

Market Your Club to Get New Members

Lion Dave Kaplow - District 4-C6

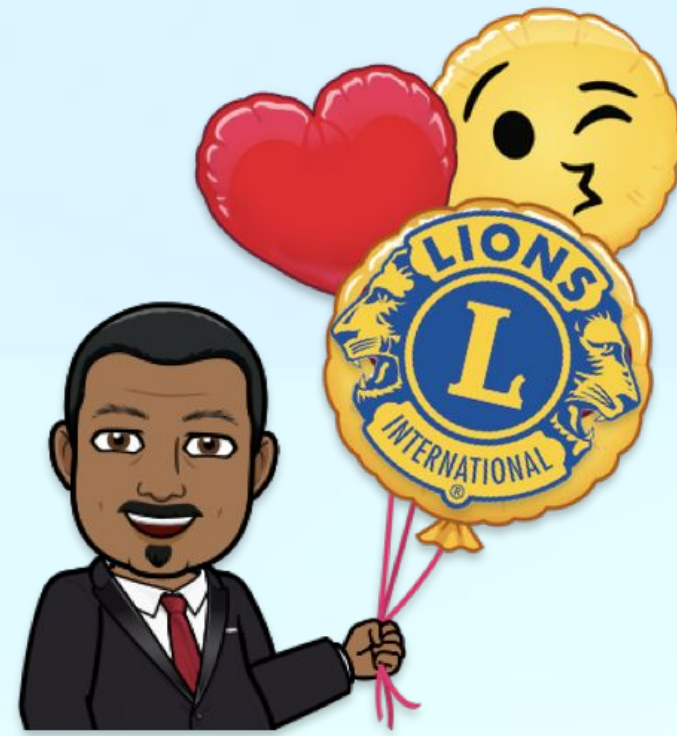
Lion Rob Hyatt – District 4-A1



California Lions and Leos Marketing Committee



Lion Rob Hyatt Area 1



Lion Gopa Kumar Area 2



Lion Elizabeth Steves Area 4



Lion Victor Martinez Area 3

Ad Hoc Members



Lion August Valera Area 2



Lion Bobbi Olson Area 4



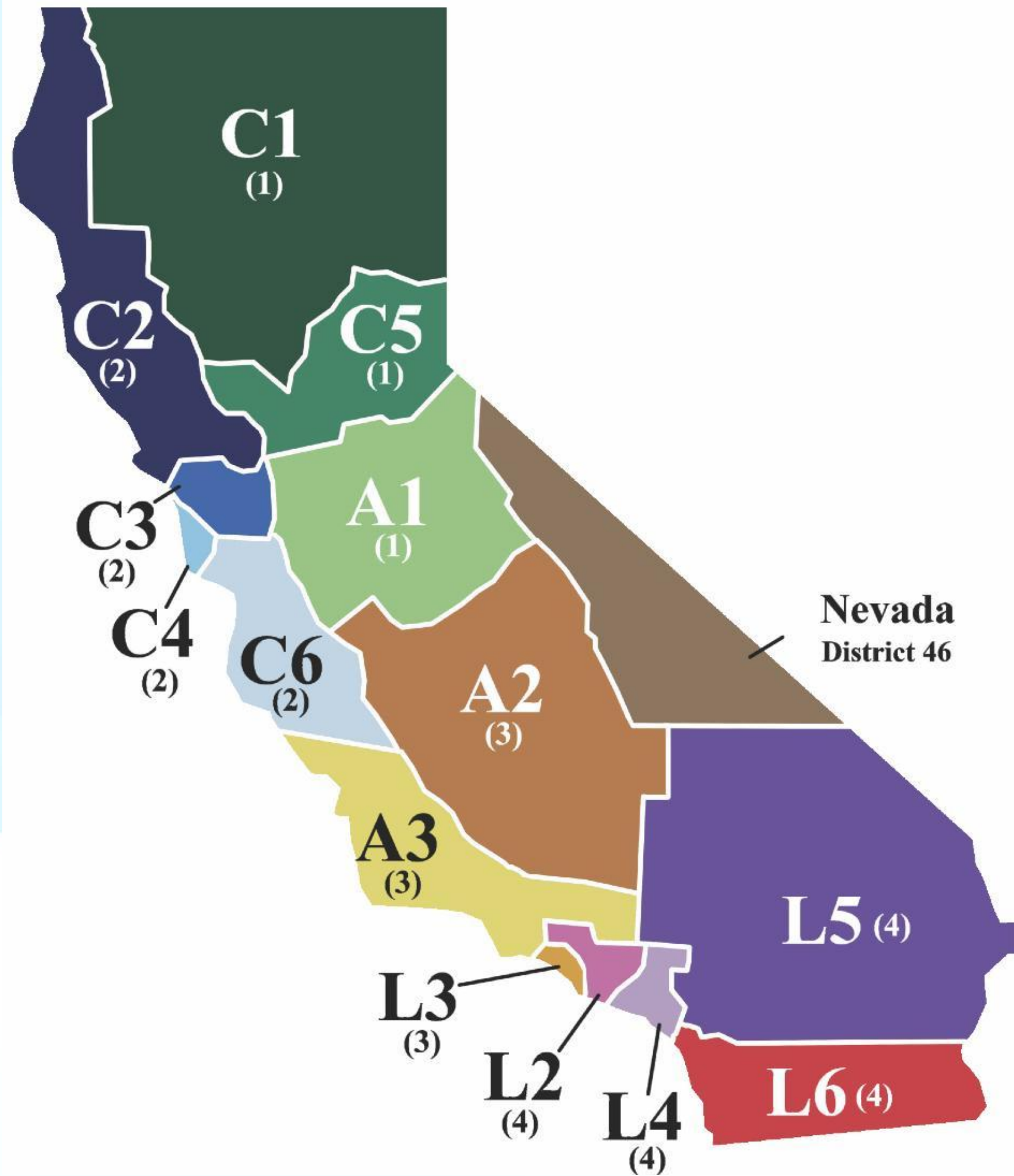
Lion Dave Kaplow Area 2



Lion PDG John Hui Area 2



Lion IPCC Linda Pugliese Area 2



Mission

“Strengthening Lions and Leo Club development by providing education and support in leveraging marketing media and techniques for enhanced service and visible impact”

Serving California MD4 Multiple Districts and Clubs

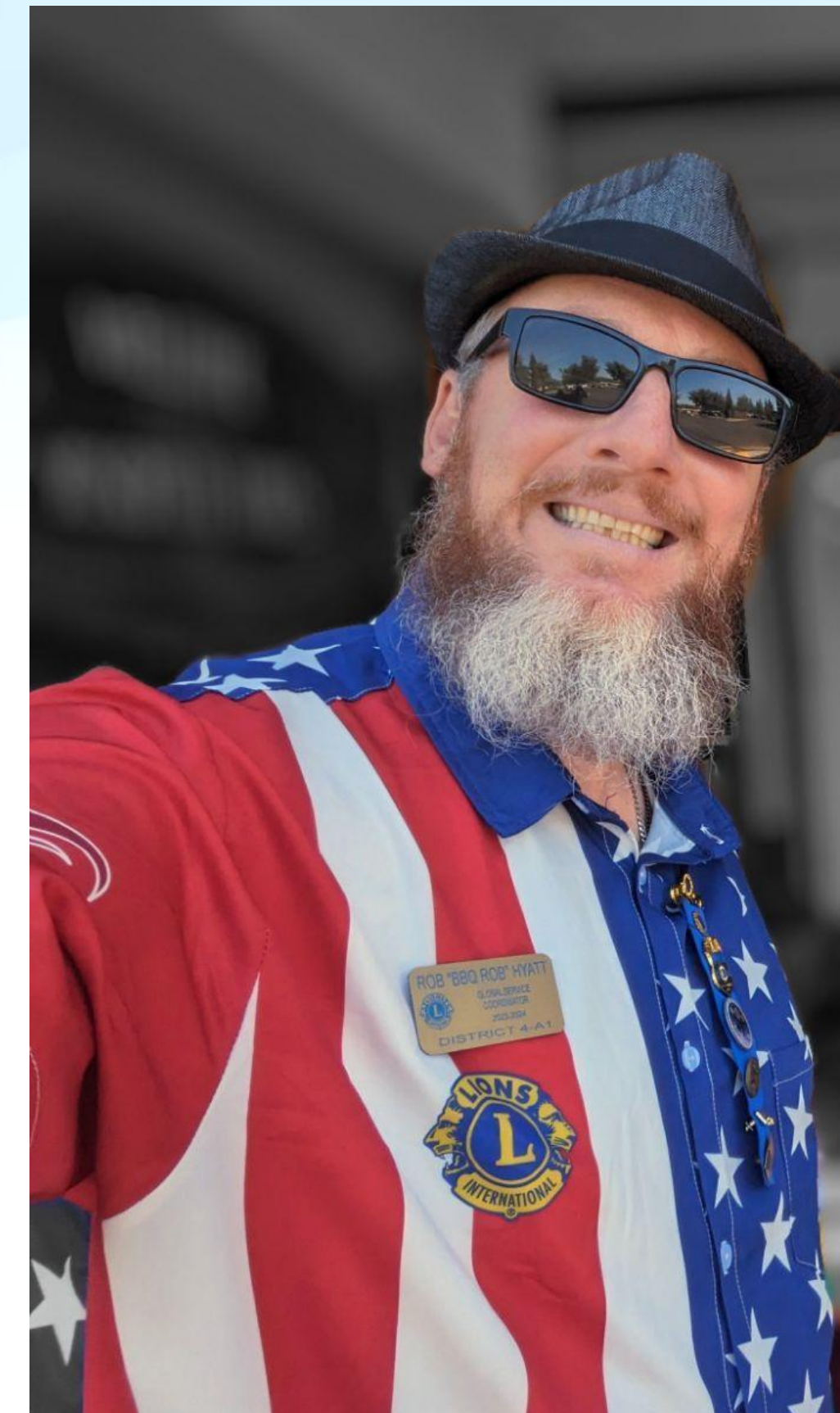
About Lion Dave

- In West San Jose – Campbell Lions
- Past President, 2021-22, Zone Chair 2022-23, GMT 2023-24
- Added 7 new members last year, 3 this year
- Ad hoc member of MD4 Marketing Committee
- Retired tech marketing exec



