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## Key to Success in Projects and Membership Drive

The setup of expectation at the beginning of the year, Zone 8 successfully donated 2 baby hampers and assorted medicines to Nyemba Cooperative clinic in Lusaka West amounting to K8, 000.00 on Saturday, 25<sup>th</sup> January 2020.

During the same day, an induction took place of 7 members from the defunct Lions Club of Lusaka West branch under the Lions Club of Woodlands, and 8 prospects from Lions Club of Woodlands, Mumbwa Central and Emmasdale went through orientation conducted by Lion Friday Kashiwa. The event was graced by First Vice District Governor Dr. Peter M Mangani, MJF and Zone 8 Chairperson Lion Christine C Banda.

And then proceeded to inspect works done at the newly constructed Lions Den in Lusaka West.



## Your Submissions

For article submission or advertising contact the Editor:

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UNITED NATIONS

**March 7, 2020**

LDUN New York. Be an active part of our global partnership! With the theme "Peace and International Understanding," the 42nd Annual Lions Day with the United Nations will take place on Saturday, March 7, 2020 at the Westin Grand Central Hotel.



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# WORLD HEARING DAY

MARCH 3RD, 2020

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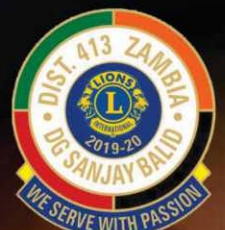
Theme: Hearing For Life

Dear Fellow Lions,

We are calling on All Lions Club in District 413 – Zambia as we commemorate World Hearing Day on 3<sup>rd</sup> March, 2020 to make a difference by undertaking activities to help communities detect the hard of hearing early and take appropriate management measures.

Set Up and be counted.

Lion Chomba Munthali Chisanga  
DCC- Hearing Preservation & Awareness



2019-2020

# Preamble

As Lions how can we build on our already impressive legacy? It's simple, we will do what Lions have always done. We will get creative and reach within our communities, clubs and selves to discover a new level of service.

We are the leaders in the second Century of service. With the centennial Celebrations behind us, we are focusing on the future. Together, we will shape our tomorrow to create a modern environment for Lions clubs.

The Global Action Team (GAT) will be the driver of all our activities, empowering Clubs through the power of action.

All clubs will have members of (GAT) hence all our activities will be bottom up starting from the clubs upwards to the Zone, Region and District.

## International President's Theme –

The international President's theme is **"THROUGH DIVERSITY"** and Motto **"WE SERVE"** has remained the main theme and this will continue for another three Lionistic years.

This will enable Lions to focus on the purpose of being a **LION**. And relook the power of **WE** and **SERVICE**... **"WE SERVE"** We are then going to focus on four areas as we start the "new century" of humanitarian service.

**DIVERSITY BRIDGES ALL DIVIDES** - Hard work. The importance of giving your all with consistency, vision and passion. Never allowing someone in crisis to go unserved. These are the values passed on by a loving mother to her son—103rd International President, Dr. Jung-Yul Choi.

**THE MANY WAYS WE SERVE** - This Year's Global Priorities

1. SPECIALTY CLUBS
2. MEMBERS OF ALL AGES
3. GLOBAL CAUSES
4. SERVICE JOURNEY
5. SUPPORTING OUR FOUNDATION

## District Governor's Theme –

**"WE SERVE WITH PASSION"**

**SERVICE** - We will continue to offer freely of our Treasury, Talent, and Time - We Serve.

**PASSION** – Our Service shall always be strong and barely controllable emotions.

*Lion Eng. Sanjay S Balid  
District 413 Governor – 2019-2020*



*Lion Eng. Sanjay S Balid  
District 413 Governor – 2019-2020*

### OUR DISTRICT VISION FOR 2019/2020

"To Grow the District Membership to the Point where We become a Multiple District, with Well Informed and Dynamic Lions"



# Leos Take a Stand Against Cancer

Devanshi Jangla - January 24, 2020

Did you know that cancer is the second leading cause of death globally? This deadly disease was responsible for nearly ten million deaths in 2018. Cancer affects every nation and people of all ages, races and socio-economic backgrounds.

