



**Lions Clubs International**

## **Certified Guiding Lion Program**

---

Empowerment is  
the key to success!



“Leadership is more than service,  
it is enabling others to be more productive.”





# Table of Contents

<b>Certified Guiding Lion Course Objectives</b> .....	2
<b>Program Design</b> .....	3
<b>Course Organization</b> .....	4
<b>Receiving the Presidential Certified Guiding Lion Award</b> .....	5
<b>Section I:</b> Skills of a Successful Guiding Lion.....	6
Exercise #1: Self Assessment of Guiding Lion Skills.....	8
<b>Section II:</b> Get off to a Good Start – Become an Information Expert .....	9
Leadership Resource Center .....	9
Exercise #2: Identify Key Concepts that Should be Shared as Part of the Club Officer Training....	10
Exercise #3: List the Training Resources Available at the District and Multiple District Level .....	11
Resources for Effective Club Operation .....	12
Exercise #4: Determine the Value of the Club Resource .....	13
MyLCI Site .....	13
Exercise #5: Get Familiar with MyLCI.....	13
<b>Section III:</b> Develop a Club Officer Mentor Team .....	14
Team Members .....	14
Exercise #6 Develop Your Club Officer Mentor Team.....	15
<b>Section IV:</b> Design Club Officer Training.....	17
Training Session One – Getting Started.....	17
Exercise #7: Key Objectives of Training Session One .....	19
Training Session Two – Club Operation .....	20
Exercise #8: Key Objectives of Training Session Two .....	21
Training Session Three – Hosting Productive and Meaningful Meeting .....	22
Exercise #9: Productive and Meaningful Meetings.....	23
Training Session Four – The Importance of Recruiting and Retention .....	24
Exercise #10: Creating a Membership Plan.....	25
Training Session Five – Planning for the Future and Achieving Excellence.....	25
<b>Section V:</b> Assessing Club Needs .....	26
<b>Section VI:</b> Guiding Lion Resources .....	26
Club Health Assessment .....	26
Guiding Lion Support.....	26
Club Officer Training Checklist .....	27
Club President Mentor Checklist.....	28
Club Secretary Mentor Checklist.....	29
Club Treasurer Mentor Checklist.....	30
Club Membership Chairperson Mentor Checklist .....	31
Club Assessment.....	32
Transition to Independence.....	36
Test for Certified Guiding Lion.....	38
Completion Verification Form .....	39
Guiding Lion Report - Quarterly Report.....	41
Guiding Lion Report - Final Report.....	43

**Important:** To help you become an effective advisor, it is suggested that the course be completed before you begin your term as a Guiding Lion.

# “Leadership is more than service, it is enabling others to be more productive.”

While all Lions are welcome to take the course, it is recommended as a foundation to anyone who will work with new or existing clubs or serve (or plan to serve) in a leadership position. Upon completion of the course, you will become a Certified Guiding Lion! While the course may be valuable to any Lion, having the experience of a club president will enhance your success in guiding a new or existing club.

## Certified Guiding Lion Course Objectives

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

Even if you are an experienced Guiding Lion, you will benefit from this course because it provides the most comprehensive overview available of the roles and responsibilities of a Guiding Lion.

The Certified Guiding Lion Course will help you:

1. Understand your role as a Guiding Lion
2. Help you develop a plan to guide the club to become self-sufficient and strong
3. Provide tools to help the club officers manage their club
4. Establish a system to track development over the course of your term

**Maintaining Certification:** Successfully completing this course will certify you for three years. You are required to recertify every three years to maintain certification. Please also note that you do not need to be certified to be assigned to a club as a Guiding Lion.

# Program Design

This course is offered two ways:

First Option: As a correspondence style course that allows you to learn at your own pace.

Second Option: In a classroom, which will allow you to exchange ideas with other participants. In all cases, you will be asked to complete the exercises on your own.

**Completing the course on your own – Self Study**, allows you adequate time to review the material and resources available as noted in this guide. The course will usually take approximately six to eight hours to complete. Seek additional information and guidance from the district governor and other knowledgeable Lions so you have a complete understanding of the support that is available. This provides an opportunity for these key leaders to provide additional information and help you to master areas that you might need to develop further. Once your district governor has reviewed your workbook and signed the completion form, send the form to Lions Clubs International so that a Certified Guiding Lion certificate can be sent to you.

**Participating in a classroom delivered course**, complete this workbook prior to attending the course. Allow yourself a minimum of six hours to complete the guide and, if possible, more time so you are well acquainted with the material. This will allow you to contribute more during classroom discussions and gain a more thorough understanding of the position. The time you put into preparing for the role of Guiding Lion will make you a more confident and effective leader.

## 6 Elements of Club Success

- 1 The club members have conducted service projects that are meaningful to them.
- 2 The club has achieved a net growth in membership and involves new members in activities quickly.
- 3 The club communicates effectively with the members and the public.
- 4 Club events are held regularly and are meaningful and positive.
- 5 Club officers participate in zone and district leadership training.
- 6 The club is in good standing and reports regularly.

# Course Organization

## **Section I. Skills of a Successful Guiding Lion**

This section focuses on the leadership skills needed to be an effective Guiding Lion and helps you identify areas that you can develop further to make you a more effective leader.

## **Section II. Get off to a Good Start – Become an Information Expert**

This section helps you prepare for serving as a Guiding Lion by leading you through the current materials and training available from LCI.

This section focuses on:

1. Club Officer Resources – Materials specifically designed for club officers
2. Club Quality Programs – Materials and programs designed to strengthen the club
3. MyLCI – Is a customized dashboards for club officers to both report information and download information for critical club operations.

## **Section III. Develop a Club Officer Mentor Team**

This section helps you identify Lions who can assist the club as a Club Officer Mentor and provides an outline for the mentor to follow to provide job specific training.

## **Section IV. Design Club Officer Training**

This section outlines a general plan for club officer training that can be adapted for your use in your geographical area. The program outline includes an introduction to LCI and then moves on to identifying and implementing service projects, how to conduct meaningful meetings and strategies for continuous improvement.

## **Section V. Assessing Club Needs**

This section helps you identify the needs of the club so that resources and support can be effectively utilized.

## **Section VI: Guiding Lion Resources**

This section includes a description of the reports available to the Guiding Lion to help track the development of the club.

# Receiving the Presidential Certified Guiding Lion Award

To receive the Presidential Certified Guiding Lion Award, it requires that you complete:

Quarterly Reports – These are submitted during your two-year assignment

Certified Guiding Lion Final Report – At the end of your two-year assignment with the club, complete the CGL Final Report. The criteria required to qualify for the award is noted as follows:

1. The Guiding Lion successfully completed the Certified Guiding Lion Course.
2. Quarterly reports were submitted to LCI and the district governor for two years. See Quarterly Report Form on page 40 of this guide.
3. The club officers confirmed the Certified Guiding Lion supported the club's development.
4. Attended the majority of the club's general and board meetings.
5. The club had a net membership growth over the two-year period.
6. The club reported new service and fundraising projects.
7. The club participated in district activities (including zone meetings).
8. The club officers and/or members have visited other club meetings.
9. The club is in good standing with Lions Clubs International.
10. The club submits membership, activity and club officer reports in a timely manner.

To acknowledge that the requirements have been achieved, complete the [Guiding Lion Final Report](#) and submit the form to the District and Club Administration Division at Lions Clubs International.

