



We Serve



DG John Hand - "Opening New Doors"

I am happy to be back on my feet. Thanks to everyone for their well wishes! I am also thankful to be back driving my car and visiting some great club events! Over the past weeks I visited Payette, Emmett, Caldwell, Boise Bench and Meridian—and I look forward to Nampa and Mountain Home very soon!

I welcome the chance to join your club for a meeting or service project or anything else—please feel free to call me 208-869-8007 or email history.major1994@gmail.com!



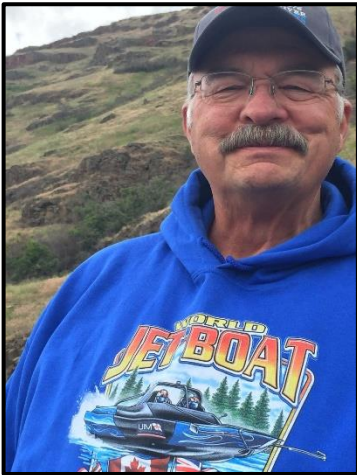
In the meantime, I ask every member and every club to focus on our most important service project: keep your club healthy with new members. We can all ask spouses, family members, friends, and others in our communities.

Asking is always the hardest part, but it is always worth it. In Emmett's recent charter party they inducted two new members under the age of 30. When I asked one about his Lions experience, he said he's been volunteering for a long time. It was a real pleasure to meet them both.

We have a goal in District 39W to reach 1,000 members by July 2025. For myself, I have five people that I'm actively recruiting and am confident most or all of them will join in 2024.

We can make it happen—ask the question, see what their passions are, and let's grow together!

All the Best,
John Hand
District Governor
Email: history.major1994@gmail.com



Remember Bob Hays! (November 2024)

Bob Hays was an incredible citizen of his home state and a member of Emmett, Boise Capitol and Meridian before his passing in 2023.

Bob was a public servant, a steward of his state's resources, an active member of the Western Whitewater Association, Scouting (including Meridian Troop 1), and countless volunteer activities. Bob supported numerous Lions clubs and, with his wife Becky, made an incredible team and enduring legacy.

In Bob's honor, the Western Whitewater Association Endowment Scholarship was created "In Honor of Bob Hays" at the College of Southern Idaho. The endowment will primarily support students pursuing a degree in Aquaculture.

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The Meridian Lions Club invites all Lions from District 39W to make a contribution in Bob's honor before December 31, 2024.

Please make checks payable to:

Meridian Lions Club Foundation
PO Box 266
Meridian ID 83680

VDG Peggy Hess

Lions of 39W, thank you for having confidence in me to elect me as District Governor Elect for the coming year. Also, thank you for the many of you that said you would take a position on the cabinet.

I still have positions to fill and will be calling to see if you can help out. I have LCI training in February, so will be keeping you updated on the things International is doing.

I hope to get to visit all of the clubs before July 1, 2025. I'm trying to plan it so I can travel once and catch as many clubs as possible. I live at the farthest south of our district and many of you are well over five hours away.



I am so happy to see our District growing every day. We really need to show the other countries around the world that Americans are still willing to serve. We need to help others realize that serving others is one of the best things one can do for one's self.

If you are holding a club office there are some great trainings on the LCI website. Even if you are thinking of taking an office you can go through the training and see what is expected of you. I wish they would have had this information when I was moving through my club.

Hope you all have a great Thanksgiving!!!

Peggy Hess
Vice District Governor
Email: peggjess@pmt.org

39W Convention



Lion Becky Hays received the International President's Certificate of Appreciation on behalf of herself and her husband. Also pictured Gary D'Orazio and Floyd Miller



Keith Quatraro from BSU's Human Resources department



Olympic gold medalist Kristin Armstrong



39W DG John Hand & 39E DG Lisa Allen, Lion Lisa Gier & Lion Esteban Galan



MAKE THE ASK!

If you missed the "Opening New Doors" Convention, know that you were missed! One of the most powerful parts of our gathering was the inspiring conversations on what it truly means to be a Lion. We were reminded how vital it is to extend an invitation to our communities to join us in our mission.

So, WHY are YOU a Lion? Don't you believe others share your passion for serving and strengthening our communities? That they would love to be part of the miracles Lions bring to our neighbors every day?

I'm here today because one Lion, Henry Cardinale, believed in me enough to keep asking—not just once, but over a dozen times—until I finally showed up. And because of that ask, I discovered a life-changing passion. Today, I have the honor of making service my career at Envision Sight, but it all started with one persistent invitation.

