

***LIONS DISTRICT 5M13***

***LONG RANGE PLANNING***

**STRATEGIC PLAN**



***REVISED November 2023***

***Approved by 5M13 Cabinet***

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# Preface

The future does not just happen; it is created and shaped by people of vision and courage. District 5M-13 has a rich history of accomplishment in humanitarian services. Since 1986, when

5M-13 was separated from 5M-12 (Eastern Manitoba), 5M-13 has become known as a mature District which goes beyond expectation. In July of 2003, District 5M-12 was divided, as a result of redistricting, with that portion west and north of the Perimeter Highway, becoming part of District 5M-13. Since that time, challenges such as decreased membership and an increased average membership age, both experienced by all service organizations, our district has responded by reaching out to women, youth and minority groups for growth and renewal in membership.

Happy is a person with a dream. Lucky is the person whose dream comes true!

Our vision as Lions is much more than a dream and the results of our humanitarian work are based on much more than luck. The Action Plans outlined in this document will help make our dreams, our Vision as Lions, come true.

# Introduction

In 2000 documents were developed in each of Districts 5M-12 and 13 by the Long Range Planning Chairperson -PDG Roland Hainsworth in 5M-13, and PDG Harvey Kingdon in 5M-12, and the Advisory Committees under the authorization and approval of the District Cabinets. As a result of redistricting, the documents have been revised, and this document produced. It defines a plan for implementation of the vision. It is divided into three sections:

1. A list of Vision statements that will inspire and guide the future of Lionism in 5M-13;
2. A Plan Description section where the specific Strategic Plan is explained; and
3. An Action Plan section where the specifics are listed and evaluated.

This 5M-13 Strategic Plan is a living document. Each year the Long Range Plan (LRP) Chairperson will review and update the Strategic Plan as required. Each year the 5M-13 District Governor’s Cabinet will review and approve the document at its first meeting in the fall.

As an organization seeks to renew itself it must envision a new future. This document is meant to serve as a resource to augment that process.

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# 5M-13 PROGRAMS *–* OPERATIONS AND SERVICE

5M-13 Program Chairs shall obtain, develop, maintain, and annually update program descriptions to make sure that the District Program Chairs are knowledgeable about their programs. The program descriptions will be in the form of a presentation that is supported by speaker notes and other background information. The purpose of the program descriptions is to educate Lions, Leos and their communities on the program’s goals, objectives, needs and actions to improve the district Lions organization and better accomplish the Lions service programs.

All 5M-13 Operations and Service Program Chairs shall review and annually submit their Strategic Plan program revisions to the 5M-13 Long Range Planning Chair as requested in JULY prior to the first District Governor’s Cabinet meeting in August. This Chair will keep the Strategic Plan revised annually.

### Vision

* + That the “Strategic Plan” approach/method used in the Long Range Plan document be maintained as the method for shaping the future of District 5M-13.
  + That the 5M-13 District Governor and all club officers be provided with the best possible training and information prior to the start of their year as a Lions Leader.
  + That the Constitution and By-Laws of 5M-13 will be updated annually to maintain the efficiency and effectiveness of the District organization and operations.

### Plan

* + Develop a District 5M-13 Policy Manual

1. Revise the manual annually and changes as needed.

* + That the District Governors Honorary Committee and Global Action Team (GAT) will meet at least 30 days prior to the District Governor’s first Cabinet Meeting to review the Strategic Plan, propose changes to the plan.

The Plan will be presented for approval at the First Cabinet meeting.

* + That a high standard of training for 5M-13 District Cabinet and club officers is essential to the success of Lionism in 5M-13.

1. Implement the latest material and guidelines from Lions Clubs International, MD5M Global Leadership Chair and 5M-13 Global Leadership Chair.
2. Assure that all of the information that is provided (by the 5M-13 Global Leadership Committee) to the District Governor’s Cabinet and Club Officers is top quality and current.

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# 01 ARCHIVES

The District historian (PDG) has the important job of gathering, organizing, documenting and maintaining the District’s archives.

### Vision

* + To develop and maintain the District’s archives.

### Plan

* To gather and organize significant programs – charters, anniversaries, and conventions, lists of past district governors, council chairpersons, and international directors, cabinet minutes, district newsletters, deceased members, award recipients, and other such archival materials.
* To work with other archivists regarding Manitoba Lion archives.
* To annually update the developed archives.

### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Gather and organize archival materials | Archive Chair District Governor Cabinet Secretary | On Going | Filing Location Filing Materials |
| Make contact with other archivists | Archive Chair | Fall | Budget Item |
| Keep archives up to date | Archive Chair | On Going |  |
| Further develop the archive area located at the Westman Lions Manor Inc in Brandon, MB | Archive Chair | On Going |  |

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# 02 District Governor’s Honorary Committee (DGHC)

This committee of Past District Governors (PDG’S) of Lions International who are members in good standing of clubs located within the District may be established to assist the District Governor and Cabinet. The PDG’s have received extensive training and numerous related experiences. When possible their assistance and recommendations should be welcomed and utilized at each of the following levels:

* Encouraging Lions to be both knowledgeable and supporting of Lions Clubs International (LCI);
* Encouraging the district to provide informative and positive contributions at the Multiple District; &
* Furthering the interests of Lionism in District 5M-13 by identifying areas of concern and providing recommendations.

The District Governor may select a mentor for assistance.