## Section I: Skills of a Successful Guiding Lion

**Administrator. Motivator. Team Builder. Communicator. Listener.** A successful Guiding Lion serves many roles. Some of these skills may come naturally to you; some of them you may need to fully develop. Building these skills will not only help you with your responsibilities, but they will also help you personally and professionally.

**Empowerment is the key to success!** Each club was founded by Lions who had a dream and wanted to make a difference. As a Guiding Lion you have the opportunity to help show them how they can reach their dreams as a member of a Lions club. Don't try to change their dreams, support them. **Too often, overzealous leaders encourage clubs to support projects that are of little or no interest to the members of the club.** Be sure to encourage clubs to follow their dreams and encourage other Lion leaders to support the club's decision. Do not allow area leaders to pressure the club into supporting projects that divert funds and energy away from the club's goals.

**Motivator:** Attitude is infectious. Motivate new members by being positive. Inspire them even further by helping them realize the responsibilities, benefits and satisfaction that come from Lions membership.

**Trainer:** A big part of your job will be to show club leaders how to effectively manage their club and to lead the club in a positive direction. Helping both club officers and members learn about our association is a very important responsibility. Take some time before beginning the training to reacquaint yourself with the fundamentals of LCI, your multiple district, district, and your local club so you can incorporate the information into your club officer training.

**Communicator:** Good communication skills will improve your effectiveness. Take the time to listen to what others are saying. Learn how to moderate discussions and help people solve disputes. Encourage two-way communication between members in a positive and proactive manner.

**Observer:** While you are trying to nurture the club, recognize that each member will have different skills, abilities and experience. Use individual strengths to the club's advantage.

**Planner and Goal Setter:** Help the group work together to define and set measurable goals and action plans to reach the defined goals. Be sure that the goals that are set are meaningful to the club and its members.



**Team Builder:** Help new club members learn how to function as a group; i.e., to respect the opinions of individuals while working together to decide what is best for the club as a whole. This skill will be critical for the club as it moves forward.

**Administrator:** Being organized will help you with the task of filing reports and assisting the club, and it will help build your own confidence. As a role model, do your part to portray Lion leaders as organized, knowledgeable and professional.

**Advisor:** Share your insights, knowledge and experience with club leaders, while still allowing them to make decisions on their own.

**Liaison:** Help keep the lines of communication open between the new clubs and the sponsoring club.

**Enthusiastic Lion:** New members will look to you as an experienced Lion. Share your knowledge of Lions with them, as well as your dedication and enthusiasm.

**Skilled Presenter:** If it has been a while since you last provided training, consider spending some time to refresh your presentation and training skills. There are many excellent reference materials to help you refine your presentation and group process skills, along with goal setting, action plan development and evaluation skills.

**Listener:** As Guiding Lion, sometimes it is good to simply listen and be a sounding board for the new club officers' thoughts and ideas and serve as an advisor or mentor.

**Computer Skills:** As a Guiding Lion you will be asked submit and receive reports and emails and download publications. It will be vitally important that you have the ability to access and effectively utilize the LCI website.

***Most Important Skill of a Guiding Lion!...COMMITMENT!***

When asked, the number one attribute was the ability of the Guiding Lion to attend meetings and be available when needed. As Guiding Lion, expect to attend nearly all the club's meetings for the first six months and as frequently as possible over your two-year term.

**The Measure of Success** *The ultimate goal for the Guiding Lion is to make the club independent and self-reliant. The Guiding Lion is only successful when they are no longer needed by the club.*



## Section II: Get Off to a Good Start – Become an Information Expert!

Even seasoned and knowledgeable Lions find it challenging to stay current with the latest policies, support materials and initiatives. The guide below will help you prepare for training the club officers.

### **Leadership Resource Center**

The Leadership Development located in the Resource Center of the LCI website offers a tremendous amount of information for new and established club officers. Encourage the club officers to become familiar with the site.

Begin your preparation by completing the following online courses:

**Club Officer Training** – This can be found in the Leadership Resource Center under training materials, or simply by typing “Club Officers Training” into the search box. The site features online courses specific for the club president, club secretary and the club treasurer and links to key documents for each specific position. Allow yourself plenty of time to review the course and acquaint yourself with the materials. *Each course may take approximately one hour.*

**Club President Course** – The club president course provides an overview of the roles and responsibilities of the club president, the resources that are available, guidance on election procedures, forming committees and planning.

**Club Secretary Course** – The course reviews the specific responsibilities of the club secretary and provides guidance for submitting reports, the importance of communication and the resources that are available to train the club secretary.

**Club Treasurer Course** – This course provides an overview of the role of the club treasurer, record keeping, dues and financial obligations.

Be sure to check out these and other courses found in the Leadership Resource Center.

## EXERCISE #2 – Identify key concepts that should be shared as part of the club officer training

After reviewing the courses, determine at least three items or concepts that you believe would be the most valuable to the new club officers.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What is the most important information to share with the club president?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What is the most important information to share with the club secretary?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What is the most important information to share with the club treasurer?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

In addition to the Club Officer Training, note other online courses that might be helpful.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

In addition to the online courses, contact your district governor, District Global Leadership Team Coordinator (GLT), zone and region chairpersons to gain an understanding of the training and support that is provided by the district leaders.

**EXERCISE #3 –**

List the training resources available at the district and multiple district level

<b>Club Officer Title</b>	<b>District/Zone Training</b>	<b>Multiple District Training</b>
President		
Secretary		
Treasurer		
Membership Chairperson		
Service Chairperson		
New Member Orientation		
Additional Positions		

## **Resources for Effective Club Operation**

Next, review the materials that are available in the Resource Center of the website entitled “[Managing a Club](#)”

This section includes the following:

**[Managing a Club](#)** – The club section of the LCI website offers webpages and e-Books for each club officer level. Acquaint yourself with the materials available so that you can refer to the information and provide guidance to the club officers.

**[Standard Form Club Constitution and By-Laws](#)** – This document outlines the structure and operation of a Lions club, including the roles and responsibilities of each officer. While the club may want to amend some practices and customize the document, new clubs automatically start with the standard constitution.

**[Improving Club Quality Programs](#)** – Review the materials offered that support club health. This would include the Club Quality Initiative, Blueprint for a Stronger Club and Your Club, Your Way!. These tools help club members find service projects, customize their meeting and identify ways to improve club operation.

**[Club Excellence Awards](#)** – The Club Excellence Award provides a pathway to success by providing goals in the area of membership growth, humanitarian service, organizational excellence as well as communication. Encourage every club to strive for this prestigious award.

**[Orientation Guide](#)** – This guide will help provide an orientation for new members so they understand the history and mission of our association and their role as a Lion. Meaningful inductions will help new members feel valued and engaged.

**[Charter Night Planning Guide](#)** – This guide will be very important to the sponsoring club, but should also include the input from the new club. This guide provides a step-by-step plan for making the new clubs charter night memorable.

## EXERCISE #4: Determine the value of the Club Resource Center

What were the top three items that you feel are useful to promote excellence in club management?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **MyLCI**

While compiling and submitting reports is often not at the top of the club officer list, reports are necessary to manage the club properly and measure the club's health.

