Lions Practical

Technology



**Participant Guide**

Spring Symposium

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**Session Background**

We are in an age where technology is ubiquitous in our lives, whether at work, at home, or even doing business for our clubs and districts. In fact, we can use some of the same technology that we use in our work and personal lives to help with our roles as Lions.

As a Lions leader, it will be important to be organized and connected. It will also help you to be aware of how technology is used at the multiple district and district level, as well as within your clubs.

**Session Objectives**

*At the end of this session, participants will be able to:*

* Have understanding of some common, practical technologies
* Identify ways to leverage technology for running clubs/districts
* Share experiences using technology
* Get answers to some of your questions

**As we progress through this session, please interrupt if we stray from looking at technology from the perspective of using it was a district level officer. It is important that you not only understand the technologies discussed, but how to apply them at the club or district level.**

**Google**

**Tools**

* Google email
* Google groups
* Google photos
* Google docs
* YouTube videos
* Google sites
* Google Drive
* Google Calendar
* Google Maps

**Uses**

* Google Photos – store, share club/district photos
* Gmail – club/district email address
* Calendar – club/district calendar internal/external
* Drive – store club/district documents
* Groups – create mail groups for mailing (more in MailChimp later)
* Google Docs – collaborate/share creating/updating documents (MS Word not required)
* Google Maps - custom map for location of eyeglass boxes

**Google**

**Considerations**

* Managing account/sharing
* Can share password with others, but there are added steps
* Storage limitations (planning)
* Free – 15 gigabytes – Drive, Gmail, Photos
  + - 100 gigabytes - $1.99/month
    - 200 gigabytes - $2.99/month

**Notes:**

**Social Media**

**Why Use Social Media**

* Community Engagement
* Publish events
* Share the Lions message and experience with others
* Connect with other Lions, Clubs, Districts, LCI

**Social Media Channels**

* Facebook
* Instagram
* Twitter
* YouTube
* LinkedIn

**LCI**

* Global Lions Forum
* Lions Clubs Help and Support Group
* Lions Global Action Team
* MyLion Forum
* Lions Clubs International

**Why Connect**

* Get ideas
* Meet other Lions
* Ask a question
* Keep up with current events

**Ideas**

* Donate Button
* Facebook fundraisers
* Events
* Advertisements
* Sharing
* Likes on other pages

**Social Media Workshop**

You have agreed to be your club chairperson to organize, plan, and execute a new fundraiser. How can you use social media to help you? Be as specific as you can.

**MailChimp**

MailChimp is a cloud-based contact system for communicating with groups of people. Many Lions clubs and districts and multiple districts have used this service for communicating with their members.

**Why use it?**

* Large mail lists (avoid email from going to SPAM)
* Attractive email (with available templates)
* Ability to unsubscribe
* Ability to see who reads your email and clicks on links within your email

**Free version**

* 10,000 emails/month
* 2000 subscribers
* 1 audience (tagging allowed)
* Some website capabilities
* Beyond 2000 subscribers, monthly fee starts at $29.99

**Ideas**

* Club notifications and email
* Club newsletter
* District newsletter
* Club member birthday email
* Prospective members

**Tips**

* Import users from LCI export
* Post to Social Media (configure in MailChimp)
* Use MailChimp Mobile App
* Use Test Email
* View a demo or ask for help
* Consider re-sending unopened mail
* Respect un-subscribers
* Use Replicate feature for similar communications/campaigns

**Virtual Meetings**

**Virtual Meetings**

* Zoom
* Facebook Rooms
* Microsoft Teams
* FaceTime
* Skype
* GoToMeeting
* Lions Connect (was in beta, may be discontinued)
* See Virtual Clubs under Lions Clubs International section below

**Virtual Meetings – Uses**

* General Club Meeting
* Club Board Meeting
* Committee Meeting
* District Cabinet Meeting
* Training Session
* District Convention
* Social Event

**Q&A**

Where does Zoom (or other virtual meeting tools) fit within our clubs and districts now?

**Notes:**

**File Storage**

* Google Drive
* Amazon Drive
* Microsoft OneDrive
* Dropbox
* Box

**Considerations**

* Storage apps also have options for photos (Amazon Photos)
* Look at free storage limitations
* Understand sharing and contribution
* Mobile app access
* Desktop synchronization
* Be careful with member information!

**Notes:**

**Additional Tools**

* PayPal/Venmo – payments from Lions and public
* Zeffy – event scheduling for non-profits including payment and ticketing
* Doodle – polling for best meeting time
* Websites – various tools

**Technology Workshop**

* You have been elected as club President and want to rejuvenate your club
* How might you prepare for your year by building a plan that includes technology?

**Q & A**

Ask any question you might have related to *any* technology and your instructor and colleagues will do their best to provide or find an answer.

**My Questions:**











**Questions for you**

* What does your district do and what do your clubs do?
* How can you support your club?
  + Offer suggestions for use of technology for your club and district
  + District technology chairperson
  + MD-14 technology chairperson

**Notes:**

**Lions Clubs International**

Here are some online resources from Lions Clubs International related to the use of technology for Lions.

* Virtual Clubs - <https://www.lionsclubs.org/en/resources-for-members/resource-center/virtual-clubs>
* Digital Products - <https://www.lionsclubs.org/en/digital-products>
* Tech Support - <https://lionshelp.zendesk.com/hc/en-us/categories/360002949274>