About Lion Rob

- Madera CA Madera Evening Lions MD4-A1
 - 2nd Vice president, Past President, 2021-22, Zone Chair 2022-23, GMT 2023-24
- Global Service Team 2023-2024
- Multiple Marketing 2023-2024
- Diabetes, Hunger, Environmental 2023-2024
- Added 1 Lion, 2 Omegas, 2 Leos, 1 Cub
- Retired Rob's Bayside BBQ Restaurant/Catering
- Full time Grandpa & Lion



Let's Talk About

- The volunteer environment Lions operate in
- Preparing your Club to get new members
- Improving volunteer recruitment
- Simple approaches and tools for marketing your Club
- 10 minutes for questions

Easy to show up - Without being a member



Which Legacy Will Your Club Have?



OR Club didn't tell its story,
disbanded due to dwindling
membership

We Need to Overcome “Barriers” to Grow

Volunteers

- “Can’t commit the time”
- “Can’t attend meetings”
- “Grandparents were in Lions”
- “What do Lions do?”



Club Marketing & Member Recruitment

- Not a Club focus
- Not organized to do it
- Not doing much service
- Not visible in community
- Not using modern tools to tell your story

Healthy Clubs Attract Volunteers = New Members

Ready to Attract New Members?

- Is Club membership growing, static, in decline?
- Do you have a service chair, membership chair, marketing chair?
- How full is Club service calendar? Is service activity up? New ideas?
- What does your Club care about? How do you know?



An Equation that Every Lion Should Know

Service + Marketing = New Members

GMA for Clubs is a Must

Gets your Club moving in the right direction!

- LCI GMA for Clubs
 - www.lionsclubs.org/en/resources-for-members/resource-center/global-membership-approach
- Join the GMA4Clubs Facebook group with 1.2K members
 - www.facebook.com/groups/494071172830070/
- Do the SWOT section with your Club, Create S.M.A.R.T. Goals

GMA - Commit to Recruiting Members

Set a goal, attach a timeframe, put it in writing, monitor progress

- Add “Membership” topic in every Club meeting agenda
- Add recruitment activity at every Club service event
- Have a clear plan for follow up - Who emails or calls, invites them to service

“We want to attract 10 new members to our Club over the next 90 days. We plan to invite 25 prospects to upcoming service events. Our Membership Chair will follow up with each of them.”

But I'm Not Good at Marketing

Proud of your Club's service work? – Just tell that story to everyone!

- Talk about a Club service project

What was the project?

Who did it help?

Why was it fun?

- Ask a friend to help you at the next one
- You are promoting community connection & happiness



Ideas to Market Your Club

Level 1

Easy to do, you've got this!

Level 2

Add partners and create a new service project

Level 3

Create Club content to tell the story

Easy to Do



“Helping” is easier than “Joining”

- People are willing to help you at a service event. “It’s only a few hours this coming Saturday.”
- They’ll see the fun they can have and impact they can make
- Ask them to help next time. They’ll see the impact your Club makes

Service Events ARE Recruiting Events

Change your mindset. You are NOT selling, you are INVITING

- Signup sheet for EVERY event, get emails
- Hand out Club information
- Set goal for number of contacts captured
- Follow up and invite to next activity



Volunteer with
West San Jose - Campbell Lions

When a Lions Club gets together communities get better because we help where help is needed - in our communities and around the world

Join 1.4 Million Lions in 46,000 Clubs Across 200+ Countries

Serve our community, make an impact, have fun, change lives



wsjclions.org
wsjclions@gmail.com
408.982.6563



Our Community Service

- Lions in Sight medical missions
- Support of Campbell UCC Food Pantry
- Preparing food at Martha's Kitchen
- Delivering Thanksgiving Food boxes
- Packaging care kits at Grateful Garment
- Campbell Boogie Festival & Octoberfest
- Health and vision screening
- Lions Student Speaker Contest
- American Cancer Society Relay for Life
- Kids Fun Zone - Campbell Farmers' Market
- Our City Forest Nursery improvement

Charities We Support Financially

- Vista Center for the Blind
- Second Harvest Food Bank
- City of Hope Diabetes Research
- Jacob's Heart Childhood Cancer Services
- Guide Dogs for the Blind
- Our City Forest
- American Cancer Society

Upcoming Volunteer Opportunity!

Date/Time



Who are Your Club's Prospects?

- Working, but want more social community connection
- Recently retired and looking for a new purpose
- Community minded folks isolated during Covid
- Your friends and neighbors
- Members of other volunteer organizations
- People you meet at community events! (Examples: Community toy drive, Chamber of Commerce event)

Support a District-wide Project

- You don't have to create the project
- Build invite list. Invite friends, community, past volunteers to all service activities 2-3 weeks in advance
- Train Club members to capture names of acquaintances at every activity and invite them to next one
- Let them see that serving with Lions is FUN!

WE NEED YOUR HELP

Lions Club Eyeglass Recycling

A Lions partnership with *Lions in Sight* and *Vista Center for the Blind & Visually Impaired*

Saturday

9 am - 2 pm (following lunch)
November 4, 2023.

Vista Center

101 N. Bascom Avenue
San Jose, CA 95128

TASK:

- Help sort, clean, and box for shipment
- Bring apple boxes for storing and shipping the processed eyeglasses
- Obtain used apple boxes from your grocery store produce manager

BACKGROUND:

- Lions are in receipt of 100,000 or more used eyeglasses every couple of months through an anonymous corporate relationship
- The recycling prescription eyeglasses are distributed to the needy in *Lions in Sight* and *Lions Clubs International* sponsored international medical missions
- Vista Center, San Jose has graciously provided a room for storage and use of their auditorium for sorting and cleaning

For more information email bob@lionstewart.com

Invite to a District Endorsed Project

4-C6 Eyeglass Sorting - Many from the community volunteer, some become Lions

WE NEED YOUR HELP



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San Jose, CA 95128

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www.californialions.org



Club Service Calendar Frames Marketing & Recruitment

May (Strengthen Membership Month)	Family Fun Day Sunday, @ Campbell Farmers Market	May 15
	Campbell Boogie Festival	May 21, 22 (Saturday, Sunday)
	District 4-C6 Convention	May 20-22
	ROV Coordination - Drivers - 16 pickup days	May 23 to June 7
	Relay for Life Campbell Fundraising	May-early July
Jun	Peace Poster Contest	
	Our City Forest Volunteer Day	TBD
	Relay for Life Campbell Fundraising	Jun
Jul	Board Meeting to approve new 2022-23 Budget	TBD
	Relay for Life Campbell activities	Jun 16, 17
	File form 990 EZ	
Aug	Club Excellence Award Application	deadline Aug 15
	Valley Water Tour	Aug 12
	San Jose Giants Baseball Game Social Event	Aug 31
Sep	Tail Twister Party	Sep 18
	Vista Center Back to School Fundraiser	Sept 15
	Governor's Visitation	Sep 21
	Recruit for Peace Essay Contest	
	Order Student Speaker Packets (deadline Oct 1)	
Oct (Vision Awareness, Membership Growth Month)	Deadline to purchase Peace Poster kits	Oct 1
	White Cane Day Safeway Hamilton Avenue	1st week Oct Fri, Sat Sun
	Rise Against Hunger	Oct 9
	Vista Center Halloween Party	
	Campbell Octoberfest	Oct 16, 17
	Recruit for Peace Essay Contest	
	ROV Coordination - Drivers - 16 pickup days	
Nov (Diabetes Awareness Month)	Veterans Day	
	Campbell Chamber Volunteer Appreciation Dinner	Nov 3
	Submit Peace Poster to the district governor.	Nov 15
	Submit Peace Essay Contest	Nov 15
	Campbell Chamber Lunch to promote service clubs	Nov 17
	Vista Center Thanksgiving Party	Nov 17
	Cupertino DeAnza Thanksgiving Food Drive and Delivery	Nov 22--23
Dec	Holiday party at Sam's	Dec 9
	Campbell Chamber Toy Drive and Party	Party Dec 8
	Vista Center Xmas Party	Dec 15
	Food drive at St. Mary's Church Campbell	Dec 19