**MyLCI** – This site is where the club secretary may add or drop members and the club service chairperson (or the club secretary) files service activity reports. The site offers other services such as data downloads for mailings and dues invoicing, updating club meeting location and meeting dates, report club officers and has the ability to print rosters.

You will find guides to help club officers navigate the reports.

This site is critical to good club management. If reporting is not one of your strengths, remember to pair the club secretary with an exceptional club secretary mentor so they have the support of a knowledgeable and experienced Lion.

## EXERCISE #5: Get Familiar with MyLCI

Review MyLCI Frequently Asked Questions (FAQ) to learn the following.

1. [Registration](#)
2. [Managing your Club Officers](#)
3. [Managing your Club Roster](#)
4. [Managing your club's Financial Statement](#)

## Section III: Develop a Club Officer Mentor Team

Expand the support for the club by establishing a Club Officer Mentor Team to ensure the club has the support and guidance needed to be successful.

### Team members

**Two Certified Guiding Lions** – This will allow these two key leaders the ability to share the workload and expand the support. One Guiding Lion should try to attend each meeting and club event and be available for questions as needed.

**The District Governor Team** – While district projects may not support the club’s humanitarian mission... (remember, the club members joined with their own projects in mind) the new officers should be involved in the training and support provided by the district as soon as possible.

**The Zone Chairperson** – It is important that the club officers be included in the training and events hosted by the zone.

**Club Officer Mentors** – As a Guiding Lion, you may or may not be familiar with the administrative requirements of the club. Matching the officers with knowledgeable and experienced club officers from another club will provide very practical support. The mentor should be currently serving in the position and aware of the latest tools and information.

**Club Officer Mentor Training Checklists** – Provide each Club Officer Mentor with a “Mentor Checklist” which is included for each officer position. You will find the checklists on pages 27 to 31.

**Today’s volunteer** is focused on the service that the club will provide and the personal satisfaction and enjoyment attained through the service experience. When working with club officers, help them to minimize time spent on administrative tasks. Always put the club’s goals first and then show the officers efficient ways to handle the required paperwork.



## EXERCISE #6

### Develop your Club Officer Mentor Team

Identify the individuals who are qualified to serve in the following roles:

#### **District Support**

District Governor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

District Global Leadership Coordinator

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

District Global Membership Coordinator

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

District Global Service Coordinator

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

Zone Chairperson:

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

Others:

---

---

---

## EXERCISE #6 Continued

### Develop your Club Officer Mentor Team

#### Club Officer Mentors

##### Club President Mentor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

##### Club First Vice President Mentor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

##### Club Secretary Mentor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

##### Club Treasurer Mentor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

##### Club Membership Chairperson Mentor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

##### Club Service Chairperson Mentor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

##### Club Marketing Communications Chairperson Mentor

Name: \_\_\_\_\_

Main responsibility: \_\_\_\_\_

## Section IV: Design Club Officer Training

The following is an outline to help organize and facilitate initial club officer training. Resources for each training session are also included. Draw from your experiences and adapt the materials to meet local needs and customs. Consider ways to make the training as meaningful and relevant as possible. The training may take place over a few sessions. Be prepared to help the new members find the information they will need. Allow time for questions and answers during each training session and include your Club Officer Mentor Team. Ideally, these sessions should take place weekly so the training can be completed within 30 days of appointment.

Note: There is a Club Officer Training Checklist on page 27 to assist you with your sessions.

Note: The training needs might vary depending on the level of experience of the officers. Gauge the level of knowledge of your club officers. If the officers have served in leadership positions before, modify the training to meet their needs.

### **Training Session One: Getting Started!**

**Summary:** Introduction to Lions Clubs International, Lions Clubs International Foundation, Club Responsibilities and the Charter Night Ceremony. Initial meeting with Club Officer Mentor Team (This should take place within a week of club formation or assignment)

**References:** Orientation Guide, Standard Form Club Constitution and By-Laws, Club President/First Vice President e-Book, Club Secretary e-Book, Club Treasurer e-Book, Club Membership Chairperson e-Book, Club Service Chairperson e-Book, and the Charter Night Planning Guide.

**Goal:** At the end of this session, club officers will have a general understanding of club operation, club responsibilities, and charter night activities and have met their support team.

### **Sequence:**

#### **Introduction to Lions Clubs International: Orientation Guide (12 minutes maximum)**

1. History of Lions Clubs International and a Structure of the Club, Zone, Region, District, Multiple District and Constitutional Area: Begin with the club as the basic unit and be sure to explain that each level has different officers, stressing the support they provide. (3 minutes)
2. Zone Chairperson Support: The training and support offered at the zone level (1 minute)
3. District Governor Team Support: Briefly review each position and the support they can offer the club officers. (2 minutes)
4. Support offered from LCI: Mention the training that is available, the [e-clubhouse](#) and other programs that might be helpful to the club officers. (3 minutes)
5. International Service Projects: Presented by the district governor, Global Service Team Coordinator and other knowledgeable Lions. (2 minutes)
6. Reaffirm that each club is autonomous and that the club determines the programs and events that it will support. (1 minute)

### **Introduction to Lions Clubs International Foundation (3 minutes maximum)**

1. Our Mission: to support the efforts of Lions clubs and partners in serving communities locally and globally, giving hope and impacting lives through humanitarian service projects and grants. (1 minute)
2. Campaign 100: LCIF Empowering Service is our three-year capital campaign to raise US\$300 million to increase our commitment to communities and the service capacity of Lions. Campaign 100 will support LCIF's expanded focus areas and empower Lions as they take on pressing global causes. (2 minutes)

### **Understanding Club Responsibilities – Club Constitution and By-Laws (23 minutes)**

1. Explain that the [Standard Form Club Constitution and By-Laws](#) contains the primary governing guidelines for the club. For each item, briefly review the important points covered in the constitution.
2. Mission Statement, Slogan, Motto, Purpose, Objects and Ethics: These are the fundamental guiding ideals of the association, and it is important that all officers are familiar with them. (2 minute)
3. [Type of Memberships](#): Briefly review each type. (3 minutes) Please check a current issue of the Standard Form Club Constitution and By-Laws for further information about these member types.
4. [Fees and Dues](#): Explain the dues structure and how the dues amount is established. (2 minutes)
5. Officer Responsibility: Briefly review each officer's roles and responsibilities and note that their officer mentor will provide personal and detailed information about the position. (5 minutes)
6. [Board of Directors](#): Explain the function, roles and responsibilities of a club's board of directors. (2 minutes)
7. Managing Funds: Explain the difference between "Administrative" and "Public (activity)" funds. (2 minutes)
8. Elections: Indicate when and how elections should take place. (2 minutes)
9. Meetings: Explain the difference between general and board business meetings and customarily what is discussed, or not discussed, at each. (2 minutes)
10. Convention and Convention Delegates: Describe the events at the district convention and encourage all the club members to attend. Discuss how the club can get involved in convention activities. (3 minutes)

**Today's Volunteer** Today's volunteer is more interested in what an organization can accomplish and less concerned with titles and protocol. Titles are only important when it is noted how the leader can support the club.

**Charter Night – Charter Night Planning Guide (15 minutes)**

Briefly review the [Charter Night Planning Guide](#), paying particular attention to timelines and responsibilities. Keep in mind that this event may be a challenge for the new club. Offer assistance by encouraging the sponsoring club or district to host the Charter Night.