So, MAKE THE ASK! You never know who might be waiting to say yes. And I'd love to visit your club! Email me to schedule a Mission 1.5 workshop, and let's grow Lionism together to make a lasting impact in our world! ✨



Esteban Galan
He, Him, Él

208-602-6340
esteban@envisionsight.org

Envision at 39W Lions Conventions

Huge thanks to Hannah & Rob for representing Envision Sight at the Opening New Doors Lions Convention! Their dedication helped us connect with Lions and celebrate our shared mission!



LCIF

Hi, Multiple District 39 Lions!

ROAR! We now have **47** recipients who have been named as having the “**Heart of a Lion**” by their fellow Lions. This special LCIF fundraiser will continue through December 31st. It is a perfect way to recognize an amazing Lion in your club, District, or our Multiple District. (Check out the fundraiser information in this newsletter.)

Q- Since this is a LCIF Multiple District 39 fundraiser for a MD Melvin Jones Fellowship (MJF), does my individual donation still qualify me for the LCIF Presidential Supporter pin?
A- Yes, individual donations in the amounts of \$50 (5 hearts), \$100 (10 hearts), or \$200 (20 hearts) qualify. LCIF will mail the pin directly to the Lion donor.



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A- Yes, individual donations in the amounts of \$50 (5 hearts), \$100 (10 hearts), or \$200 (20 hearts) qualify. LCIF will mail the pin directly to the Lion donor.

Q- I mailed in my donation(s)/recipient names and have thought of more deserving Lions. May I mail in more than one donation check to honor additional Lions for the “Heart of a Lion?”

A- Yes.

Q- If I name a mix of Lions from my club as well as District or Multiple District, does my club still receive credit for all of them in the “Heart of a Lion” club award contest?

A- Yes.

LCIF Disaster Relief Grants Overview following Hurricane Helene-

Between July 1, 2024, and October 3, 2024, LCIF awarded a total of 125 disaster relief grants globally, amounting to \$2,018,452.

U.S. Emergency Grant Distribution- As of October 3, 2024

Eight emergency grants totaling \$120,000 to Lions Districts in Florida, Georgia, N. Carolina, S. Carolina and Tennessee.

In addition, Major Catastrophe grants of \$100,000 each went to MD 35 (Florida) and MD 31 (North Carolina).

Upcoming LCIF dates-

LCIF will be participating in “Giving Tuesday” on December 3.

Thank you, for your service to others!

Your Multiple District 39 LCIF Team,

MD 39 Coordinator- Council Chair Betty Simpson, gma1850@hotmail.com

39E Coordinator- PDG Lyndon Rinehart, lyndonrinehart@gmail.com

39W Coordinator- Lion Rick Shurtleff, divotandme@gmail.com

“We Care. We Serve. We Accomplish.”

“The Heart of a Lion”

Multiple District 39’s LCIF Fundraiser

To purchase a heart/hearts:

- 1) Write a **check** to **LCIF** for the total amount of hearts purchased. (\$10 per heart)
- 2) Enclose a list of the **names** of the Lions to be recognized for having “The Heart of a Lion” and the name of Lion and/or club purchasing hearts.
- 3) Mail check(s) to **Council Chair Betty Simpson, 1760 Sunset St., Weiser, ID, 83672.**

Your MD 39 LCIF Coordinators’ Team,
MD 39 Coordinator, CC Betty Simpson
39E Coordinator, PDG Lyndon Rinehart
39W Coordinator, Lion Rick Shurtleff

District Marketing Chair Monthly Marketing and Communications Message

By: Katrina Thompson

Roaring Forward: Amplifying the Lions’ Mission Through Strategic Marketing and Communications

In today’s digital world, visibility and engagement are essential for organizations like the Lions Club. At the recent District 39W Convention, I shared how impactful marketing and communications can support our mission. Here are the top takeaways for enhancing club marketing.



Brand Power: Uniting Under “We Serve”

The Lions Club brand, backed by over 100 years of global service, is built on trust. Our motto, “We Serve,” unifies us and builds credibility in communities. Each club contributes to this by delivering meaningful services, strengthening both the local and global Lions image.

Refreshing Our Image

Lions International is undergoing a brand refresh, and local clubs have a unique opportunity to modernize by updating logos, refining messaging, or aligning with brand guidelines. This ensures our image remains cohesive and engaging.