Useful Calendar Dates

for Lions



We Serve



We Serve

- 04 January - World Braille Day
- 05 February - International Childhood Day
- 15 February - International Cancer Day
- 03 March - World Wildlife Day
- 08 March - International Women's Day
- 20 March - Lions Day at the United Nations
- APRIL - ENVIRONMENTAL AWARENESS MONTH
- APRIL - WORLD LEOS CLUBS MONTH
- 22 April - Earth Day
- 24 April - Lions Worldwide Induction day
- 15 May - International Day of the Family
- 28 May - World Hunger Day
- 01 June - Helen Keller Day
- 05 June - World Environmental Day
- 07 June - Lions Clubs International Birthday
- 30 July - International Day of Friendship
- 12 August - International Youth Day
- SEPTEMBER - HUNGER AWARENESS MONTH
- 21 September - International Day of Peace
- OCTOBER - VISION AWARENESS MONTH
- 04 October - World Animal Day
- 08 October - Lions World Service Day
- 13 November - World Kindness Day
- 14 November - World Diabetes Day

Create Service Project with Partners



But We Aren't Doing A Lot of Service

You **MUST** do service to be vibrant and grow

- Support a District Endorsed project
- Serve with other Clubs, support their projects
- Volunteer with nonprofits
 - Food Bank, Shelter, Childhood Cancer, Environmental, Education Foundation, Chamber, etc.
 - Rotary, Kiwanis, Eagles, American Legion, Optimists, Community Foundations



Partners = More Community Exposure for your Club

- Local nonprofits have BIG lists! – and can bring LOTS of volunteers
- Ask what they need most - \$, help, projects?
- Ask them to promote your service in their newsletter, on socials, in press

Connect Your Club to Partners Serving the Community

Partner and Invite



BLOOD DRIVE
Los Gatos Lions

- ♥ **DATE** Wednesday, September 14th
- ♥ **TIME** 11:00 a.m. – 4:00 p.m.
- ♥ **LOCATION** Los Gatos Lodge- El Gato Room
50 Los Gatos-Saratoga Road
Los Gatos

SCHEDULE AN APPOINTMENT
Online: sbcdonor.org
Use sponsor code 0856
Phone: 888-723-7831



For More Information-
Mike Destro
(408) 356-8000



Each registered donor will receive one Amazon gift card!



For more information: call 888-723-7831 visit stanfordbloodcenter.org

Simple Partnering Steps

“Volunteer with Lions and Help Jacob’s Heart Kids”

- Form a needs-based relationship with Partner
- Create a joint service project AND create a PR plan for it
- Partner and Lions invite their supporters, promotes the event
- Put up your Club banners, Pass out flyers for next service event, Capture names of potential volunteers

Visible Service Project got New Members

- Served 500 people

- Participants

Mexican Consulate

14 Lions Clubs

7 Nonprofits

- On local TV news

- Volunteers asked to join Lions

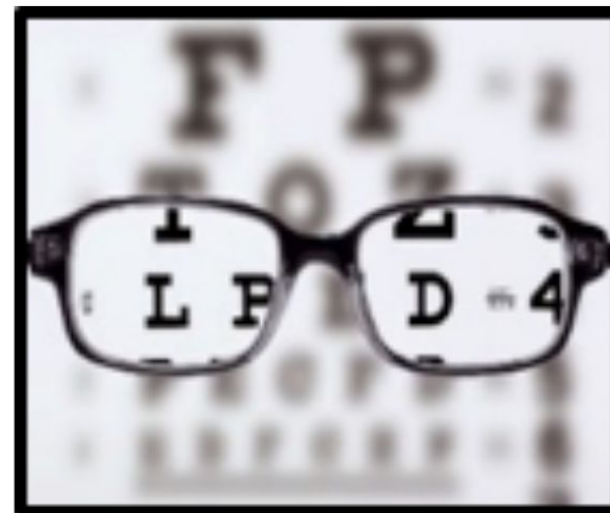


Volunteers Needed For Lions Eye Clinic

Saturday, December 9
8:30am to 12pm

Volunteers Needed!

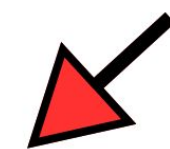
- Setup
- Registration
- Docents
- Spanish Translation
- Spot Vision Checks
- Dispensing Eyeglasses



Help
Serve
People
in Need!

Free Lions Eye Clinic
At The Mexican Consulate
302 Enzo Drive, San Jose, CA

Use this link or QR Code
to register



<https://tinyurl.com/tEyeClinic-Volunteers-Dec-9>



Contact: Lion Dave Kaplow
davekaplow@gmail.com
408.982.6463

Lions Eye Clinic is a District 4-C6 Endorsed Project



GRATIS

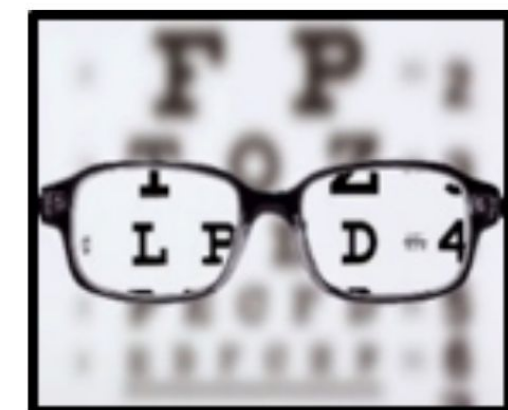
Clinica de ojos

MÉXICO
CONSULADO GENERAL DE MÉXICO EN SAN JOSE

Sábado, 9 de diciembre, 2023
(9:00 a.m. to 12:00 p.m.)

Solo por cita, el espacio es limitado

Ubicado en Consulado General de México
302 Enzo Dr #200, San Jose, CA 95138



Servicios Gratuitos Incluye:

✓ Consulta con un optómetra ✓ Examen de visión & Glaucoma
✓ Anteojos reciclados ✓ Otros servicios de ojos

**NO SE REQUIERE SEGURO MEDICO
O IDENTIFICACIÓN**

Utiliza el Código QR para reservar tu espacio o introduce esta enlace en tu navegador



tinyurl.com/Clinica-de-ojos-9-de-diciembre

District 4-C5

Partnering with the Mexican Consulate in Sacramento

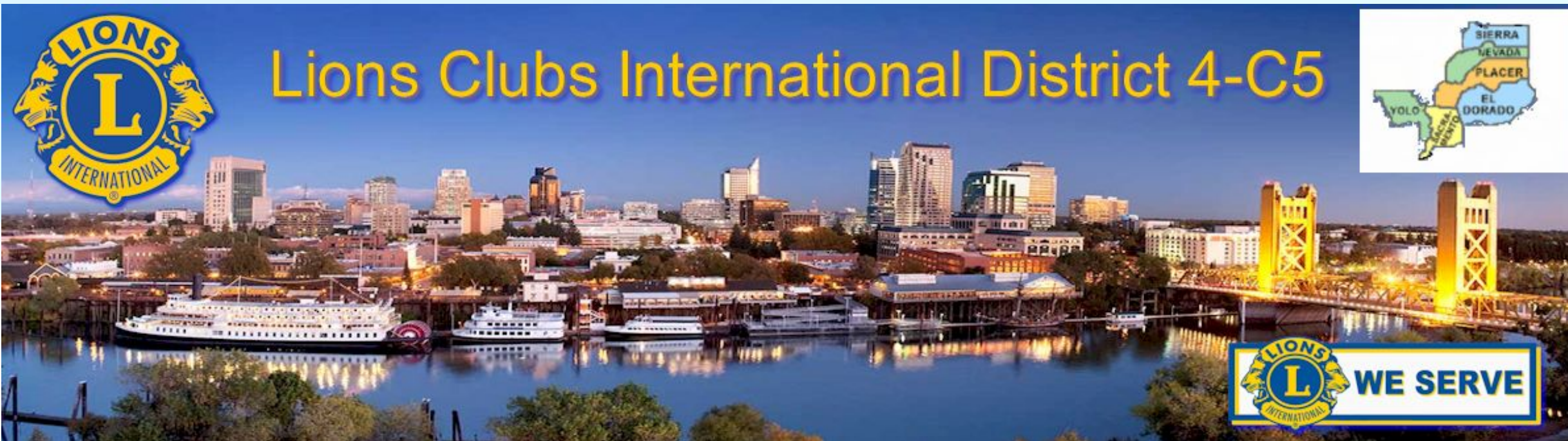
Posted on 03/05/2022 by admin

As most people know, partnering with another organization to accomplish a task makes the job much easier. In fact, if the task is something that both organizations wish to accomplish, it is even better.

In honor of Woman's Month, the Sacramento area Lions Clubs is partnering with the Mexican Consulate, the Health Education Council and City Council member Eric Guerra's office to provide a health screening opportunity for local women. I am sure that most readers know that the Lions Clubs' main outreach to the public is in the area of vision. In fact, they were dubbed the "Knights of the Blind" by Helen Keller in 1925 for their work for people with vision impairments.

The Lions will provide their "Mobile Vision Van" and volunteer optometrists to provide vision screenings at the Health Fair on Saturday, March 12th between 9:00 am and 2:00 pm at the parking lot at the Mexican Consulate at 2093 Arena Blvd, in Sacramento. The Lions also plan to have about 200 pairs of glasses for women and 100 pairs of glasses for children to distribute for free.