**Club Officer Mentor Team (10 minutes)**

Introduce the new club officers to the Club Officer Mentor Team. Provide the name and contact number along with each person’s expertise. Each Club Officer Mentor should schedule a personal meeting with their designated club officer. Give each position and their respective mentor a checklist to cover for their position. Checklists can be found on pages 27 to 31.

**EXERCISE #7:  
Key objectives of Training Session One**

Training Session One is an overview of LCI, why is that important? What do you consider the three most important objectives of the first training session?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

## **Training Session Two: Club Operation**

**Summary:** Review key [club leadership positions](#) and strategies to finding meaningful service projects. Stress the concepts of planning, teamwork and communication to the new officers.

**References:** Club President/First Vice President e-Book, Club Secretary e-Book, Club Treasurer e-Book, Club Membership Chairperson e-Book, Club Service Chairperson e-Book, Best Practice in Financial Transparency, Making It Happen!

**Goal:** At the end of this session, club officers will understand their role, how to access information and tools that support their role, and how to initiate their first service project.

### **Sequence:**

#### **Club Officer Responsibilities – Club Officer e-Books (20 minutes)**

The Club Officer e-Books ([Club President/First Vice President e-Book](#), [Club Secretary e-Book](#), [Club Treasurer e-Book](#), [Club Membership Chairperson e-Book](#), [Club Service Chairperson e-Book](#)) succinctly highlight the important role of each club officer. Briefly review each e-Book, noting any local adaptations when appropriate. By this time the new club officers met with their mentor and gone over the checklist. Review the club officer checklist to monitor their level of understanding and ease any concerns. If concerns arise, ask the mentor to assist or, if needed, assign a new mentor.

#### **Best Practices for Financial Transparency**

The [Best Practices for Financial Transparency](#) guide provides basic information for financial reporting, guidelines for reimbursement, the maintenance of back accounts and conducting year-end audits.

#### **Planning Service Activities – Making It Happen (30 minutes)**

Service is at the heart of every club. When clubs conduct service projects that are worthwhile and meaningful, the community will respond with its support, and the members will value their involvement.

During this session, walk the club officers through the process of identifying potential new projects by using the "[Making It Happen! Guide to Club Project Development](#)." This guide walks a club through the evaluation process, and includes helpful worksheets to bring a project from idea to reality. If this exercise has not already been completed, encourage the club officers to conduct the exercise at the next meeting. If the club already has a project, consider using the tool after their initial project is completed. This exercise should not be rushed and could take 20 to 30 minutes.

The steps for “Making it Happen” are as follows: *See Making it Happen for more details*

**Step One: Make a list of Possible Programs:**

Give club members the opportunity to voice what they like about their community and brainstorm ideas for addressing community needs. Stress the importance of member input for this step.

**Step Two: Appoint Task Forces:**

Encourage interested club members to form a team to actively pursue their ideas. Explain to club officers the importance of involving members in activities quickly to keep them motivated and engaged.

**Step Three: Conduct Research:**

During this important step, task force members research the feasibility of their ideas. Encourage club officers to urge task force members to keep an open mind and not become discouraged during this step. If an idea is not feasible, perhaps there is another opportunity yet to be discovered.

**Step Four: Write a Plan:**

At this point, the idea truly begins to take shape. Explain that details are important during this stage.

**Step Five: Implement the Plan:**

All the club members’ hard work becomes reality! Stress that enthusiasm and recognition of achievement are keys to keeping momentum and motivation high.

Always remember that club projects are a club decision. Avoid promoting local or district programs that might take time and resources away from something that is truly meaningful to the members for at least the first 12 months.

**EXERCISE #8:**  
**Key Objectives of Training Session Two**

Training Session Two is more focused on the roles and responsibilities of the club.

What do you consider the three most important objectives of the second session?

---

---

---

**Training Session Three:**  
**Hosting Productive and Meaningful Club Events**

**Summary:** This training focuses on hosting positive and productive meetings and events as well as techniques for boosting meeting attendance. This training should take place within 30 days of the date the charter was approved or the club was assigned to the Guiding Lion so the strategies mentioned can be applied as soon as possible.

**References:** *Your Club, Your Way!*, Meeting Management Course  
(Online – Lions Learning Center)

**Goal:** To encourage positive and meaningful meetings that are well attended

Meaningful and productive meetings are critical for new club success. This is the time for the members to gather and discuss project ideas as well as enjoy fellowship. But sometimes, for new clubs and new club officers, hosting an effective meeting is a challenge.

Meetings or club gatherings should begin to take place regularly after the application has been submitted. If meetings have taken place prior to this training session, discuss their success and perhaps areas of improvement. If meetings have not yet taken place, take this opportunity to help the officers plan a well-attended and meaningful meeting. In either case, always be positive and encouraging. If needed, review the following ideas that apply:

**How to increase attendance at meetings**  
**(10-15 minutes or more if attendance is lacking)**

To encourage attendance, be sure to check the following:

The meeting date, time and location meets the needs of your members and potential members needs

Send invitations announcing activities that will be taking place to your members and potential members

Personal calls to invite current and potential members needing additional encouragement helps them know their support and involvement in the club and community is appreciated and needed

By inviting an interesting and relevant speaker to each general meeting gives members and potential members a reason to attend meetings.

Make sure each member who attends the meeting is involved in a project that is meaningful to them.



**How to Improve Overall Meetings**

See the following resources for more information concerning effective and positive meetings. These resources can be used to help the club build a strong foundation and continue to involve and attract members.

**Your Club, Your Way!** – This guide will help the club customize the meeting to suit the members needs and includes tips for program ideas, how to keep members interested and how to manage the meeting successfully. A sample questionnaire and meeting planning forms are included in the guide.

**Meeting Management** – This online course, located under Leadership Development in the [Lions Learning Center](#), outlines the steps to effective meetings. The course follows Lion David on a series of club visits and presents three phases of good meeting management, effective meeting preparation procedures, and meeting facilitation. The course also provides tips on how to manage group behavior and how to follow-up between meetings. The participant will become familiar with practical worksheets and checklists to facilitate effective meeting management for their club.

**EXERCISE 9:  
Productive and Meaningful Meetings**

What elements are key to a positive and productive meeting?

---

---

---

What can be done to increase attendance?

---

---

---

Following the initial training, the club officers should be encouraged to attend region or zone meetings and other district events for continued training and should stay in contact with their New Club Mentor for further guidance.

**Training Session Four:**  
**The Importance of Recruitment and Retention**

**Summary:** This section underscores the importance of continued club growth and provides an opportunity to check the progress made by the Club Officer Mentor Team.

**References:** Club Membership Chairperson e-Book

**Goal:** To initiate an ongoing membership recruiting plan and confirm club officer development

**Sequence:**

**The Importance of Recruitment and Retention – Club Membership Chairperson’s e-Book (45 minutes)**

Review the [Club Membership Chairpersons e-Book](#) and discuss the following topics:

- 1. Recruiting New Members:** Discuss successful ideas for finding new members.
- 2. Sponsor’s Responsibilities:** Review the importance of a committed sponsor both in the recruiting of new members and in retaining each new member.
- 3. Induction Ceremony:** Discuss the importance of properly inducting new members.
- 4. New Member Orientation:** Explain how important a thorough orientation is to retaining members. Stress that the orientation should focus on the benefits and support that the club can provide them as they strive to successfully conduct humanitarian and/or community projects.
- 5. Membership Awards:** Review current information regarding awards available from the club, district, multiple district, and Lions Clubs International. Information regarding Key Awards and the Year Round Growth Program are available from Lions Clubs International.
- 6. Involvement:** Stress the importance of getting members involved immediately and keeping them motivated.

