

**MD-13 OH5 District Cabinet Meeting
August 21, 2021**

**REPORT # D1
Club Reengagement**

Submitted by Lion Jane Jarrow

My goal, for the 2021-22 program year, is to provide encouragement and ideas to help clubs get “back to business” after a year off for the pandemic (even if it is not to be “business as usual”). That goal will be complicated by the resurgence of COVID-19 over the past few weeks and the return to mask mandates and urges for caution. But we cannot wait another year to get things started up again – we will lose too any Lions and too many clubs who just plain get out of the habit of meeting or doing anything. I have identified three active steps for the next few months:

1. Since I put together the *Pride Report*, I can control the content there. As of July 1, the *Pride Report* was only going out to 253 OH5 Lions every month (primarily names culled from the directory of club officers). PDG Jackie was able to get me a complete listing of email addresses for Lions in OH5, and I have entered them into the file so that the *Pride Report* will now be seen by 859 Lions each month – at least SOME of who are from every club in the District.

2. Knowing that the *Pride Report* is now reaching more Lions, there will be a monthly featured article under the heading of “Roaring Back from the Pandemic” that discusses communication strategies (August edition), restarting service projects (September edition), restarting fundraisers (October edition), and publicity strategies (November edition). I also hope to include articles about what some of the clubs in the district are doing (actively) to reclaim their service projects and fundraisers and get them started again. Hopefully, those stories may provide inspiration and/or encouragement to others.

3. I am available to come to Zone meetings or to club meetings to discuss active steps that can be taken to reinvigorate the clubs.

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