In addition to the services provided by the Lions Clubs of Greater Sacramento, there will be other service providers. There will be HIV exams, COVID-19 and flu shots, blood pressure and glucose exams, etc... Check out the flyer below for more info on the services to be provided.



Women's Month Inauguration

Health Services Fair



Vision exams · Limited free glasses · HIV exams · COVID-19 and flu shots · Blood pressure and glucose exams · Legal advice for victims of domestic violence and immigration · Mental health · Fight against smoking · Breast cancer · Medicare and Medical · Crime Victims Information · Rights for farmworker women · Special needs children · Resources for mothers and families · Dental information · Women's Comprehensive Care Window ·

All services are free and it is necessary to wear a face mask.



9:00 am
a 2:00 pm

Parking area of
the Consulate
General of
Mexico in
Sacramento.



@consulmexsac

Create Content to Tell Club Story



Content is Everywhere

- Service pictures and videos
- Club newsletter
- Social posts
- Partner content
- LCI and MD4 Cause content
- Flyers from other Clubs

Marketing is Visual

Take pictures!

- Capture the smiles of the people attending your activities and events
- Taking pictures at service events gives you:
 - Great content to post on socials and website
 - Content for a community news article
 - Visuals for Club flyers
- Create shared folders, Apple or Google photos, iCloud or Google Drive



Public Speaking Spreads the Word

Easy and gets a lot of visibility

- Every volunteer organization needs guest speakers
- Speak everywhere (Chamber of Commerce, Rotary, Veterans, AARP)
- Show pictures of Club service or fun events
- Important! Bring flyers for upcoming service activities and invite audience to help

You Need a Flyer



WEST SAN JOSE-CAMPBELL LIONS CLUB HOSTS

Kids Fun Zone at Campbell Farmers Market



*FREE ACTIVITIES, GAMES,
AND PRIZES!*



*SUNDAY MAY 15, 2022 9 AM - 1 PM
DOWNTOWN CAMPBELL FARMERS MARKET*



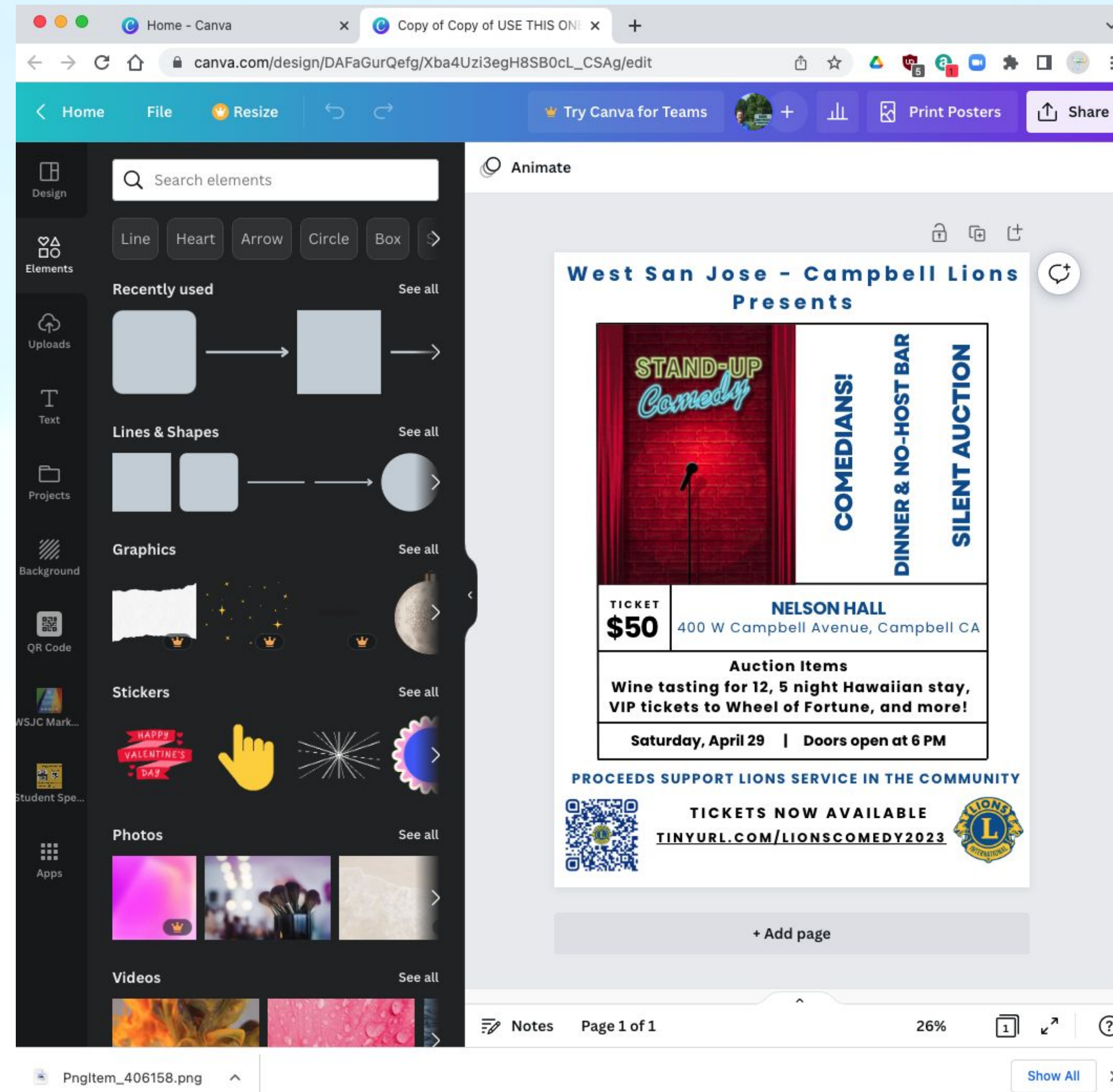
West San Jose-Campbell
Lions Club

*BENEFITTING
JACOBSHEART.ORG
CHILDREN'S CANCER
SUPPORT SERVICES*



Canva is a Big Help in Promoting Your Club

- It's free
- Simple to use
- Lots of pre-made templates (Flyers, postcards, banners, etc.)
- It will even post your content to Facebook and Instagram



Lion Liz Steves to
get Canva



lahabralionqueen@rocketmail.com

Tell Your Service Event Story - Before & After

- Create an event Flyer (Canva)
- Facebook before - a sentence about the event - ask for volunteers
- Take lots of pictures!
- Facebook after - show lots of results
- Bonus: Post on NextDoor, Instagram



