value to any diabetic.

It is hoped that the Lions State Seminar becomes so popular that it will be standing room only at the next one.

THE AMERICAN FLAG PROPER DISPLAY OF THE NATIONAL FLAG

The display of the American Flag is an issue that is important in this time. Proper respect for the Flag is something that can be accomplished with ease at your club meetings, parades and other activities.

Here are a few of the basic rules that govern the use of our Flag on special occasions:

1. No other flag or pennant shall be placed above the Flag of the United States.
2. If other flags are displayed with our Flag, on the same level, none should be placed to the right of the United States Flag.
3. Flags with crossed staffs displayed against the wall shall have the United States Flag on the right and its staff in front of the other.
4. When displayed with flags of other nations, they shall all be at the same height, the same size, and on separate staffs.
5. When displayed with flags of the states, societies, or other types of pennants, the United States Flag shall be centered and higher than the others.
6. When carried in a parade, the United States Flag should be on the marching right, or if with a line of other flags, to the center and in front.
7. When displayed flat on a speaker's platform, the flag will be above and behind the speaker and the union will be to the top and the left of the audience.
8. When displayed from a staff in an auditorium or church, the Flag of the United States should be to the speaker's right. All other flags, etc., should be to the speaker's left.
9. When suspended in the middle of a street, the union should be to the North on an east-west street and to the East on a north-south street.
10. When used to drape a casket, the union should be at the head and over the left shoulder.
11. Displaying the Flag at half mast differs with the occasion. Consult a more complete guide for special information.
12. The Flag should be displayed with the union down, except as a signal of distress or danger.

GENERAL PROHIBITIONS:

The Flag of the United States shall not:

1. be displayed on a float unless it is on a staff.
2. be draped over the hood, top, side or back of any vehicle, train or boat.
3. be used to cover statues.
4. touch the ground.
5. be "dipped" to any person.
6. touch anything beneath it.
7. be used as wearing apparel, be decorated in any manner or used as a drape, or folded - but should always fall free.
8. be displayed in any manner that will permit it to be soiled, torn or damaged in any way.
9. be used as a wrapping for any substance.
10. be used for advertising purposes.
11. be used as a uniform of any type. A flag patch may be affixed to uniforms of the military, policemen, firemen and members of patriotic organizations.

DISPOSAL OF OLD AND SOILED FLAGS:

When a flag is in such a condition that it is no longer a fitting symbol of our country, it should be destroyed in a dignified manner, preferably by burning.

1. All persons should stand at attention.
2. Persons in uniform should render the military salute.
3. Civilians should face the flag and place their right hand over their heart. Men should remove their hats and hold them in their right hand at the left shoulder.

CONDUCT DURING HOISTING, LOWERING AND PASSING OF THE FLAG:

PLEDGE OF ALLEGIANCE

"I pledge allegiance to the flag of the United States of America, and to the Republic for which it stands, one nation under God, indivisible, with liberty and justice for all."

(Please note that the phrase ". . .one nation under God . . ." is to be said without pause.

MEMBERSHIP DEVELOPMENT

Membership growth in a Lions Club is the “life blood” of Lions Clubs International. Lions Clubs International is the largest and best service organization in the world. At the core of this success are dedicated club members who devote their time and attention to serving their communities; but to continue to maintain the organization’s record of achievement, we must attract new quality club members that will carry the Lions commitment of success into the future.

Sponsoring new members into our clubs, keeping the members we have, and starting new Lions Clubs achieve membership growth.

Searching for individuals willing to continue the Lions tradition of service and sponsoring them as club members are important responsibilities **ALL LIONS** share.

Each club, in addition to its year-round recruitment effort, is required to have at least one full-fledged membership drive each and every year to assure that each club, zone, region, district and LCI grows to meet the needs of our communities and can continue to help those less fortunate than ourselves in the future.

New members are the lifeblood of a club. By involving them in your club, you bring in new talent, new ideas and new enthusiasm. **Club recruiters** need to search out quality, enthusiastic, energetic men and women who want to

make a difference in their communities. Club leaders must also recognize that not every Lion is a good recruiter or does not like to recruit, but they also have a responsibility to search out prospective quality members by giving the names to the Club’s Membership Committee so they can start the recruitment process.

One of the most successful Membership Recruitment programs in recent years is the Pennsylvania Plan. Your club will realize a gain in new members when the plan is following exactly as written. **A copy of the plan is in this booklet.**

To achieve membership growth in your club, the three member Membership Committee has to be the most active committee in your club. They should be given the opportunity to report on updates, progress, etc. at each meeting. The Lion selected each year to be a member of this committee joins a line of three that progress each year so the third year he/she becomes the Chairperson and Director of the Committee. The third year he/she are also a voting member of the club’s board of directors and is responsible to the board for directing a strong membership recruitment program.