If even one life is saved...we will have successfully done our job.

These heart wrenching facts moved the Leos of District 3231 A2 to action, and, in August 2018, they formed "Youth Against Cancer," an international twinning initiative to bring about awareness of the grave impact that cancer has on people worldwide and how to prevent it.

Describing it as a way to honor to the founder of Lions International—Melvin Jones, this initiative was launched on his birthday, January 13, 2019. Leos and Lions from more than 248 clubs from 24 countries around the world participated in the event.

## The Mission at Hand

The team, led by then District President Leo Anchit Agarwal and the Leos of District 3231 A2 – Leo Neil Katariya, Leo Dharini Doshi and Leo Pooja Manek – had a clear mission to reach out to as many people as possible to make them aware of how to prevent cancer by lifestyle changes and timely detection as well as by other means. They also reached out to patients affected by cancer to make them aware of some of the potential cures for the disease. "If even one life is saved, if one child lives longer than he or she would have because of this initiative, we will have successfully done our job," said Past Leo District President Anchit Agarwal.

Their focus was on four kinds of cancers—pediatric, lung, breast and cervical. To begin with, detailed dockets were prepared in English, Spanish and Portuguese, and were distributed to Lions and Leos worldwide. It highlighted information such as causes, symptoms, cures and possible activities that clubs can engage in.

## Leo Service Goes Global

To spread the word to as many clubs as possible, a social media campaign was initiated. It was launched by Past International President



Lion Gudrun Yngvadottir on 12 December 2018 in Mumbai, which gave the event a great liftoff. Past International President Lion Ashok Mehta and International Director Lion Nawal Malu were also there to support the event.

The response was overwhelming as more than 248 clubs around the world joined hands on 13 January 2019 in the spirit of Lions' service to perform an unconditional act of kindness for others. This included countries from Asia, Africa, Europe, North and South America. The passion and energy of these Lions and Leos was absolutely astounding and exciting—from their enthusiasm to be part of the journey, to planning and execution and using the Youth Against Cancer banners and awareness material provided by Leo District 3231 A2.

The idea was to gather Leos across the globe and create a greater impact to make the world a better place said Leos Neil, Dharini and Pooja. The countries that participated in the Youth Against Cancer initiative included India, Sri Lanka, Zimbabwe, Germany, Pakistan, Peru, Brazil, Italy, Indonesia, Turkey, USA, Tunisia, Portugal, Lithuania, Bangladesh, Nepal, Ecuador, El Salvador, Nigeria, Bolivia, Ghana, Malaysia and Spain.



# Welcome Malala to LCICon 2020!

- January 28, 2020



For a century, Lions Clubs International Convention has been inspiring Lions through incredible seminars, fun and fellowship, and world-class speakers. This year, we're honored to be joined at convention by a very special speaker who has inspired the world.

We proudly welcome Malala Yousafzai to LCICon 2020 Singapore!

## Malala Yousafzai

Keynote Speaker

Second Plenary Session

Monday, June 29 at 10 a.m.\*

**\*Event details subject to change**

## About Malala Yousafzai

There are not many young women who have survived an assassination attempt or become

the youngest Nobel Peace Prize Laureate. Even with all of her accomplishments, Malala does not consider herself extraordinary.

Inspired by her father's activism, Malala began her campaign for girls' education at age 11 with her anonymous blog for the BBC, *Diary of a Pakistani Schoolgirl*, about life under the Taliban. Malala soon began advocating publicly for girls' education. She would join her father on his visits to neighboring villages to recruit for the school. While he spoke to the men, she would speak to the women. Their campaign was the subject of a New York Times short documentary in 2009.

Malala soon began attracting international media attention and awards. Due to her increased prominence, at age 15 she was attacked by the Taliban for speaking out. Malala recovered in the United Kingdom and has continued her fight for girls ever since.