wsjclions.org



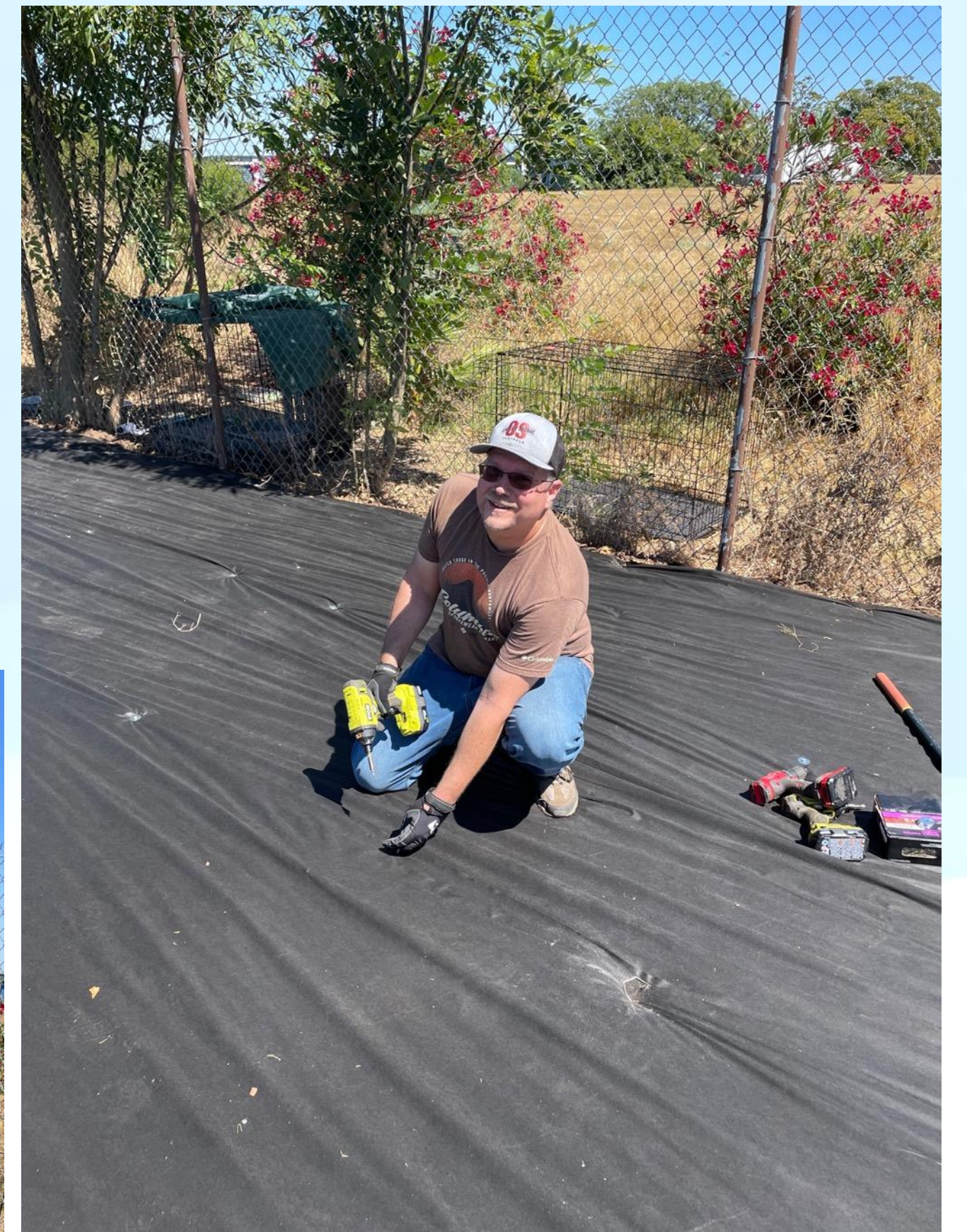
West San Jose-Campbell
Lions Club



ourcityforest.org



californialionsfoundation.org



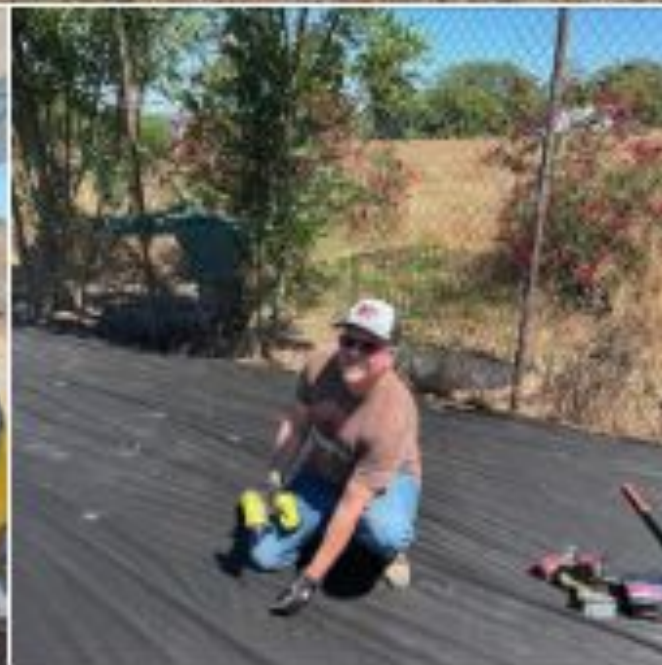


West San Jose - Campbell Lions Club

Published by Dave Kaplow · July 23 ·



Lions and 60 volunteers worked on improving the [Our City Forest](#) nursery today. Sponsored by [California Lions Foundation](#) A big success! [District 4-C6 Lions](#) [The Campbell Press Downtown Willow Glen MD4 Lions Clubs](#)



307
People reached

43
Engagements

Boost post

You, Jason Laird and 7 others

1 Comment 2 Shares

Like

Comment

Share



Even the Simplest Story Matters

West San Jose - Campbell Lions Club
Published by Dave Kaplow · September 20 at 10:31 AM · 🌐

We did a service project at our last Club meeting even though many members were on vacation. We made over 100 Dignity Kits for The Grateful Garment Project. Some of these kits end up in the trunks of police cars to help victims of abuse. District 4-C6 Lions Downtown Campbell Campbell Chamber of Commerce The Campbell Press Campbell Police Foundation




192 People reached 64 Engagements [Boost post](#)

👍❤️ 9 1 Comment 2 Shares

👍 Like 💬 Comment ➦ Share 🌐

West San Jose - Campbell Lions Club
Published by Dave Kaplow · 4h · 🌐

Our Lions Club volunteered [Martha's Kitchen](#) today. 400+ meals handed out. Look at how another group of high schoolers decorated the bags we used. Made our day! [District 4-C6 Lions](#)



338 People reached 64 Engagements [Boost post](#)

👍❤️ 18 5 Comments 1 Share

West San Jose - Campbell Lions Club
Published by Dave Kaplow · June 24 · 🌐

Last night PDG Karen Fillmore installed our new club officers including incoming president Desiree Mitchell, 1st VP Gayle Kludt (also Lion of the Year Winner), 2nd VP Nancy Fomenko, Secretary Pam Berry. Lion Lucie Mueller was also awarded co-Lion of The Year [District 4-C6 Lions The Campbell Press Downtown Campbell](#)



338 People reached 64 Engagements [Boost post](#)

👍❤️ 18 5 Comments 1 Share

Write and Article

VALLEY NEWS



The Campbell Press January 5, 2023 - page 4



WEST SAN JOSE – CAMPBELL LIONS



By Dr. Arthur Low

The West San Jose Campbell Lions presented the Campbell Foundation a check for \$500 for the Toys for Tots drive held in early Dec.

With a grant from the California Lions Foundation and



City of Hope 6 members of the lions club and 4 nurses shopped and assembled bags of food for students at the Educational Options Program at the Fremont Union High School District classroom in Sunnyvale. The Certified Diabetes Educator nurses taught the students about diabetes and led them in a game called Diabingo. Students prepared the diabetes friendly meal and each given a full bag of in-



gredients and a set of measuring cups to bring home so that they can make the same meal for their families.

Our next eye-glass sorting

Lions and non-Lions (including not-yet-Lions) are welcome at these events. You can volunteer for part of the time, or work the entire day. Please visit our website @wsjclions.org

for information about upcoming events.



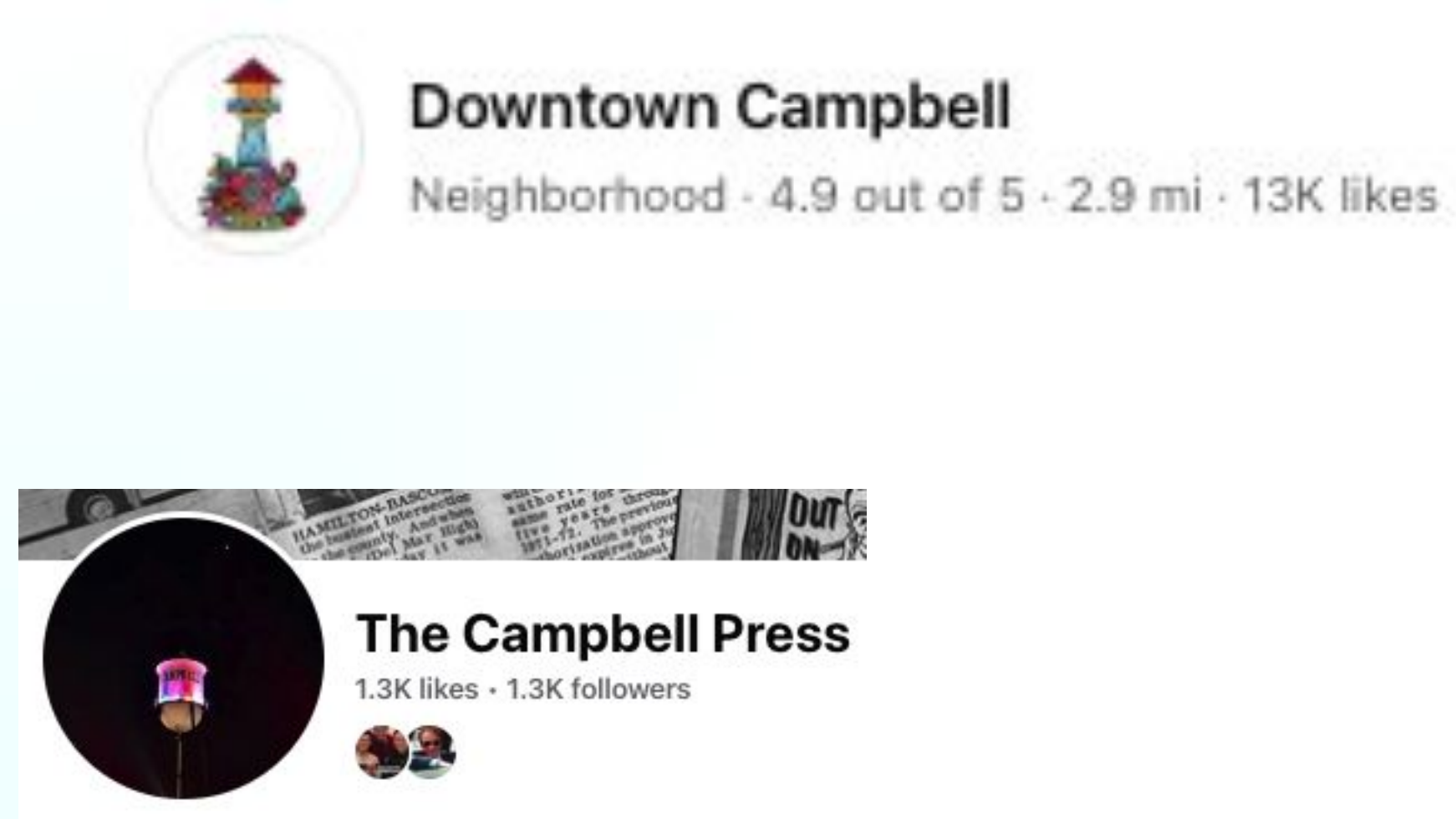
event will be Sat. Jan. 7 at the Vista Center for the blind. Volunteers are needed to help sort and clean donated used eye-glasses.