A few years ago Lions Club International added a District Retention Chairperson and we encouraged each club to also add a **Club Retention Chairperson** to work with the attendance committee, membership committee, the Secretary and the club members to keep membership losses at an absolute minimum. Our recruitment goals are ambitious and important to the future of Lions Clubs International, but the fact

remains that we continue to lose more members in PA than we can take in, thereby not allowing us to be on target towards another objective of our association: **net membership gains**. Elsewhere in this booklet is a detailed section on retention for your reading and we encourage your club to have an active Club Retention Chairperson to promote proper dues collection procedures, the involvement of new and present members in projects, contact members that have received a past due notice for dues or has had a prior good attendance record and now is missing meetings. Surveys of former members revealed that many could have been saved if they were contacted and in many cases could have been saved by just offering them another class of membership that LCI offers. **As an officer in your club it is your responsibility to do everything in your power to encourage Lions to maintain their membership.**

Each club should be giving its new and older members an **orientation program**. New members should be receiving the first part of the orientation program during the recruitment process, then again shortly after being inducted, so they get an idea of the organization they are about to join or have become a member of. By using the PA Plan, many of their questions and concerns are answered prior to filling out an application. Many of our members that have been in Lions for years tell us they learn more about the organization during this program than they have in all the years they have been members. One of the keys to keeping members is a good club orientation program followed by a District orientation program. Each District has an Orientation Chairperson

that will assist any Club Membership Chairperson with the development of a program.

Each year we continue to lose clubs in our Multiple District. Most of them have dropped below 20 members in the past, and then dropped to 15 or less, and then got so small they could not continue. Many of them did not have active recruitment, orientation, retention and leadership programs to continue to grow or did not want to make the necessary changes within their club to gain their numbers to meet the needs of the less fortunate in their communities and participate in other Lions projects. Rebuilding of those clubs that have dropped below 20 members is necessary to achieve the target of membership gains. First and foremost, these clubs and their officers need to recognize they have problems and must focus on its club's operating procedures, increase membership and make it healthy again. Each District has a **Healthy Club Chairperson** that will assist you in programs from LCI to make your club healthy again. If your club is losing more members than it is taking in, don't delay - take action now to rebuild your club. Your District Governor can also appoint a Certified Guiding Lion to assist you in the rebuilding process. Ask yourself: if your club ceases to be or does not grow in membership, who will provide the services you now provide for your community?

The Pennsylvania State Council of Lions Clubs continues to move forward with programs to benefit Membership Development. The program involves a team concept in which the Chairpersons of Membership, Extension, Retention,

Leadership and Women's Membership Development work together to promote Membership, Extension, Retention, Leadership, Orientation and Women's Membership Development to promote these important objectives in Lions.

In addition to the State Team, each of our Districts has a MERLOW team with the Vice District Governor as its Chairperson. Each of these Chairpersons has training available by the State Team and has the responsibility to develop club officers and club programs in their various departments to assure clubs grow in their respective Districts. We encourage you as a club officer to request that they present programs at your clubs and to have all your officers and membership/retention committee members attend the seminars.

Membership Categories:

In this day and age, when many of our people have commitments that will not allow them to attend meetings or projects on a regular basis or their commitments make it impossible, Lions International has established 7 categories of membership to allow more men and women to be members of Lions Clubs even if they are unable to participate in all the activities of the Club.

Active Member: Most of a club's membership will be in this category. These members are required to attend all meetings and activities and pay club, district and international dues. They are eligible to seek club, district or international office, may vote on all club matters and may serve as a voting

delegate at District, Multiple District and International Conventions.

Affiliate Member: This category of membership was established for individuals who are not able to participate in all of the regular activities of the club. They are not required to have regular attendance, nor are they eligible to seek club, district or international office. Though they may choose to attend conventions, they are not eligible to serve as delegates or to vote. Their voting privileges are limited to the club on club matters only. The dues for an Affiliate Member may be set by the club's Board of Directors at a somewhat higher rate than other members to cover club expenses, along with providing money for project work. The difference between this category and Member-at-Large is that this can be a long-term category, whereas Member-at-Large must be reviewed every 6 months.

Associate Member: An Associate Member is affiliated with two Lions Clubs - a primary club and secondary club. In the primary club, the member has all the obligations and privileges of an Active Member. In the secondary club, the Associate Member is not required to have regular attendance, may be asked to pay club dues only, and may vote on club matters only. The secondary club does not include such a member in reportable statistics. This category was established to encourage affiliation with a second club when a Lion is away from his own club area.

Honorary Member: This category of membership is conferred by the local club upon an individual, not a member of the club, for performing outstanding

service for the community and upon whom the club desires to confer special distinction. Such a member pays no dues. The club pays the applicable entrance fee, international and district dues. An Honorary Member is not expected to participate in club activities, nor is such a member eligible to seek office, vote at any level or serve as a delegate at conventions.

Life Member: Life Membership is reserved for the senior citizens in a local club. Upon reaching the age of 70 and maintaining active membership for 15 or more years, a member may apply to International for Life Membership. A one-time fee of \$500 is paid to the Association in lieu of future international dues, and the status is granted in accordance with the policy of the International Board of Directors. The member continues to pay local and district dues, is not required to have regular attendance, but is encouraged to attend and participate in club activities. The Life Members may seek club, district or international office, vote, and serve as a delegate at District or International Conventions, provided the obligations of an Active Member are fulfilled. All Past International Presidents are accorded the status of Life Member upon completion of their term in office without any fee or approval required.