In 2013, she co-founded Malala Fund with her father, Ziauddin. A year later, at the age of 17, Malala received the Nobel Peace Prize in recognition of her efforts to see every girl complete 12 years of free, safe, quality education. Malala is currently completing her undergraduate degree at Oxford University, with a focus on philosophy, politics, and economics. Malala remains a leading force in the fight against the barriers—like poverty, war and gender discrimination—keeping more than 130 million girls out of school around the world.

JUNE 26-30 | Sands Expo & Convention Centre



# International Peace Poster Contest

For over three decades, Lions clubs around the globe have been sponsoring a very special art contest in schools and youth groups. Creating peace posters gives children everywhere the chance to express their visions of peace and inspire the world through art and creativity.

## Order a Peace Poster Contest Kit

To sponsor the Peace Poster Contest, Lions clubs can order a contest kit from January 15 to October 1. The kit is available in 12 of our official languages. A kit is needed for each contest sponsored.

### Each kit contains:

- Official Club Contest Guide and Rules
- Official School or Youth Group Contest Guide and Rules
- Participant Flyer to duplicate and give to participating students to take home
- Sticker to place on back of winning poster
- Certificates for contest winner and school or youth group

## Peace Through Service

## The 2020-2021 Contest

Lions have provided an important reminder to the world that, through service, we can give and receive so much—joy, kindness, hope and PEACE. This year, young people have the opportunity to express their visions of peace through the lens of service.

### Peace Poster Contest Deadlines

Students ages 11, 12 or 13 as of November 15 are eligible to participate in the International Peace Poster Contest. Entries not meeting the following deadlines will be disqualified.

- **January 15:** Kits go on sale from the Club Supplies Sales Department at International Headquarters.
- **October 1:** Deadline to purchase kits from the Club Supplies Sales Department at International Headquarters.
- **November 15:** Postmark deadline for a club to send one winning poster (per contest sponsored) to the district governor.
- **December 1:** Postmark deadline for a district governor to send one winning district poster to multiple district council chairperson.
- **December 1:** Postmark deadline for a district governor not belonging to a multiple district to send one winning poster to the Public Relations Department at International Headquarters.
- **December 1:** Postmark deadline for a club not belonging to a district to send one winning entry to the Public Relations Department at International Headquarters.
- **December 15:** Postmark deadline for the multiple district council chairperson to send one winning poster to the Public Relations Department at International Headquarters.
- **February 1:** International winners notified on or before this date.



Lions Clubs International  
**FOUNDATION**

Boy's dormitory  
window frames  
installation right side  
complete ...



# Ndola Lions School for Visually Impaired

The Lions in District 413-Zambia will soon celebrate the official end of construction on the \$75,000 project.

1x3 Classroom Block



Girls dormitory....



# Five Tips for Landing Your Pitch in the Hands of Reporters and Not in the Trash

Shauna Schuda - January 14, 2020

Your club is doing something amazing and you want the world to know. You craft your press release and identify a spokesperson from your club to talk to the press. You blast out your release and then...nothing.

There are many reasons why journalists don't cover a story. To start with, the average journalist gets more than 100 press releases a day. It is a guarantee that all 100 of those organizations sending releases think their story is important.

One of the best ways to break through the clutter is to start off on the right foot with an outstanding pitch. While a press release gives all the specific details about your news story, a pitch is a brief two or three paragraphs that entice a reporter to cover your news.

While you can pitch reporters over the phone or through social media, 93% of them prefer to be pitched via email. To help you get started, consider these top five tips for crafting a pitch that will land in the hands of reporters and not in the trash.

- Get personal. The number one reason why reporters toss otherwise relevant stories is that the pitch to them was not personalized. Spelling a reporter's name wrong is an immediate way to get your pitch tossed out. The same thing goes for sending the same pitch email to a dozen or more reporters. Increase your chances of success by putting in the time to learn what that reporter has covered in the past to determine if they are an appropriate contact. A reporter can determine if a pitch is worth their time or not within seconds. Answering the question, "Why should I care about this story?" by personalizing your pitch to each reporter will help give you an edge. Your pitch should grab their attention. Due to the volume of emails and phone calls a reporter gets on any given day, crafting an attention-grabbing subject line or introduction statement



is subject line or introduction statement is paramount. This is often the hardest part of crafting a pitch for many people. One of the best ways to get a reporter's attention is to tailor each subject line to that reporter's beat or subject area. Tell them in a brief and concise sentence why the news you are sharing will be of value to their readers.