Happy New Year from the West San Jose – Campbell Lions Club. We look forward to serving our community in 2023.

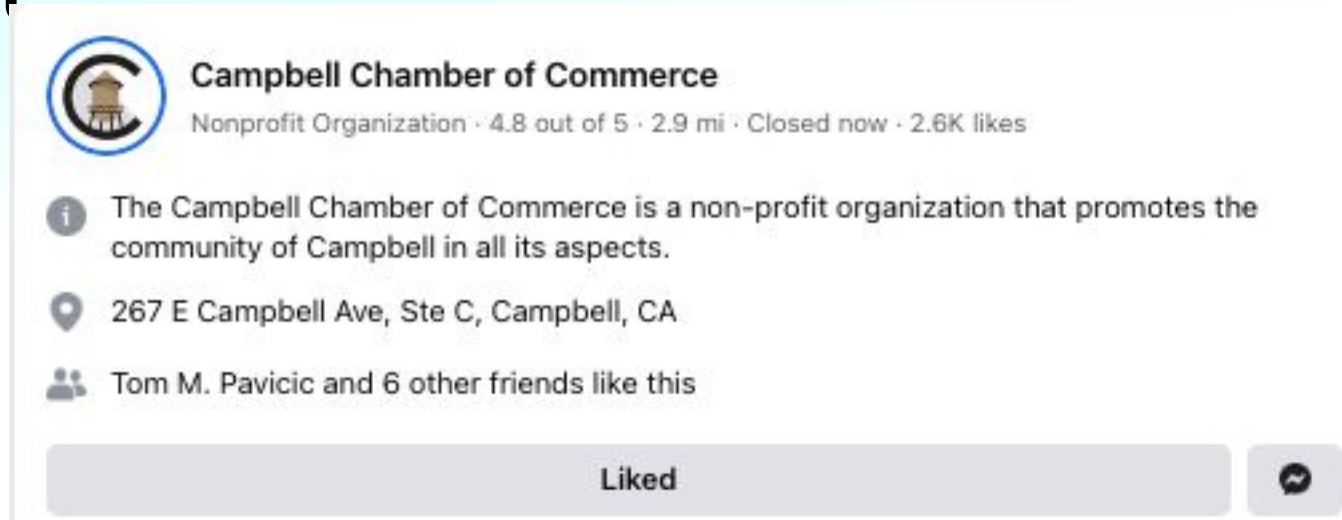
@Mentioning is Important

- Mention local organizations in Facebook posts
- Use @ instead of # in body of your post
- @CampbellPress not #CampbellPress



Downtown Campbell
Neighborhood · 4.9 out of 5 · 2.9 mi · 13K likes

The Campbell Press
1.3K likes · 1.3K followers

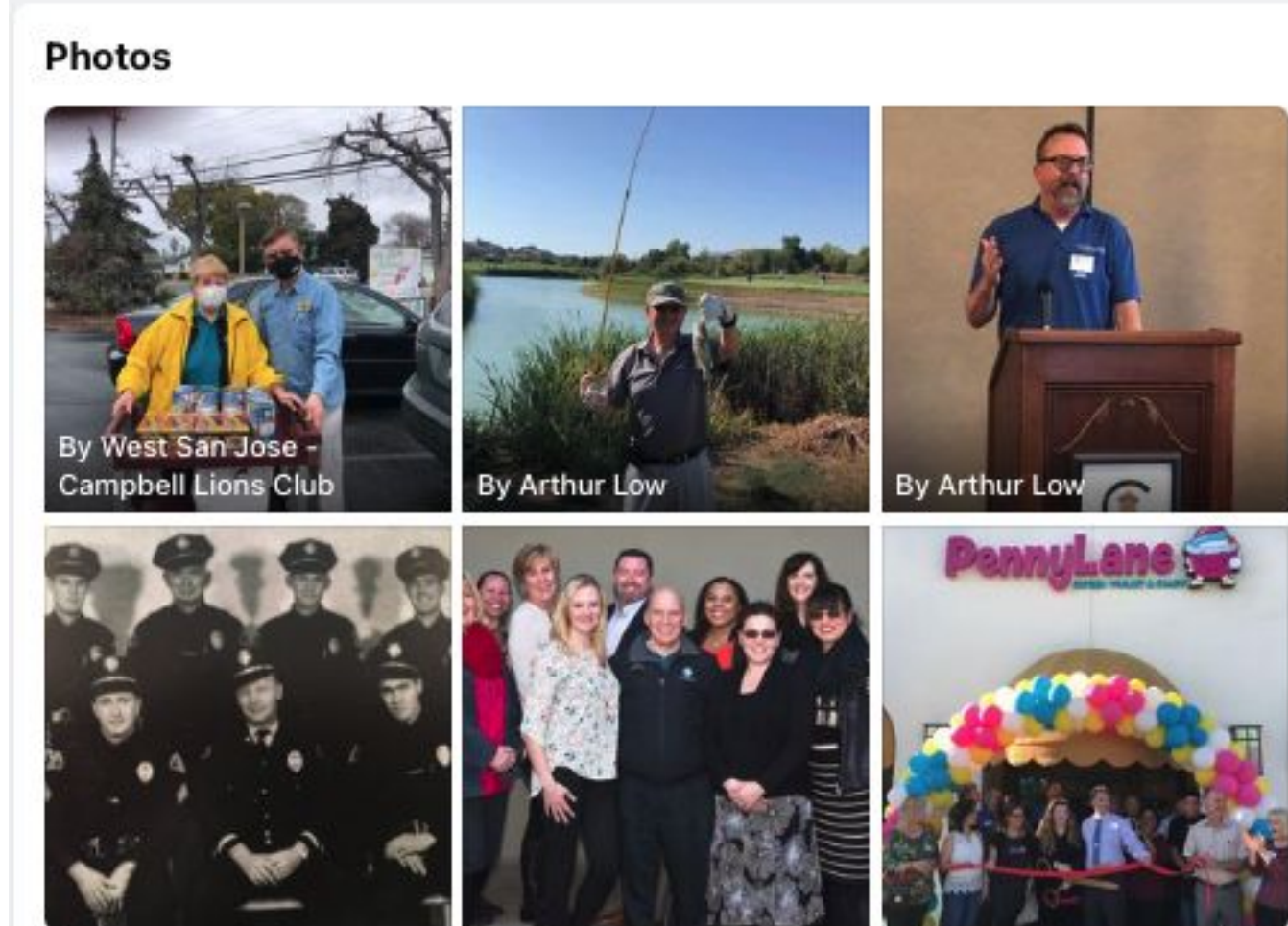


Campbell Chamber of Commerce
Nonprofit Organization · 4.8 out of 5 · 2.9 mi · Closed now · 2.6K likes

The Campbell Chamber of Commerce is a non-profit organization that promotes the community of Campbell in all its aspects.


267 E Campbell Ave, Ste C, Campbell, CA

Tom M. Pavicic and 6 other friends like this



Photos

- By West San Jose - Campbell Lions Club
- By Arthur Low
- By Arthur Low



The Campbell Press
6d · 🌐

Don't miss out with a beautiful wealth and contribution in this great service organization!
Happy Holidays Lions

HOLIDAY POINSETTIAS
Our holiday fundraiser to benefit
WILLOW GLEN LIONS CHARITIES

Get a head-start on your holiday decorating with gorgeous, locally-grown poinsettias! These beautiful, vibrant poinsettias are the easiest way to get your home or business ready for the holiday season.

They also make wonderful gifts! These plants are impressive in size! All poinsettias are a deep red color, grown in 6½" pots with festive red pot covers. Plants are available individually or in cases of 6 plants. All poinsettias are sleeved for protection during shipment.


WILLOW GLEN LIONS CHARITIES

Priced at \$15.00 per plant
Order forms due: November 9th, 2022
Pick up plants: November 30th, 2022
at 3462 Vistamont Dr San Jose CA 95118
between 10 a.m. thru 4 p.m.

WILLOW GLEN LIONS CHARITIES, INC is a 501 (c) 3 Charitable Organization – Tax ID 27-4607972
Charities We Serve: Santa Maria Urban Ministry, Second Harvest Food Bank, Shop with a Cop, Willow Glen Cares, and many more. Funds also cover eyeglass exams & glasses for the local community through-out the year!
Order from the Sales Rep: _____

Or Contact Linda Smestad @ 408-839-2021 Visit: Facebook.com/WillowGlenLions

100% of the Net proceeds on these Holiday Poinsettia goes to the Willow Glen Lions Charities, Inc!
We take no administrative money out of the event, EVER!