Top Marketing Trends for 2025

- **AI and Personalization:** Artificial intelligence (AI) helps personalize marketing. Lions Market2Grow, an AI tool, supports clubs by automating press releases and social content, connecting with communities more meaningfully.
- **Voice Search Optimization:** With voice search on the rise, making club websites voice-friendly can increase discoverability for nearby Lions Clubs.
- **Sustainability Marketing:** Many consumers support sustainable brands. Clubs can connect their causes—like environmental projects, hunger relief, diabetes awareness, and vision health—to this trend, resonating especially with younger audiences.

Building a Digital Presence

A well-designed website—or an E-Clubhouse landing page through the Lions portal—serves as a club’s digital hub, providing a one-stop shop for people to learn who we are and what we do. Regular updates, such as blog posts and event photos, boost search engine rankings. A mobile-friendly, visually appealing site or E-Clubhouse page creates a professional impression and shows commitment to accessibility.

Unleashing the Power of Social Media

Social media is essential for Lions Clubs aiming to extend reach, engage members, and inspire community action. An effective strategy goes beyond updates; it creates belonging, showcases service, and attracts new members to our mission.

Understanding Our ‘Why’ and Connecting Emotionally

Social media offers a unique way to share our “why” and reinforce our commitment to community. By sharing stories of real-world impact, we invite followers to join a greater purpose. When people feel an emotional connection, they’re more likely to support, engage, and stay involved.

Building a Lifestyle of Service

Lions Clubs don’t just offer membership; we offer a lifestyle of service. On social media, we can highlight member stories, dedication, and achievements, helping potential members see themselves as part of a meaningful, service-driven community.

Crafting a Presence Across Platforms

Each social platform reaches unique audiences:

- **Facebook:** Ideal for community-building, event announcements, project updates, and club news. It keeps members informed and engaged.
- **Instagram:** For younger audiences, Instagram captures the spirit of service visually. Showcasing photos, stories, and events through Stories and Reels broadens reach and engagement.
- **LinkedIn:** Effective for connecting with local businesses, leaders, and sponsors. Highlighting achievements and partnerships fosters strategic relationships, especially with chambers of commerce and local businesses.
- **YouTube:** Allows for in-depth storytelling with content like member testimonials and service highlights, offering an immersive experience that emotionally connects viewers.

Consistency and Content Variety

To maximize engagement, clubs should post consistently with varied content, including member stories, event highlights, partnerships with local businesses, chambers of commerce, and social media influencers. Balancing visuals, personal stories, and impactful content ensures followers stay engaged and find new value with every visit.

Attracting and Retaining Like Apple

Just as Apple inspires loyal fans with a clear purpose, Lions Clubs can attract passionate members through our mission. Social media lets us communicate our “why” and reach those eager to contribute, creating a dedicated community.

Time to Roar!

When Lions clubs roar together, our impact is amplified. By using these marketing strategies, we ensure our presence is known and felt throughout our communities. Together, let’s show the world that Lions Clubs lead with purpose and serve with pride.

Here Are Some Additional Videos, Facebook Pages, and Web Resources

For more insights from the District 39W Convention presentation, watch these videos:

- [AI’s Role in Marketing for Lions Clubs](#)
- [Refresh by Seal Beach Lions](#)
- [The Power of Lion's Storytelling - Video 1](#)
- [The Power of Lion's Storytelling - Video 2](#)
- [Video 1](#)
- [Video 2](#)

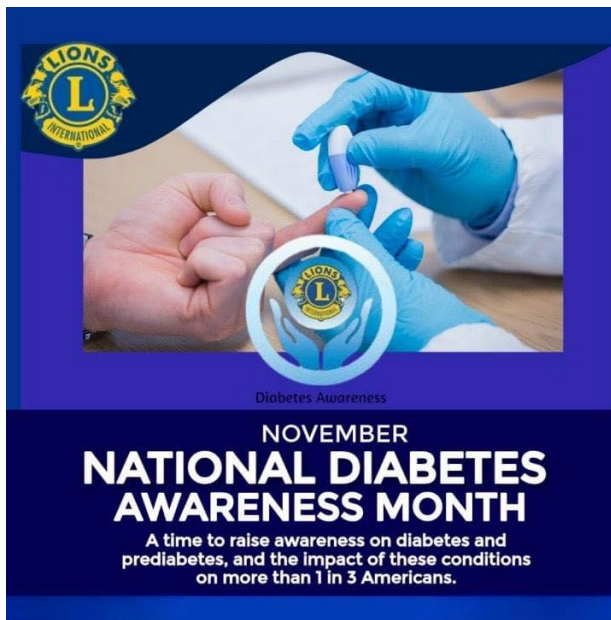
Follow District 39W as well as Multiple 39-Southern Idaho and Eastern Oregon search on Facebook and share your club news and information with us.