- Get to the point. When pitching the media, short and simple is the way to go. Reporters have many tasks and are often checking their email on their phones. If they see your pitch goes on for several paragraphs, they are more likely to ignore it. Aim to keep your pitches to under 200 words.
- get right to the point and answer the questions, "Why is this news important and how is this story relevant to readers/viewers/listeners?"
- Call them to act. You have a great subject line, your pitch is personalized and you told them why what you are sending them is important, but don't forget to tell the reporter what you want them to do with this information. Do you want the reporter to attend an event you are hosting, interview your club president, or report on the information? Make sure you close your pitch with your contact information and a call to action for the reporter to follow.
- Respect deadlines. Most reporters prefer to do business via email. However, it is perfectly acceptable to pitch reporters by phone. If pitching by phone, your first question should be "Are you on a deadline?" If the answer is no, proceed with your brief pitch. If yes, respect their time and follow up when they are not on a deadline. Media calls are best made in the morning or early afternoon when most reporters are not on deadline. Exceptions to the rule are radio and TV talk shows. Call when the show is not on the air.

# Leos Share #WhyLeo in the 2019 Leo Video Contest

Melissa Nadeau - January 27, 2020

Once a year, through the International Leo Video Contest, we offer Leos the opportunity to showcase the impact they make within their communities. This year, we wanted to celebrate what it means to be a Leo, so we asked Leos to “show us your why” with the theme #WhyLeo. We were simply awestruck at the quality and creativity of the video submissions and how these young people’s passion for being a Leo shined through their fellowship and their service.

Of the 59 submissions from Leo clubs in 22 countries around the world, we’re delighted to announce that the winning Leo club is the El Kantaoui Leo Club from Tunisia. Their video will be shown at global Leo and Lion events, including the 103rd Lions Clubs International Convention in Singapore. They will also receive a \$1,000 prize to use for their club’s future projects.

When asked what inspired them to make the video, El Kantaoui Leo Club Vice President Hamdi Chemkhi said that they wanted to leave their club’s mark on the world and show people what Leos were capable of. They were inspired by the power they had as teenagers to set examples for others and saw that they were able to encourage people to think of helping those in need. Club members plan to use the prize money for their service projects, including donating clothes and shoes to their local shelters and providing meals during Ramadan to the homeless.

We also want to extend congratulations to our second and third place winners, the Tucunduva Leo Club from Brazil and the Willemstad Leo Club from Curacao. View the top ten contest videos on the Lions YouTube page. Sponsoring a Leo club is a great opportunity to mentor and empower young leaders while fostering a commitment to community service. Through these rewarding relationships, Lions will energize and inspire members and even increase their club’s visibility in the community, attracting potential members such as young professionals, students, parents and families.

## Your Foundation Is There For Australian Lions

- January 09, 2020

As bush fires reach historic levels of destruction in Australia, Lions Clubs International Foundation (LCIF) is there during this time of need.

Since November 2019, LCIF has awarded US\$343,000 in grant funds.

This funding purchased water tanks in District 201-N1 and provided immediate assistance to those affected in Districts 201-N1, 201-N2, 201-V3, and 201-V6. Additional LCIF grants are expected to be awarded in the coming weeks.

To date, the bush fires claimed the lives of 25 people and burned more than 12 million acres of land. This destruction will have a devastating environmental impact for years to come. LCIF is working closely with Australian Lions to provide continued relief and support.



### You can join LCIF and support your fellow Lions

Your generous donation to LCIF will help us respond to Australia and wherever we are needed around the world.

Together, we can rebuild lives when disaster strikes.