Member-At-Large: This category of membership is a short-term transitional category that must be reviewed by the authorizing Board of Directors every six months. These Lions are not required to have regular attendance but must pay club, district and international dues. They are encouraged to participate in

club activities but are not eligible to seek club, district or international office. These members may vote on club matters only and are not eligible to participate as a delegate at District or International Conventions.

Privileged Members: This category of membership is conferred by the local Board of Directors and is similar to Member-at-Large, with the exception that such members may vote on all matters and may serve as a delegate at District or International Conventions. These members are not, however, eligible to seek club, district or international office.

Note: Membership Categories are listed in LCI'S Constitution and By Laws. It is suggested that they be reviewed from year to year for any changes.

The available category of Lions Membership covers every possible situation. There is no reason for not extending the privilege of membership in the world's largest and best service organization to all of your friends, neighbors and family members. The only requirement for membership is the desire to help others, and from that desire and the investment of a moderate amount of time and/or money, the new Lion will derive the satisfaction of knowing he/she has acted in the best interest of those "less fortunate than ourselves."

Successful leaders set goals that are attainable, measure the goals and make the necessary adjustments to achieve the goals by the end of their year.

Retention is like a bad headache. If it is not treated, it just keeps getting worse. There are many contributing factors that cause Lions to drop out of Lionism. The leading five are listed below: (1) Lack of proper orientation of new and present members; (2) Lengthy/boring meetings; (3) Club cliques and politics; (4) Lack of meaningful involvement; (5) Lack of team work and communication.

It is extremely important that new Lions receive an orientation on the history of Lionism. Both club and International history is important. This background becomes the backbone of pride and enthusiasm for the new Lion. Present Lion members must review, from time to time, orientation to revive their pride and enthusiasm in Lionism.

Club meetings are high on the list for causing dropouts. Keep club meetings focused and short. An agenda is an essential tool to keep club meetings focused. The meetings should be exciting and build enthusiasm among members. Don't forget to have some fun at the meetings.

Cliques and politics can ruin a good Lions club. Observe your club; if cliques are a problem, take steps to change the atmosphere within the club. The Tail Twister can be an important officer in changing the club atmosphere. Politics can also ruin the club. Work together in a democratic way to solve the political problems.

Meaningful involvement of club members is essential to cultivate a healthy club. When all members are

involved in the club's service projects and fundraising, retention problems will be greatly reduced.

Teamwork must be a part of all Lions activities. Without teamwork, retention can explode just as a bad headache. Use committees to point the way to club action; however, after the action is identified, communicate with all club members as to the action taken.

It is important that all Lions Clubs review their club operations and identify problems/headaches that may exist. Retention help is available through your District and Multiple District Retention Chairperson and Team. Work with your District Governor to utilize these resources. Proper treatment of the problems/headaches will allow your club to serve, grow and excel.

“PROUD LION/ LIONESSE AWARD PROGRAM”

The “Proud Lion/Proud Lioness/Sponsor Award Program” is a winner!!!!!! Each new member who joins the Club is given (during his/her induction ceremony) the “Proud Lion” card listing the five requirements to be completed in the next six month period. The Proud Sponsor Award is available for the sponsoring Lion/Lioness who aids the new member in completion of the requirements.

The requirements are as follows:

1. Attend a Board Meeting
2. Visit another Club
3. Participate in a club project
4. Attend a zone, region or district function
5. Invite an approved proposed candidate to the club as a guest.

This provides immediate involvement of the new Lion. Since some accomplishments involve participation in club projects, such as requirements 3 and 4, the new member is immediately involved in the fellowship of the club. Requirement 5 takes advantage of the sphere of influence afforded the club by the new member.

When all of the requirements are completed and each is dated, the club secretary signs the card and forwards it to the current District Governor. The “Proud Lion/Lioness/Sponsor Awards can only be ordered by the District Governor. The awards should be presented at an appropriate ceremony.

BUILDING BLOCKS for GROWTH AND DEVELOPMENT

A GOOD IMAGE BUILDS PRIDE

PRIDE STRENGTHENS
FELLOWSHIP

FELLOWSHIP STIMULATES TEAM
WORK

TEAMWORK CREATES
ACHIEVEMENTS

ACHIEVEMENTS FOSTER A GOOD
IMAGE

Recognize the importance of recognizing all achievements, no matter how small they might appear to be. This is a necessity in producing the pride that is needed to encourage on-going fellowship and team work. Without Lions acting as a team, we cannot obtain meaningful achievements.

MEMBERS’ RIGHTS

The rights of all members:

The right to be offered the opportunity to join - regardless of race, religion, sex or age.

The right to be carefully interviewed and asked to serve in a meaningful capacity.

The right to expect training and supervision to help them perform better.

The right to receive proper recognition in a way meaningful to them.

The right to be involved in the planning and evaluating of activities with which they are involved.

The right to be regarded as a unique individual with special talents and needs.