West San Jose - Campbell Lions Club
September 29 at 11:00 AM · 🌐

Get your Poinsettias early from the Willow Glen Lions Club and you'll get some beautiful plants and help the community too! Willow Glen, San Jose, California W... See more

Share Your Club Meeting Agenda Widely



The Lions Tale
News of the West San Jose-Campbell Lions Club



West San Jose-Campbell Lions Club
Chartered May 23, 1952
Newsletter Editor: Roald Alexander

2022-2023 Officers & Directors

Club President: Desiree Mitchell
First Vice-President: Gayle Kludt
Second Vice-President: Nancy Fomenko
Secretary: Pam Berry
Treasurer: Marie Davidson
One-Year Directors: Lucie Mueller, Ward Elister
Two-Year Directors: Art Low, Bruce Factor

Communications:
Web: wsjclions.org
Facebook: facebook.com/WSJCLionsClub
Club email: info@wsjclions.org
Email to Club, President, & Secretary: Lions@wsjclions.org
Email to entire club membership: LionsClub@wsjclions.org

Club Meetings

First, Second, Third and Fourth Thursdays of every month:
◊ 12:15pm @ Denny's, 1140 Hillsdale Ave., San Jose

Fifth Thursday of any month:
◊ No meeting. Sometimes a club social event, TBA.

Contents

1. Meeting Agenda
2. Comedy Night Information
3. News/Activities
4. Event Flyers
5. Zoom Information

Activities This week:

- **Weds. Feb 22, Student Speakers Contest, 6pm @ Denny's (Pam)**
- **Fri. Feb 24-26, MD-4 Convention, Double Tree - San Jose (Dave K)**

Activities Next week:

- Every Tuesday, Lensometer Training/Use @ Vista Center 11a-1p and 1-3p. (Art L.)
- Thur. Mar. 2, Speaker at Club Meeting: Lisa Blanchard, Grateful Garment Project 12:15pm.
- Sat. Mar 4, Eyeglass Sorting @ Vista Center, 101 N. Bascom Ave. 9am-2pm. (Art L.)



Thursday, February 23rd, we meet at
12:15pm @ Denny's
1140 Hillsdale Avenue, San Jose

Next meeting: March 2nd @ Denny's, 1140 Hillsdale Avenue, San Jose

1. Meeting Agenda

Lions Activities		
Every Tuesday 11am-1pm & 1-3pm	Volunteers Needed	District Project: Lensometer Training/Use Vista Center, 101 N. Bascom, San Jose. You learn to use a Lensometer to help measure the strength of the 1,000s of donated eyeglasses at Vista Center. Signup Genius or contact Lion Art L. <i>Apple boxes & clean towels are always needed!</i>
Wed February 22 6pm: Dinner 7pm: Contest	Volunteers Needed	Student Speakers Contest - Club Level Denny's, Hillsdale Ave. Topic this year is "Social Media: Connects Us or Isolates Us?" Lion Sec. Pam B. is in charge. We'll need Timers, Tellers, and 2 door guards to prevent interruptions.
Thu February 23 12:15pm	Club Meeting	Regular Club Meeting Denny's, 1140 Hillsdale Avenue, San Jose
Fri-Sun February 24-26	Volunteers Needed	MD-4 California Lions Convention DoubleTree Hotel - San Jose, 2050 Gateway Place, San Jose The theme of this conference is Star Wars. This is for all California Lions, plus guests, so about 600 people are expected. A lot of volunteers are needed, Visit Signup Genius to select a task and volunteer. See the flyer below in Event Flyers . (Dave K.)
Thu March 2 12:15pm	Club Meeting	Regular Club Meeting - Program: Lisa Blanchard, Grateful Garment Project Denny's, 1140 Hillsdale Avenue, San Jose
Thu March 2	Board Meeting	Board Meeting Follows the regular meeting.
Sat March 4 9am - 2pm	Volunteers Needed	District Project: Eyeglass Sorting Vista Center, 101 N. Bascom, San Jose Volunteer event to help sort and clean donated used eyeglasses. Lions and non-Lions (including not-yet-Lions) welcome at these events. You can volunteer for part of the time, or work the whole time. Sign up for this event at: Signup Genius (Art L.) See the flyer below in Event Flyers <i>Apple boxes & clean towels are always needed!</i>
Wed March 8 3-5:30pm	Volunteers Needed	Martha's Kitchen 311 Willow St., San Jose We volunteer on the second Wednesday of each month, dishing up food. 311 Willow St., San Jose. (Bruce F.)
Thu March 9 12:15pm	Club Meeting	Regular Club Meeting Denny's, 1140 Hillsdale Avenue, San Jose
Sat March 11 6-9 PM	Social/Other	Celebrate Campbell Villa Ragusa, 35 2nd Street, Campbell, CA Individual Tickets: \$100 See the flyer below in Event Flyers (Art L.)
Tue March 14 6pm	Volunteers Needed	Student Speakers Contest - Zone Level Lion Dave K. is in charge.
Thu March 16 12:15pm	Club Meeting	Regular Club Meeting Denny's, 1140 Hillsdale Avenue, San Jose
Thu March 16 2-5pm	Volunteers Needed	Grateful Garment 1777 Hamilton Ave., Suite 2280, San Jose Third Thursday of every month, after the meeting. We help sort, pack, or tag items. (Pam B.)
Sat March 18 4-7:30pm	Social/Other	Sunnyvale Host Lions: 11th Annual St. Paddy Dinner Vista Blind Center 101 W Bascom Ave, San Jose Tickets: 13 and up: \$30.00 Children (5-12): \$15.00 4 & under: Free

**Vision Screening Event
April 23**

- Sunday, April 23, 2023 9am**
- Vision Clinic 2023
 - St John Vianney Community Center
 - 4602 Hyland Drive, San Jose, CA
 - Contact John Smith john.asmith@att.net

Event is sponsored by Cupertino De Anza Lions and Lions in Sight

- Services provided include:
- Spot Vision testing, Glaucoma testing, vision acuity testing, detailed eye examination by optometrists and ophthalmologists, provision of recycled eyeglasses, provision of new eyeglasses where necessary, ongoing treatment by Lions Eye Foundation, where appropriate.

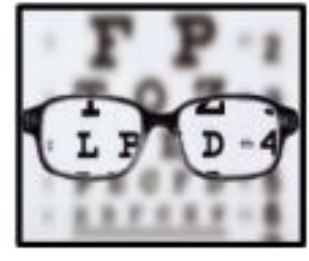
- Many volunteers will be needed for these services:
- Car parking, language translation (Spanish, Vietnamese, other), registration, Spot Vision camera operation, vision acuity testing, eyeglass dispensing, set up, tear down, plus one experienced videographer to record events on the day.

If any Club would like to assist with costs, we would welcome contributions.

Share the Flyer
[Vision Clinic Flyer](#)

FREE
Eye Clinic
Sunday, April 23, 2023
(9:00 a.m. to 5:00 p.m.)

Located at St. John Vianney
Community Center, 4602
Hyland Avenue, San Jose



Services Include:

- Eye Doctor Consultation
- Vision & Glaucoma testing
- Recycled Eyeglasses
- Other eye-related services

NO MEDICAL INSURANCE OR DOCUMENTATION REQUIRED

Use a Club Website



The screenshot shows the website for the West San Jose-Campbell Lions Club. The header features the Lions Club logo and the club's name in large blue text. Below the name, it states "District 4-C6 • San Jose & Campbell, CA, USA • Chartered in 1952". A dark blue navigation bar contains links for Home, Act, Calendar, Charities & Activities, About, Contact, and Links. The main content area is divided into several sections: "Charities & Activities" with a paragraph about worldwide causes; "Supported Charities" featuring the Vista Center for the Blind and Visually Impaired; a section for "Lions in Sight of California and Nevada" with a logo and text about eyeglasses; and "Upcoming Meetings & Activities" listing events like "Lensometer Training & Use" and "Club Meeting". A search bar is located in the top right. Three small images at the bottom show members sorting eyeglasses, a group on a mission in Mexico, and a doctor examining a child's eyes.

West San Jose-Campbell Lions Club

District 4-C6 • San Jose & Campbell, CA, USA • Chartered in 1952

Home Act Calendar Charities & Activities About Contact Links

Charities & Activities

Lions Clubs International has a series of worldwide causes: *Vision, Diabetes, Childhood Cancer, Hunger, and the Environment*. Individual clubs can support additional causes, based in part on members' interests. Below are some examples of the charities and activities of the West San Jose-Campbell Lions Club in 2022.

Supported Charities

Vista Center for the Blind and Visually Impaired

The Vista Center provides a number of services for the blind and visually impaired. vistacenter.org

Our club provides monetary support and fundraising assistance, and volunteers sometimes assist clients at Vista Center events.

Lions in Sight of California and Nevada

Lions In Sight provides no cost and low cost eyeglasses to those in need around the world. lionsinsight.net

Club members help collect, sort, and clean used eyeglasses. They sometimes participate in week long missions to distribute the eyeglasses in other countries.



Upcoming Meetings & Activities

Lensometer Training & Use

October 18, 2022 at 9:00 am – 1:00 pm
Vista Center - San Jose, 101 N Bascom Ave, San Jose, CA 95128, USA
Sign up for this event with [Sign Up Genius](#)

Club Meeting

October 20, 2022 at 12:15 pm – 1:30 pm
Best Taste Chinese and Sushi Restaurant, 2360 S Bascom Ave, Campbell, CA 95008, USA
Denny's is not available on the 3rd Thursday of the month. Our current alternative location is Best Taste Chinese and Sushi Restaurant, even though the meeting room is a little small for our club.