Regards,

Dr. Jung-Yul Choi  
**International President**

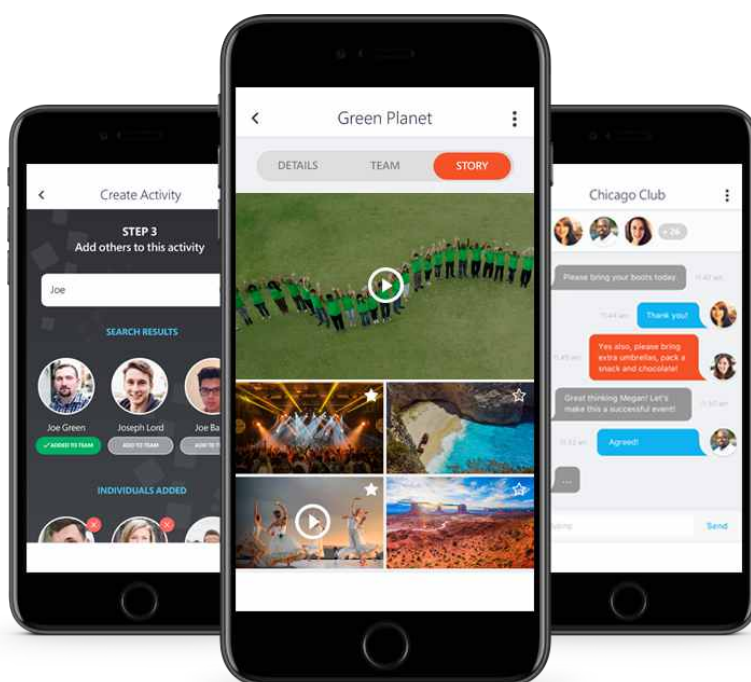
Gudrun Yngvadottir  
**LCIF Chairperson**





# We're 100—Happy Birthday to Us

MyLion is here, just in time for the Lions Clubs 100-year anniversary. Use your mobile device to organize and promote club activities. Find great service projects, anywhere. Connect with Lions just about everywhere. Explore what MyLion can do for you.



Download MyLion Now



## Can an app make an impact on humanity? Well, yes.

MyLion magnifies your influence. Use it to reach more volunteers, make every service project the best it can be, and find the kinds of activities that drive you.

\*MyLion is available now in many countries and geographic areas and coming soon to all others. Please visit our blog for release dates and updates.



# Thank You

We want to thank the District Chairpersons and Clubs that took part in this Newsletter.

It is very important to keep an active, informed and growing District. Without the newsletter—think of all the information that would be lost and how many members we may lose without keeping them informed.

To all those that did not submit an article at this time—please consider it in the next coming issue.

To help us Publish a monthly Newsletter for all activities, we would like each club in the district to send us a copy of your article each month.

When you send us your article, you make our job a lot easier. We will be able to share all the wonderful things your clubs are doing, so thank you.

Keep up the great work that you and your clubs do for your community and beyond.

We hope that these few hints have helped you and if you still have questions, please feel free to contact us.

*Download All Newsletters on the Website - [www.e-district.org/sites/413/](http://www.e-district.org/sites/413/)*

*Lion David Lihonde  
DCC Publications and Newsletter*

## **Your Submissions**

*For article submission or advertising  
contact the Editor:  
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**Lions Clubs International**

**Lions Clubs International is the largest service club organization in the world.**

We have more than 1.45 million members in more than 46,000 clubs worldwide.

**Where there's a need, there's a Lion.**

We're men and women serving in more than 200 countries and geographic areas.

**Lions serve.**

Our motto is "We Serve." Founded in 1917, we are best known for saving sight, but we also feed the hungry, aid seniors and the disabled, care for the environment and so much more. Lions are a global service network of volunteers that make a difference in their local communities.

**Lions give sight.**

By conducting vision screenings, equipping hospitals and clinics, distributing medicine and raising awareness of eye disease, Lions work toward the goal of providing vision for all.

Through the support of the Lions Clubs International Foundation (LCIF), Lions have helped provide more than 153 million treatments for river blindness and 72 million doses of a sight-saving trachoma medication through the Sight First program alongside our partners. Lions and LCIF have also helped provide vision screenings for more than 22 million children through the Sight for Kids partnership program.

**Lions serve youth.**

Our community projects often support children and local schools through scholarships, recreation and mentoring.