(Please note we hope to have our District 39W Facebook page back up again soon. Stay tuned for more information).

- [Lions District 39W Share and Discuss](#)
- [Lions Multiple District 39- Southern Idaho and Eastern Oregon](#)

To further your club marketing efforts visit Lions International's website and review the following helpful links.

- [Brand Guidelines](#)
 - [Club Marketing](#)
 - [Social Media](#)
 - [Media Kit](#)
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Envision

We Can See Clearly Now!

Eye Donation Month is observed each November. This year's theme aligning with the lyrics to the iconic 1972 Johnny Nash song, "I Can See Clearly Now", the theme emphasizes the LITERAL outcome of eye donation – the ability to see, and the FIGURATIVE outcome of what people experience or "see now" as a donor family, recipient, or champion of eye donation. Combining these elements; actual vision, the metaphorical ability to see a new perspective of life and the world, and a distinct memorable song as a backdrop – we celebrate Eye Donation Month and spread the word about the transformative power of corneal donation and transplantation.



Everyone is invited to attend Envision's Illuminate the Season Christmas Party! Come Celebrate Sight!



[RSVP to Illuminate the Season HERE!](#)



**'Don't wait for
the opportunity,
create it!'**

George Bernard Shaw



Newsletter Info

Greetings, 39W Lions!

Have you recently completed an exciting project or have an event on the horizon? We want to hear about it! Submit your details, and we'll feature it in our upcoming Newsletter. Enhance your story with a couple of photos for greater impact.

Please provide articles as Word documents or similar text files. Keep your submissions brief and limit photos to two per article. The deadline for newsletter submissions is the first Wednesday of each month.

*Ensure you have consent from a parent or guardian for any photos featuring children.

For club members not receiving the newsletter who wish to subscribe, direct them to email our team at 39WLionsnews@gmail.com.

Warm regards,
Lions Billie Wood and Rose Jensen
Payette Syringa Lions Club

If you want your new members to receive the 39W District Newsletter don't forget to send their Name and Email to the 39W Newsletter email address 39WLionsnews@gmail.com.

CLUB NEWS

Weiser Lions

Weiser Lions Club members recently completed vision screening in the area schools. They also handed out free candy to 500 trick-or-treaters during the community Trunk-or-Treat event.



Emmett Lions



At the start of the Emmett Charter Party 2024, District Governor John Hand welcomed new members Reese Quenzer and Gabe Mattingly, accompanied by their sponsor, President Lion Bert Quenzer.



During the 2024 Emmett Charter Party, Ron Coates was awarded the Melvin Jones Fellowship, presented by Past President Lion Larry Hunt, while Stephanie Arnold received the Emmett Lion of the Year award from President Lion Bert Quenzer.

Payette Syringa Lions



The Payette Syringa Lions held their 39th annual Charter Party, graced by the presence of DG John. A 50/50 drawing was conducted, with proceeds benefiting LCIF, and the winner generously returned their prize to LCIF. The event featured excellent food and wonderful company, guaranteeing a pleasant experience for everyone.



It's bazaar season! Our inaugural adventure was this past Saturday, October 26th, at the Payette Senior Center. Everyone had a blast peddling our handcrafted treasures and scrumptious baked treats, all while championing the Lions' cause.

Caldwell Lions Club

The Caldwell Lions have been a busy club at their October 23rd meeting they welcome Erik Bullock and Lion Jen, who shared exciting updates about the YMCA's impact on their community. To support their incredible efforts, they proudly presented them with a \$500 check—ensuring they can continue helping families and individuals thrive.



The Caldwell Lions are proud to support all that is done by the Caldwell Meals on Wheels program. Julie Warwick was presented with a check for \$1000 to help with their mission of providing nutritious meals for homebound individuals. Caldwell Lions love to serve our community and are always looking for more like minded people to join us. Come see more of what we do on Wednesdays at noon at the Golden Palace Restaurant.

Find out more about Caldwell Meals on Wheels and how you can get involved: caldwellmealsonwheels.com



The details provided above were sourced from the [Caldwell Lions](#) and [Caldwell, Idaho Community and Crime](#) Facebook pages.