Lions sorting used eyeglasses for reuse.



Lions, optometrists, and technicians on a week-long mission in Mexico.

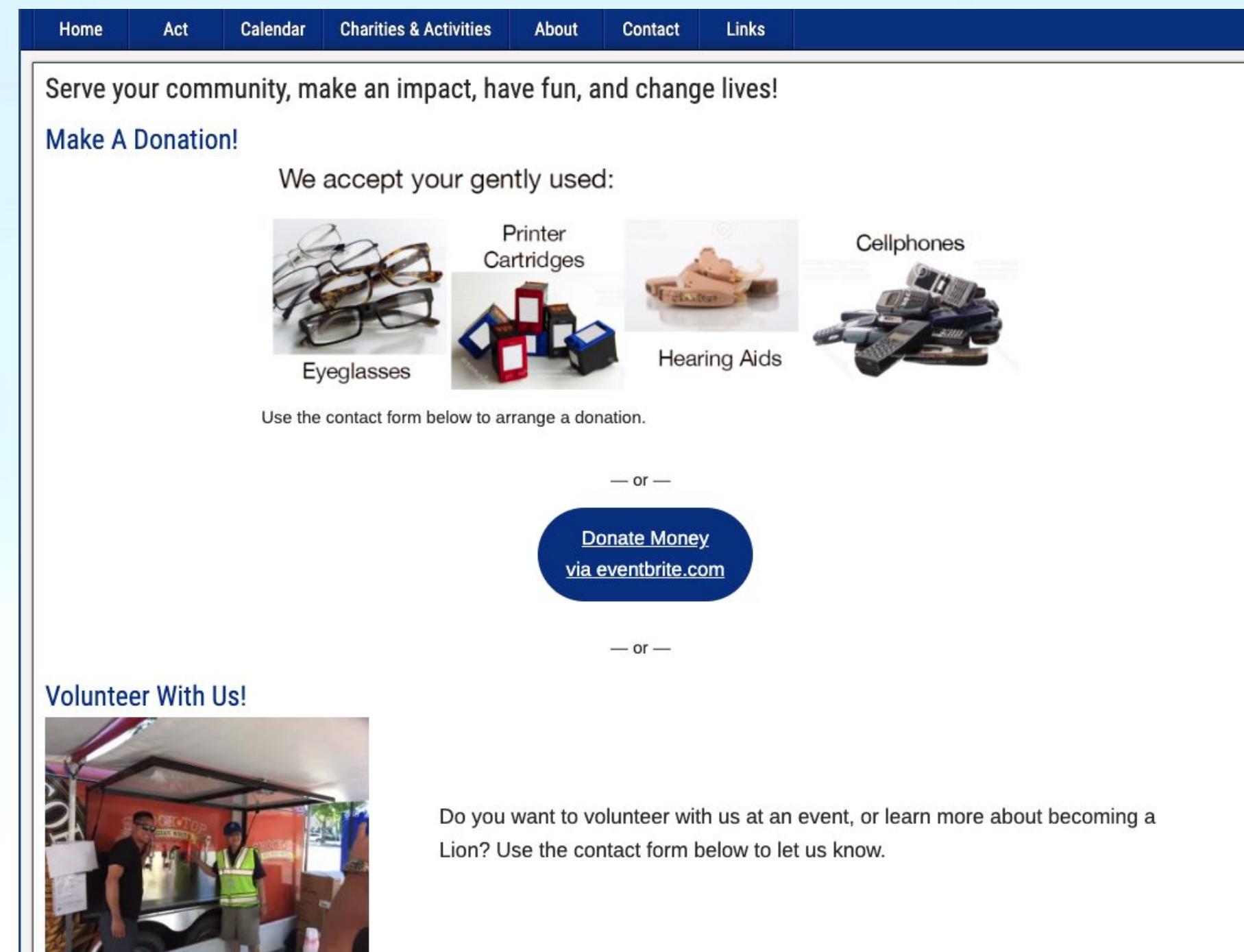


Dr. Art Low checks a girl's eyes.

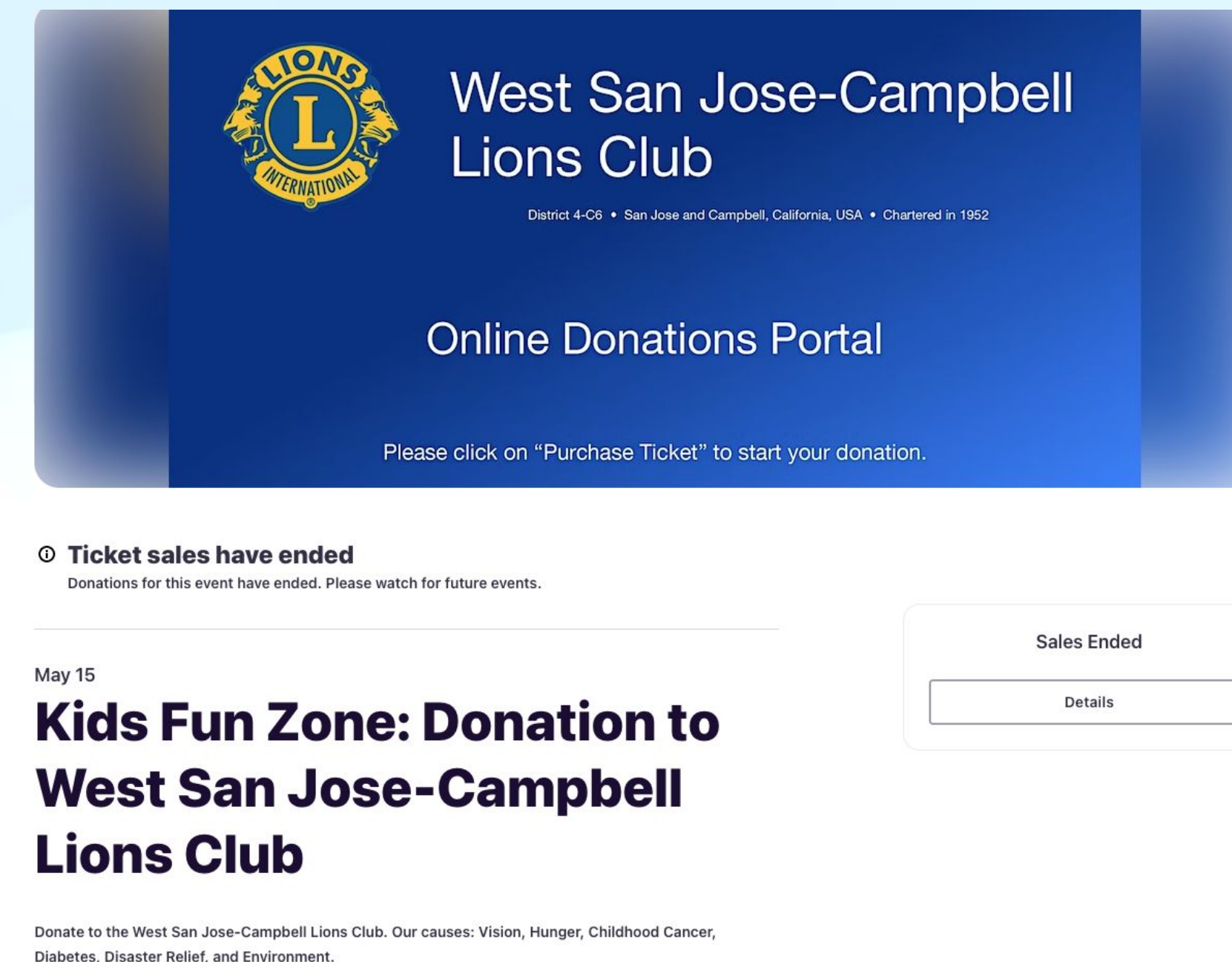
Event Flyer to Donation on Website



Event Flyer



Club Website "ACT" Page



Eventbrite

Actions to Take Now

1. Create a membership goal, discuss progress at every Club meeting
2. Promote District endorsed projects, invite volunteers
3. Create a recurring event with local Partner, invite volunteers
4. Post pictures on socials, write article about your Club's events and impact

***Visit California Lions
and Leos Marketing
Committee website!***



www.e-district.org/sites/california_lions_marketing_committee/index.php

Because, Happiness!

Volunteering is way to boost happiness by providing a sense of purpose and by widening social circles (85 Year Long Harvard Study on Happiness)

Help the community, connect with others, have fun!

Thank You! – Questions?

Lion Dave Kaplow
District 4-C6



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Lion Rob Hyatt
District 4-A1



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Lion Liz Steves
District 4-L4



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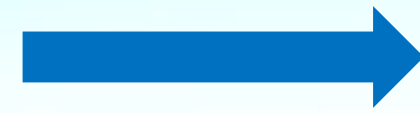


Follow, Visit and Connect with Us

md4lions-marketing@googlegroups.com

Resources for marketing can be found on our website

*Resources for
marketing can be
found on our website!*



www.e-district.org/sites/california_lions_marketing_committee/index.php