**Follow-up Development (15 minutes)**

Take a moment to make sure that the officers know their responsibilities and that the club officer mentors are assisting the new club officers effectively. Leave time for any open issue or concern and to announce any news from the district that might be relevant to the officers.

## EXERCISE #10: Creating a Membership Plan:

Describe successful ideas for recruiting new members that could be shared with new club officers.

---

---

---

### **Training Session Five:** **Planning for the Future and Achieving Excellence**

**Summary:** Review the need for ongoing planning and development. This should take place after the club has operated for a few months and before new club officers take office for the next fiscal year.

**References:** Club Quality Initiative (more thorough and advanced), Blueprint for a Successful Club (a simple assessment) and the Club Excellence Award.

**Goal:** To encourage planning and continued club development

#### **Sequence:**

Determine if the club should use the basic strategic planning strategy (The Blueprint for a Stronger Club) or if the club is ready to go through a more thorough assessment which is outlined in the Club Quality Initiative.

#### [Blueprint for a Successful Club](#) –

This process takes approximately 60 minutes and provides the club with valuable feedback regarding club operation, service and membership retention.

#### [Club Quality Initiative](#) –

This process takes from four to six hours or can be conducted over a series of meetings. See the Club Quality Assessment Guide for additional information.

#### [Club Excellence Award](#) –

Review the requirements needed to achieve the excellence award. The award can provide the club with ongoing direction and recognize the club president for their dedication.

## Section V: Assessing Club Needs

The Certified Guiding Lion Program is designed to help new and existing clubs operate more effectively. To customize the support for an established club, see the Club Assessment on page 32 to determine club needs and areas for development. This needs assessment may also be used as a checklist for new officers to confirm understanding and find areas that might need further support.

## Section VI: Guiding Lion Resources

### **Club Health Assessment**

As Guiding Lion you will receive a monthly club health assessment report electronically each month. This report will provide the membership growth or loss, reporting history, note if the club account payment is past due and report any donations made to LCIF. You must be registered as the Guiding Lion for the club and have a recorded email address to receive the report,

### **Quarterly Report**

It is important that your district governor and LCI is informed of the progress of the club and any challenges that you might face along the way. The Quarterly Report found on page 40 provides valuable information to ensure continued development. Regular reporting is a requirement for the Presidential Certified Guiding Lion Award.

### **Final Report**

At the close of your two years, submit the Final Report. This report, as well as other requirements noted on page 41 is required for the Presidential Certified Guiding Lion Award.

### **Guiding Lion Support**

As Guiding Lion, you are also encouraged to contact Lions Clubs International for more information and support directly from the District and Club Administration Division. Guiding Lion support can be reached by telephone (630) 468-6810 or email [certifiedguidinglions@lionsclubs.org](mailto:certifiedguidinglions@lionsclubs.org).

# CLUB OFFICER TRAINING CHECKLIST

Use this Checklist to assist you with your sessions.

## **Session One: Introduction to Lions Clubs International, Club Responsibilities, Charter Night Ceremony and the Club Officer Mentor Team**

Introduction to Lions Clubs International Orientation Guide:

- History of Lions Clubs International
- Structure of Clubs, Zones, Regions, Districts, Multiple Districts
- Zone level support
- District Team support
- Support offered by LCI
- International service projects
- Membership responsibilities

Club Responsibilities – Standard Form Club Constitution and By-Laws

- Mission statement
- Types of Membership
- Fees and dues
- Club officer responsibility overview
- Club Board of Directors
- Managing Club Funds – Administrative Account and Activities Account
- Club Elections
- Club Meetings
- Conventions and other events

Charter Night Planning Guide

- Charter Night
- Introduce Club Officer Mentor Team

## **Session Two: Club Officer Responsibility and Initiating Meaningful Projects**

- Roles and responsibility of each officer
- Best Practices in Financial Transparency
- Check to make sure they are working with their Mentor
- Making It Happen! Guide to Club Project Development

## **Session Three: Hosting Productive and Meaningful Meetings**

- How to increase attendance at meetings
- How to improve overall meetings
  - Your Club, Your Way!
  - Meeting Management online course (in the Lions Learning Center)
  - Meeting Program Ideas

## **Session Four: Recruitment and Retention**

- Recruiting members
- Sponsor responsibilities
- Induction Ceremony
- New Member Orientation
- Membership Retention
- How are your Ratings?
- Membership Awards
- The importance of involvement
- Check to make sure each officer is receiving guidance from their mentor

## **Session Five: Planning for the Future and Achieving Excellence**

- Club Quality Initiative
- Blueprint for a Stronger Club
- Club Excellence Award

# CLUB PRESIDENT MENTOR CHECKLIST

The following training should be conducted by the Club Officer Mentor within 30 days

Club Name: \_\_\_\_\_ Club Number: \_\_\_\_\_

Club President Name: \_\_\_\_\_

Club President's Contact Information: \_\_\_\_\_

## Roles and Responsibilities:

The club president is the chief executive officer of the club;

1. Presides at all meetings of the board of directors, club regular meetings and special meetings.
2. Appoints the standing and special committees of the club and cooperates with chairpersons to encourage regular functioning and reporting of the committees.
3. Ensures that regular elections are duly called, noticed and held.
4. Is an active member of the district governor's advisory committee in the club's zone.

## Resources: Material may be covered over multiple sessions

Introduce the new club president to the club resource center and the Lions Learning Center on the LCI website and cover in detail the following materials.

Standard Form Club Constitution and By-Laws – Review the sections of the Constitution and By-Laws in detail, noting when the information might be applied.

Member Center: Leadership Development Section: Lions Learning Center: Meeting Management – Provide the new officer with the link and review the important elements to a good meeting.

Member Center: Leadership Development Section: Training Materials: Club Officer Training – Club President

Provide the club president with a link and, when possible, go through the presentation in person so they have a thorough understanding of the roles and responsibilities and sources of information that can be accessed if additional information is needed.

The course includes:

Role of the club president	Communication
Meetings	Officer Elections
Committees	Leadership
Club officers	Resources
Planning ahead	

Provide additional resources, sample agendas, and other materials that the club president may find helpful.

Encourage the club officers to contact you with questions and ideas.

Encourage the club officers to attend the zone meetings or to visit your club to see how other clubs are managed.

# CLUB SECRETARY MENTOR CHECKLIST

*The following training should be conducted by the Club Officer Mentor within 30 days*

Club Name: \_\_\_\_\_ Club Number: \_\_\_\_\_

Club Secretary Name: \_\_\_\_\_

Club Secretary's Contact Information: \_\_\_\_\_

## **Roles and Responsibilities:**

The club secretary is under the supervision and direction of the president and the board of directors. The secretary is the liaison between the club and the district in which this club is located, and the association. The responsibilities include:

1. Submit regular monthly membership reports to LCI.
2. Submit to the district governor's cabinet reports needed.
3. Be an active member of the district governor's advisory committee of the club's zone.
4. Keep and maintain general records of the club, including records of minutes of club and board meetings, attendance, committee appointments, elections, member information, addresses and telephone numbers of members and members' club accounts.
5. Give bond for the faithful discharge of his/her office in such sum and with such surety as determined by the board of directors.
6. Deliver, in a timely manner, at the conclusion of their term in office, the general records of the club to their successor in office.