Boise Bench Lions



Boise Bench Lions Happenings in October, 2024

Cool fact: The BB Lions started meeting in Casa Mexico October 28, 2009. 15 years ago! There were 32 members present that day and on October 2nd we had 44 members present. What a wonderful partnership and friendship with the family at Casa Mexico.

The Boise Valley Lions Team participated in the Walk to End Alzheimer's again this year, we had 17 Bench Lions and friends and we raised close to \$1400.

The October 9th meeting had a bit of a different twist as far as speakers are concerned. Stephanie Rendon is an orthopedic trauma PA during working hours and Stef in Stef and the Groove for fun. She entertains at different venues and fundraisers and sang a song at the end of the meeting, entertainment happens!

They had a wonderful turnout at the IESDB's "Boo at the Zoo" event. Lions Cindy, Ladawn and Cindy's grandson, Lion Cub Kody had fun handing out 190 little Lions and stamps to the participants. This is an annual event and the Boise Bench Lions have represented Envision and Lions Clubs there for 3 years.

The Boise Bench Lions delivered and set up sets of bunk beds. That makes 293 beds the BB Lions have set up since we started our partnership with SHP. The SHP committee has a goal of 300 beds delivered by the end of 2024!

The club also helped serve meals at Interfaith Sanctuary, helped at the Idaho Food Bank and volunteered at Ronald MacDonald house.

The last meeting of the month had a different theme, about half of the members wore costumes to the meeting, cowboys, goblins and scary people.

Curt Kelley
Boise Bench Lions
www.boisebenchlions.org
208 859 3642

Star Lions



Deadline to sponsor wreaths is November 15th. Help us get the remaining 61 wreaths sponsored.

<https://www.wreathscrossamerica.org/pages/174978>

Join Star Lions Club on December 14, 2024 at 10:00 for Wreaths Across America ceremony (followed by wreath placement on gravesites)

Get involved by sponsoring a wreath, attend ceremony, help place wreaths on gravesites. Everyone is welcome.

Your support is tremendously appreciated. Thank you. Star Lions Club.



On October 26th, the Star Lions Club, along with community volunteers, dedicated their efforts to cleaning up the highway.

The details provided above were sourced from the [Lions District 39W Share and Discuss](#) Facebook page.

Twin Falls Lions



The Twin Falls Lions Club enjoyed a delightful day at the "Read & Treat" event in City Park, in collaboration with the Twin Falls Public Library.



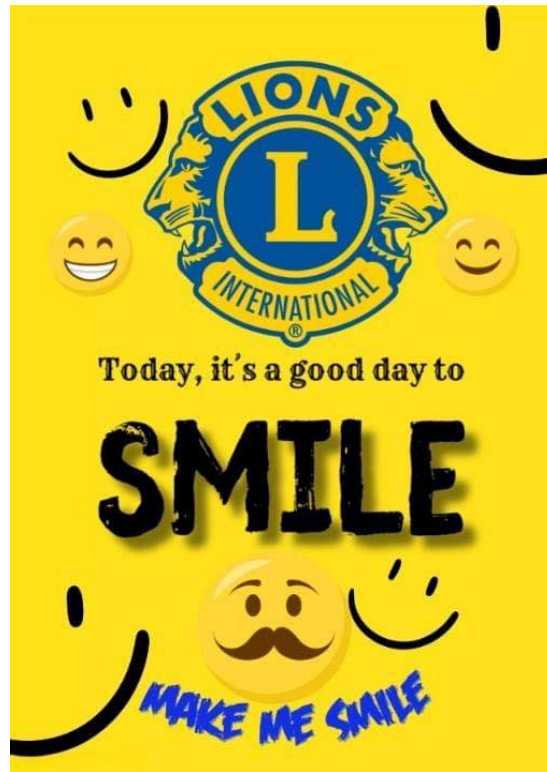
The details provided were sourced from the Twin Falls Lions Facebook page.

Burley Lions

The Burley Lions Club would like to extend a heartfelt thank you to the Mini-Cassia Christmas Council for their unwavering commitment to making sure every child in the community has a joyous Christmas morning. It's our privilege to support this wonderful cause with a \$2,000 donation.

The details provided were sourced from the Burley Lions Facebook page.





Save the Date

November 9th	Meridian Lions - Warhawk Veterans Breakfast
December 5th	Envision's Illuminate the Season Christmas Party



[Twitter](#)



[Facebook](#)



[Website](#)

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You are receiving this District 39W email because you are a club president or secretary, zone chair, cabinet member, have held an office in the past, or are a Lion!

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