



# Why service reporting matters

Discover what can happen when you share your impact

## **Captivate and connect.**

From a single pair of eyeglasses to a brand-new hospital for a large city, reporting shines a light on how—and where—local clubs are making a difference across the world. Clear, relevant service data ensures people in need know exactly where to go for help.

## **Increase global awareness.**

Service data helps people understand the needs of communities around the world. Global-minded Lions identify opportunities and lead their local communities into action.

## **Pave the way to partnership.**

Service reports provide tangible evidence to prospective partners of Lions International's global engagement and impact. These relationships strengthen the organization and yield benefits at the local level.

## **Uncover the next big idea.**

Because service activities are scalable, one small service project can become the next signature initiative of the organization: but only if it is reported and promoted by Lions!

## **Enhance our support.**

Service data—along with peer-to-peer sharing and feedback from Lions—enables Lions International to identify best practices that can be shared globally.

## **Build a brighter future.**

Measurement leads to insight, which in turn sharpens our focus. Setting higher—and more reachable—goals each year both unifies and mobilizes the organization toward growth.

## **Increase our membership.**

People want to participate in real, visible change. Service reporting allows Lions clubs to continually engage their communities, tell their story more effectively, and ultimately grow their member base.

## **Leverage our foundation.**

Service reports show how Lions and Leos around the world are using funds from Lions Clubs International Foundation grants to serve their communities. This visibility encourages Lions to think creatively about their own projects and apply for LCIF grants themselves.

## **Recognize and reward.**

When Lions report service, they become eligible for a number of service awards. From Centennial Service Challenge patches to Leo Awards, rewards recognize the hard work of Lions and motivate them to continue striving for excellence.



**Go report your service!**

Submit your service reports through the MyLCI portal at [lionsclubs.org](http://lionsclubs.org).