## **Resources: Material may be covered over multiple sessions**

Introduce the club secretary to the club resource center and the Lions Learning Center on the LCI website and cover in detail the following materials.

Standard Form Club Constitution and By-Laws – Review the sections of the Constitution and By-Laws and review the sections in detail, noting when the information might be applied.

Member Center: Leadership Development Section: Training Materials: Club Officer Training – Club Secretary.

Provide the new club Secretary with a link and, when possible, go through the presentation in person so the club secretary has a thorough understanding of the roles and responsibilities and sources of information that can be accessed if additional information is needed.

The course includes:	Meetings	Reports	Records
	Advisory Committee Member	Dues	Correspondence
	Leadership	Resources	End of Term

MyLCI training is available on the logon page

Provide additional resources, sample minutes, reports and other materials that might be helpful.

Encourage the club secretary to contact you with questions and ideas.

Encourage the club secretary to attend the zone meetings or to visit your club to see how other clubs are managed.

# CLUB TREASURER MENTOR CHECKLIST

The following training should be conducted by the Club Officer Mentor within 30 days

Club Name: \_\_\_\_\_ Club Number: \_\_\_\_\_

Club Treasurer Name: \_\_\_\_\_

Club Treasurer's Contact Information: \_\_\_\_\_

## Roles and Responsibilities:

1. Receive all monies, from the secretary and otherwise, and deposit the same in a bank or banks recommended by the finance committee and approved by the board of directors.
2. Pay out monies in payment of club obligations only on authority given by the board of directors. All checks and vouchers shall be signed by the treasurer and countersigned by one other officer, determined by the board of directors.
3. Keep and maintain general records of club receipts and disbursements.
4. Prepare and submit monthly and semi-annual financial reports to the board of directors of this club.
5. Give bond for the faithful discharge of his/her office in such sum and with such surety as determined by the board of directors.

## Resources: Material may be covered over multiple sessions

Introduce the new club treasurer to the club resource center and the Lions learning center on the LCI website and cover in detail the following materials.

Standard Form Club Constitution and By-Laws – Review the sections of the Constitution and By-Laws and review the sections in detail, noting when the information might be applied.

Member Center: Leadership Development Section: Training Materials: Club Officer Training – Club Treasurer

Provide the club treasurer with a link and, when possible, go through the presentation in person so they have a thorough understanding of the roles and responsibilities and sources of information that can be accessed if additional information is needed.

The course includes:	Role of Treasurer	Record-Keeping and Reports
	Board of Directors	End of Term
	Meetings	Leadership
	Keeping Funds in Order	Resources
	Paying Obligations	

Provide additional resources, sample budgets, reports, and other materials that the club treasurer might find helpful. If needed, acquaint the club treasurer with local laws and/or regulations and refer him or her to the necessary resources or contacts for additional information.

Encourage the new club treasurer to contact you with questions and ideas.

Encourage the new club treasurer to attend the zone meetings or to visit your club to see how other clubs are managed.



# CLUB MEMBERSHIP CHAIRPERSON MENTOR CHECKLIST

*The following training should be conducted by the Club Officer Mentor within 30 days of the new club formation.*

Club Name: \_\_\_\_\_ Club Number: \_\_\_\_\_

Club Membership Chairperson Name: \_\_\_\_\_

Club Membership Chairperson's Information: \_\_\_\_\_

## **Roles and Responsibilities:**

1. Develop a membership growth plan specifically for the club and presented to the board of directors for approval.
2. Encourage club members to recruit new quality members.
3. Ensure implementation of proper recruitment and retention procedures.
4. Prepare and implement orientation sessions.
5. Report ways to reduce the loss of members to the board of directors.
6. Coordinate with other club committees in fulfilling these responsibilities.
7. Serving as a member of the zone level membership committee.

## **Resources: Material may be covered over multiple sessions**

Introduce the club membership chairperson to the club resource center and the Lions learning center on the LCI website and cover in detail the following materials.

Standard Form Club Constitution and By-Laws – Review the sections of the Constitution and By-Laws and review the sections in detail, noting when the information might be applied.

Club Membership Chairperson's e-Book – The e-Book Provides a fast and logical link to the information they need

Lions Orientation Guides – The series provides an outline of information that may be presented over a series of meetings.

Membership Applications: The application can be filled out online or printed and provided to potential members.

Member Center: Managing a Club: Club Resource Center: Administrative Committees: Membership Review the resources listed in the Club Resource Center and how they can be applied to membership development.

Provide additional resources, sample club brochures, promotional materials, letters and other materials that the club membership chairperson may find helpful.

Encourage the club membership chairperson to contact you with questions and ideas.

Encourage the club membership chairperson to attend the zone meetings or to visit your club to see how your club recruits members.

# **CLUB ASSESSMENT**

Completed by the Guiding Lion

Club Name: \_\_\_\_\_ Date: \_\_\_\_\_

**For established clubs –**

Complete the checklist before club officer training to identify areas that could use improvement and design the training and support accordingly.

**For new clubs –**

Complete the checklist after the clubs first 6 months to confirm understanding and identify areas that need additional guidance.

**Understanding Club Responsibilities:**

Assess the knowledge of the leaders to determine if they know the fundamental concepts of Lions and volunteering or if they are ready for more advanced development.

YES    NO    Do the officers have a general understanding of Lions Clubs International's structure, objectives and history?

YES    NO    Do the officers understand the general responsibilities of their club?

If the officers are unsure or are new to Lions, review Training Session One on page 17 to see if training is needed.

**Club Management:**

Make sure club officers are aware of their roles and responsibilities and the training available to support effective club management.

Do the following officers understand their responsibilities to effectively fulfill their role?

- YES    NO   Club President
- YES    NO   Club First Vice President
- YES    NO   Club Secretary
- YES    NO   Club Treasurer
- YES    NO   Club Membership Chairperson
- YES    NO   Club Marketing Communications Chairperson
- YES    NO   Club Service Chairperson
- YES    NO   Club LCIF Coordinator

The monthly Club Health Assessment Report will indicate if reports were filed, accounts are past due and elections are timely. Refer to the report to answer the items below.

- YES    NO   Are membership and activity reports submitted regularly?
- YES    NO   Are the club accounts current?
- YES    NO   Does the club have new leadership each year (officers do not repeat)?

If needs appear, follow the training outline that begins on page 17. Assign a Club Officer Mentor when needed. In cases when officers repeat, encourage new Lions to accept the officer position and assure them that they will receive the support needed to be successful.

**Service Activities:**

- YES    NO   Has the club assigned a Lion to the Club Service Chairperson position?
- YES    NO   Is the club involved in meaningful service activities?
- YES    NO   Are these activities visible and relevant to the community?
- YES    NO   Are there other projects the members would rather pursue?

If service activities need to be strengthened or new projects need to be identified follow the Making it Happen! outline on page 20 or consider the course on Providing Community Service offered in the Lions Learning Center.

# CLUB ASSESSMENT

*Continued*

## **Communications:**

An effective communication plan recognizes the club's efforts and makes the community aware of the club's activities. Communication, both internal and external, needs to be positive and inviting to existing and potential members.

