

Highlights of the 2012-2013 International Theme: In a World of Service

In a world of need and suffering, there is someone to help. And in a world of service, there is one name that stands out among others – Lions Clubs International. That's what we do.



The theme for the 2012-2013 year, ***In A World of Service***, reflects the values that have been underscored for years by Lions. We are a network of over 46,000 clubs around the world, each one making a real difference in their respective communities. We may come from different backgrounds and different cultures, but we share a common value – **WE SERVE**. Lions combine their **dedication, preparation and teamwork to achieve excellence**.

DEDICATION

Lions are dedicated to providing service

- Continue our successful participation in the *Global Service Action Campaigns: Engaging Youth, Working with Blind and Visually Impaired, Feeding the Hungry, and the Environment*.
- Submit photos online to a Relay of Service to illustrate that 24 hours a day, 7 days a week Lions form a relay team providing service from one time zone to the next around the world.

Lions are dedicated to promoting literacy

The basic definition of literacy worldwide is the ability to write your name, and read at a 10 year old level. Using that basic definition, nearly one billion people worldwide are illiterate. But illiteracy isn't found only in developing countries; twenty-one million Americans can't read at all.

Lions can help through the **Reading Action Program** by doing the following:

- Develop after school reading programs
- Reading to children at local libraries
- Donate books or computers to local schools or libraries
- Volunteer as a tutor through a local school
- Work with local literacy experts and agencies
- Create a RAP video about how to get children to read

In addition to hands-on service, Lions give from their own resources. We need to emphasize and increase support of LCIF. Consider doing the following:

- Increase the understanding of LCIF's programs and their impact on individual's lives
- Promote donations to LCIF from clubs and individuals
- Promote our Lions Quest program to provide life changing skills to youth worldwide

PREPARATION

Lions membership strength is needed

Lions clubs are in an endurance race; completing 95 years so far. Preparation, stamina and planning are needed to continue annual membership growth. Consider organizing new clubs and recruiting members during the first quarter of the year.

- Earn one of the Fast Start Awards: Cruising Speed **or** Passing Speed Levels
- Enhance our Leo to Lion program by engaging Leos in service and planning projects to gain experience, and develop the next generation of leaders

Lions pursue excellence

All clubs and districts are encouraged to make four “pit stops” throughout the year – one per quarter. Use this time to reassess your clubs’ needs and your members’ needs and re-evaluate club traditions. Make sure new members are integrated into club activities, and to listen to their concerns and suggestions: Consider doing the following:

- Use club and district pit stop checklists
- Promote the Club Excellence Process
- Review progress toward achieving club or district goals

Lions make new connections to others

It would be a mistake to assume that only young people are communicating via emails, Facebook and other social media models. The world is changing and Lions are agents of change within it. Electronic communication is the most effective means to connect with people around the world in real time. Increasingly, Lions members, clubs, districts and multiple districts are online. Our ability to project our image and increase public awareness online is vital. Consider doing the following:

- Establish a district e-clubhouse website
- Create a district Facebook page and upload photos and information about district projects
- Use You Tube and other online sharing web sites to publicize your district projects

TEAMWORK

Lions value teamwork

Teamwork encourages creativity, allowing everyone an equal opportunity to contribute. Even in seemingly individual sports like car racing, a driver without a well-organized support crew will never successfully finish the race. Each member of a team has his or her own strengths and when all of these are used together as one, you form an unbeatable entity. A Lions team should be about giving, listening, fellowship and achieving. Consider doing the following:

- Embrace the integrated structure of the Global Membership and Global Leadership Teams which include members of the District Governor Team
- Encourage club officer teams to reach for excellence by achieving the Club Excellence Award
- Strive to achieve the District Governor Team Excellence Award

Lions teams need leadership

Lions Clubs International has great leaders among our ranks. Developing leadership skills should start the day someone becomes a Lion and mentoring begins. Consider doing the following to identify and encourage potential leaders:

- Encourage participation in local and LCI training programs
- Through the GLT coordinator, provide training opportunities locally to meet Lions needs
- Implement practical job training for club officers and zone chairpersons
- Encourage the use of online training resources (Leadership Resource Center)

The international theme, ***In a World of Service***, challenges Lions in districts and clubs to demonstrate their dedication to service with a special focus on the **Reading Action Program**. The Lions club relay of service through photos will make visible the power of the Lions clubs team; successfully reaching a level of excellence worldwide due to the Lions dedication, preparation and teamwork.