- |     |    |   |
|-----|----|---|
| YES | NO | Has the club assigned a Lion to the Club Marketing Communications Chairperson position? |
| YES | NO | Does the club effectively publicize the projects that are supported?                    |
| YES | NO | Are meetings, events, and projects effectively communicated to club members?            |
| YES | NO | Does the club have a website?   |

Applicable resources include the Public Relations Guide, the e-Clubhouse and Club Secretary Training. Also consider the Public Relations Course offered in the Lions Learning Center.

## **Meetings:**

Poor meetings can ruin a club. While the Certified Guiding Lion Workbook lists Membership Recruitment next, for existing clubs, it is suggested that this topic be taken out of the training sequence and addressed before recruitment and retention. Since existing clubs already meet it is important that the club provides a welcoming atmosphere before new members are recruited.

- |     |    |   |
|-----|----|---|
| YES | NO | Are meetings positive, meaningful and productive? |
| YES | NO | Are they held regularly?                          |
| YES | NO | Are they well attended?                           |
| YES | NO | Is meeting attendance encouraged?                 |
| YES | NO | Do the meetings involve all the members?          |

What improvements could be made? \_\_\_\_\_

If needs appear, follow the outline beginning on page 23 to boost attendance and improve the overall meeting.

**Membership Growth:**

**Membership growth is most likely the greatest challenge for a club and should only be initiated after the club is operating effectively or the new members will most likely leave.** Make sure all other issues are resolved before launching a membership campaign.

YES NO Is the club actively recruiting?

YES NO Are all members, including new and existing members, involved in projects that they find meaningful?

YES NO Does the club have a membership plan?

Why are members leaving the club and what adjustments need to be made to improve retention? \_\_\_\_\_

---

---

---

For additional help, see the Importance of Recruitment and Retention as noted on page 24 and also recruit the assistance of a Membership Chairperson Mentor as outlined on page 31. Your District Global Membership Team (GMT) Coordinator can also provide assistance.

**District Support:**

The purpose of the district leadership is to support club health and development. However, care needs to be taken to ensure that the club is supporting the projects and events that are of interest to the club's members. Studies show that healthy clubs will support district projects that are important to the members, however, they may also take away energy that is needed to rebuild a weak club.

YES NO Is the district leadership viewed as positive and helpful?

YES NO Does the district or multiple district offer training opportunities that would benefit club officers and members?

YES NO Do club officers attend zone meetings?

YES NO Are district functions and meetings communicated effectively to club officers?

YES NO Do district events/projects detract club members from supporting their own projects?

What support could the district provide? \_\_\_\_\_

**Further Leadership Development:**

There are times when a club is failing due to leadership issues which could range from disruptive members to lack of direction. Lions Clubs International has a vast resource of leadership development courses and programs offered to members to help the Lion leaders be successful. Your District Global Leadership Team (GLT) Coordinator can provide more information about the training opportunities available. Visit the Leadership Development section of the Resource Center for additional information.

# TRANSITION TO INDEPENDENCE

Over the next two years, you will help the club gain independence. Following is a timeline to set goals and track achievements.

## **YEAR ONE:**

### **1st Quarter:**

#### **First 30 Days:**

- Help club president conduct Making it Happen! exercise to facilitate project planning
- Provide officer training over a number of sessions
- Attend meetings and coach when needed – both general and board meetings during the next two years
- File the first membership report and activity report
- Club officers meet with their mentors

#### **60 Days:**

- Take the first steps to conduct service project
- Help club officers assign committees. Take special care to involve all members
- Continue to invite new members
- Help plan Charter Night

#### **90 Days:**

- Continue to plan service projects
- Continue to invite new members
- Officers attend zone meetings
- Host Charter Night
- Officer leadership training when needed

### **2nd – 3rd Quarters:**

- Make sure Monthly Membership Reports and activity reports are sent on time and completed properly
- Check progress on service project
- Encourage club officers to attend meetings run by quality clubs
- Institute a membership campaign
- Continue to meet with club officers during general and board meetings to discuss challenges and opportunities
- Make sure the officers are involved in officer training on the district or multiple district level. Encourage them to participate in the Club Quality Initiative
- Encourage visitations to other Lions clubs

### **4th Quarter:**

Conduct a Club Quality Initiative – Determine if the club is meeting the members' needs by conducting the Club Quality Initiative to research the needs of the members and ensure member needs are being met, meetings are being run properly and there is a continuous club improvement. Determine short-term goals (within the next few months) and long-term goals (ongoing over the next 3-5 years) for the following year.

# GUIDING LION YEAR TWO

## 1st Quarter:

The new officers should be properly installed and begin their year with the following plans outlined in detail:

**Service Project Plan** – Make a plan for service projects, include action steps, goals and objectives. This plan should include a timeline and resource allocation that includes both funding and manpower. The publication Making it Happen! is an excellent resource for developing this plan.

**Recruiting Plan** – Outline plans for recruiting new members and promoting the club. This plan should include the formation or continuation of a membership committee.

**Leadership Development Plan** – Create a plan that outlines the development and support of club officers and leaders. Officers and members may do a self-assessment to see if they have a particular goal, personal or professional, that they would like to attain. Consider focusing the plan on leadership skills.

Continue inviting club officers (and incoming club officers) to meetings run by quality clubs  
Continue participation in district activities  
Revise and expand the annual plan

## 2nd, 3rd & 4th Quarters:

Track ongoing goals  
Set new goals  
Conduct Club Quality Initiative  
Encourage club visitations

## Ideas to Increase Meeting Attendance

- ✓ Make sure meeting dates, time and location are convenient to the members.
- ✓ Make sure the meeting place is comfortable and meets the needs of your members.
- ✓ Use multiple communication methods to encourage attendance (email, letters and phone calls). Communications should be upbeat and include a positive description of the meeting program and underscore the importance of their involvement in the club's activities.
- ✓ Invite members and potential members and encourage them to bring friends. Keep them informed of the developments and the progress made on service projects.
- ✓ Provide a detailed status report of each club project and encourage members to get involved.
- ✓ Feature an interesting program or presentation at each **meeting**.

**Networking Opportunities** If your club includes business people, make sure they have the opportunity to network. Encourage them to discuss their business, exchange business cards and include their profession in the club directory.

**Family Friendly Clubs** Consider making your club family friendly by hosting a family night! Additional resources and ideas can be found at [www.lionsclubs.org](http://www.lionsclubs.org) and download the "Family Friendly Lions Club Concept How To Guide".

# TEST FOR CERTIFIED GUIDING LION

1. Can the Certified Guiding Lion choose the club he/she wants to guide, once they are certified?
  - No, the governor appoints the Certified Lion.
  - Yes, the Guiding Lion may choose the club.
  - Yes, if the club is in the Certified Guiding Lion's district.
2. Does the Certified Guiding Lion need to attend all the meetings of the club?
  - Yes, majority of club's general and board meetings for two years.
  - Yes, must attend meetings for the first six months.
  - No, must attend the board meetings only.
3. Should the officers of the club participate in zone and district leadership training?
  - Yes, it's highly recommended.
  - No, the Certified Guiding Lion provides all leadership training.
  - Yes, but only in the second year of the club.
4. Who determines the projects the club supports?
  - The club members determine what they feel is important for their community.
  - The Certified Guiding Lion MUST chose the appropriate project for the club.
  - The club must support LCIF before anything else.
5. Should the Certified Guiding Lion nominate mentors for the officers of the club?
  - Yes, so each officer is trained by an experienced officer with the most current information.
  - No, all training should be done by the Certified Guiding Lion.
  - Only after one year and if the officers are not performing their jobs well.
6. Should the Certified Guiding Lion discuss recruitment and retention during the training sessions?
  - No, it's not a problem for a new club.
  - Only after a year and if a club is losing membership.
  - Yes, it's important.
7. Is it necessary to explain how to host productive and meaningful club meetings?
  - No, they are adults, they should know.
  - Only if you see that the attendance is low.
  - Yes, it is key to continued participation.
8. How many club officer training sessions are recommended?
  - If they are good leaders, only one is needed.
  - Five sessions.
  - Six sessions, if a new club three before charter night and three after.
9. Does the Certified Guiding Lion have to send a report?
  - Yes, every three months.
  - Yes only at the end of the two year term.
  - Only if there are problems with the new club.
10. Does the Certified Guiding Lion have to send a final report?
  - Yes, this is a requirement for the award.
  - Only if the club is not working.
  - Only if they haven't sent any reports before.
11. Should the Certified Guiding Lion encourage club members and officers to visit other well managed clubs?
  - No it could confuse them and give them the wrong ideas.
  - Only after two years of membership.
  - Yes, it's a way of learning.
12. When is it recommended to conduct the "Club Officer Training"?
  - Within the 30 days of the charter application approval or assignment to existing club.
  - Two months after the charter night or assignment to existing club.
  - Only if needed.
13. Should the new clubs participate in district activities?
  - No, it should wait for at least two years.
  - Only in cases of International disasters.
  - Yes, as soon as possible.
14. Should a new club have a net growth during its first two years?
  - No, the new members must first get to know each other before recruiting new members.
  - Yes, it proves that the club is doing well.
  - Only if they lose members.
15. Should the Certified Guiding Lion determine where and when the new club holds its meetings?
  - Yes, of course the Certified Guiding Lion would make the best decision.
  - No, it must be the decision of the new members.
  - It must be held when it is convenient for the certified guiding Lion.
16. Does the zone chairperson belong to the "Club Officers Mentor Team"?
  - Yes, he/she does.
  - No, he/she has a different commitment.
  - Only if the governor appoints him/her.
17. How long should each session of the "Club Officers Training" last?
  - All day.
  - Minimum of three hours with a coffee break.
  - Each session should last about an hour.
18. Should the Certified Guiding Lion explain the fees and dues?
  - Only after the charter night.
  - Not at the beginning, they may lose interest.
  - Yes, it's an important issue.
19. Should the Certified Guiding Lion encourage the club to create a "Membership Recruiting Plan"?
  - During the second year of the club.
  - Yes, it's one of the club's main objectives.
  - Only if the new club is losing members.
20. Is increasing meeting attendance an important issue for a new club?
  - Yes, it's important to keep members involved.
  - In the beginning only the officers must attend.
  - Only after the charter night.



# Certified Guiding Lion COMPLETION VERIFICATION FORM

**Certification Process:**

To become certified, complete this form and the questions on page 38. Meet with your district governor, District GLT Coordinator or Multiple District GLT Coordinator to review your answers and discuss areas of further development.

**Certified Guiding Lion Information:**

Date: \_\_\_\_\_ District: \_\_\_\_\_

Name: \_\_\_\_\_ Member Number: \_\_\_\_\_

Club Name: \_\_\_\_\_ Club Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

To be an effective Certified Guiding Lion, you must have the time and ability to attend the majority of the club's meetings, provide on-going club officer training and guidance, be available to talk to the club officers when they need assistance, and help empower the club so that the club achieves its service and membership goals. If asked to serve a new club, would you be able to fulfill these responsibilities?

YES      NO

**District Governor, District or Multiple District GLT Coordinator Approval**

The Lion noted above has completed the Certified Guiding Lion Program and has the skills and knowledge to serve as a Certified Guiding Lion

---

Signature: District Governor, District or Multiple District GLT Coordinator

Upon approval submit form to:

Lions Clubs International  
District and Club Administration Division  
English Language Department  
300 W. 22<sup>nd</sup> Street  
Oak Brook, IL 60523-8842, USA  
Email: [certifiedguidinglions@lionsclubs.org](mailto:certifiedguidinglions@lionsclubs.org)  
Fax (630) 706-9163

# Certified Guiding Lion QUARTERLY REPORT

*Submit report each January, April, July, and October, for two years to Lions Clubs International and your district governor.*

Date of Report: \_\_\_\_\_

Club Name: \_\_\_\_\_

Club Number: \_\_\_\_\_ District: \_\_\_\_\_

Name of Guiding Lion: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## CLUB MEETINGS:

The club has held general and board meetings in accordance with the Club Constitution and By-Laws:

YES NO

Are these meetings well attended? YES NO

Number of meetings attended by a Guiding Lion: \_\_\_\_\_

## SERVICE PROJECTS:

Completed: \_\_\_\_\_

Planned for the future: \_\_\_\_\_

## FUNDRAISERS:

Completed: \_\_\_\_\_

Planned for the future: Have new club officers visited other well-managed clubs? YES NO

Are the district officers informed of the club's progress and needs? YES NO

Goals Achieved: \_\_\_\_\_

Goals for the Next Quarter: \_\_\_\_\_

Mail to: Lions Clubs International  
District and Club Administration Division  
English Language Department  
300 W. 22<sup>nd</sup> Street, Oak Brook, IL 60523-8842, USA  
Email: [certifiedguidinglions@lionsclubs.org](mailto:certifiedguidinglions@lionsclubs.org)  
Fax: (630) 706-9163

# Certified Guiding Lion FINAL REPORT

*Submit report on the club's two-year anniversary*

I submit the final report for the \_\_\_\_\_ Lions Club (club number: \_\_\_\_\_)  
and have fulfilled requirements for the Presidential Certified Guiding Lion Award as stated below:

The Guiding Lion successfully completed the Certified Guiding Lion course prior to the end of their two year assignment

Quarterly reports submitted to Lions Clubs International and the district governor for two years

The club officers confirmed the Certified Guiding Lion support of the club's development

Attended the majority of the club's general and board meetings

The club had a net membership growth over the two-year period

The club reported new service and fundraising projects

The club participated in district activities (including zone meetings)

The club officers and/or members have visited other clubs meetings

The club is in good standing with Lions Clubs International

The club submits membership, activity and club officer reports in a timely manner

Guiding Lion: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Mail to: Lions Clubs International  
District and Club Administration Division  
English Language Department  
300 W. 22<sup>nd</sup> Street  
Oak Brook, IL 60523-8842, USA  
Email: [certifiedguidinglions@lionsclubs.org](mailto:certifiedguidinglions@lionsclubs.org)  
Fax: (630) 706-9163











## Lions Clubs International

District and Club Administration  
Lions Clubs International  
300 W 22ND ST  
Oak Brook IL 60523-8842 USA  
[www.lionsclubs.org](http://www.lionsclubs.org)  
Email: [certifiedguidinglions@lionsclubs.org](mailto:certifiedguidinglions@lionsclubs.org)  
Phone: (630) 468-6810

DA-CGL1 EN 2/2019