### Vision

* To provide the assistance requested and required in order to meet our District’s vision.
* Perform duties as directed by the District Governor and recommend solutions after careful study.
* Promote harmony throughout the district
* Provide continuity regarding International, Multiple District and District goals and their input on the district

### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Conduct such business as directed  by the District Governor | DGHC | Ongoing | DG report |
| Develop a process of review; annually meet with the DG, GLT, GMT, GST & Zone chairs to review present status & identify areas of need | DGHC Global Action Team (GAT) | By Oct 30 | DGHC  GAT |
| Monitor District Effectiveness; Identify areas of concern; provide recommendations for improvement. | PDG’s  GAT | Ongoing Spring Assessment | DG – DGHC reports |
| Maintain close liaison with Long Range Planning Committee. | GAT  DGHC | Ongoing | LRP/GAT/DGHC |
| Provide assistance and encouragement for a strong GAT to build membership and stronger clubs. | District Governor  GAT  DGHC | Ongoing | GAT Reports |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Add to and update the Strategic  Plan as needed, working with the LRP Chair. | District Administrator  DG | By first  Cabinet Meeting | GAT |
| Monitor for effectiveness and recommend changes if needed. | GAT  DGHC | On Going | DGHC/ GAT  Reports |
| Name the chairperson of the Constitution and By-Laws, traditionally the Immediate Past District Governor, and two(2) other knowledgeable Lions | District Governor | Annually, in March/April | GAT/ DGHC |
| Nominate a candidate for the MD5M Red Cap Award | DGHC | Annually/ March | MD5M APDG Guidelines |

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# 03 AWARDS

Awards for deserving Lions can be an incentive “to serve”, and needs to be known by all. The Awards Committee is Immediate Past District Governor & District Governor

### Vision

* To have an awards list available and a procedure developed to recognize deserving Lions.

### Plan

* To prepare a list of available awards at the various levels – district, multiple district, and international
* Develop a selection process for recognizing deserving Lions
* Identify times for such recognition

### Action Plan

|  |  |  |
| --- | --- | --- |
| **Action Steps** | **Who is Responsible** | **Timeframe** |
| Update the list of awards | Awards Committee | July/August |
| Develop a selection process | Awards Committee | July/August |
|  |  |  |
| Develop a file of info on possible award candidates and annually update. | Awards Committee | August |
| Identify award presentation times | Awards Committee | August |
| Encourage the District Governor to seek out and nominate candidates for the International President’s Award, International Leadership Award, International Certificate of Appreciation(s) and | Awards Committee | August |
| The MD5M Al Jensen Leadership Award. | Awards Committee | February/March/Sent to MD5M |

Additional awards include: Judge Brian Stevenson Award; Lions Foundation of Canada Life Member; Stew Peever Memorial; Harry Newman Award ; Melvin Jones Fellowship; Lions Foundation of MB & NWON Inc; BJ “Ben” Ward Fellowship; Decibel Award and Hope Medal.

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# 04 CONSTITUTION, BY-LAWS, AND STANDING RULES

### Vision

* + That all actions in the District follow the Constitution and By-Laws in District matters

### Plan Description

* Annually evaluate the Constitution and By-Laws to provide amendments/revisions as necessary
* Steps will be taken to make sure the District Governor and the Cabinet is knowledgeable on the constitution, by-laws, and policy manual of LCI, MD5M, and District 5M-13
* Prepare the Constitution and By-Laws booklet in living document form
* Have the Constitution/By-Laws/Standing Rules available on the 5M13 Website
* Include the section “Standing Rules” in the District’s Constitution & By-law booklet

### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Provide updated copy of the Constitution and By-Laws to MD5M Exec Sec | Constitution, By-law  & Policy Chairperson | When updated | Existing Constitution  & By-laws |
| Assist District Governor in preparation for the District Convention | Constitution, By-law  & Policy Chairperson | August | Most current Constitution  & By-laws |
| Explain Lions Clubs International Insurance at Leadership seminars | Constitution, By-law & Policy Chairperson  Global Leadership Chairperson | Annually |  |
| Explain briefly all applicable Constitution & By-laws at leadership seminars | Constitution, By-laws  & Policy chair District Governor | Annually |  |
| Review & revise Constitution & By-laws for consistency, and to incorporate changes required by the recent amendments to the MD5M and LCI Constitution  & By-laws, if desired by the District | MD5M Constitution  & By-laws committee chairperson.  District Cabinet review | Ongoing | District Constitution  & By-laws |
| Print & circulate copies of the 5M-13 “Standing Rules” via Zone chairpersons to all clubs | Chairperson Zone Chairperson | Annually | Delivery by Zone Chairs |

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# 005 CONVENTIONS

### Vision

*Article V1 – District Convention and Article V11 –District Convention Fund are outlined in District 5M-13 Constitution and By-Laws.*That information be made available to all Lions and Leos regarding the various conventions - district, multiple, international.

* That attendance at conventions be encouraged

##### Plan Description

* That dates, locations, registration procedures and other relevant information be made available
* That a District Convention manual be established and updated annually at the completion of the convention and given to the Cabinet Secretary to be forwarded to the next District Governor
* That the manual outline the responsibilities of the host club(s), the District Governor and Cabinet
* That the convention guide in the constitution and by-laws outlines the expectations of the District Governor and Convention Chair in organizing the District Convention.

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Provide a list of conventions, dates, locations, costs | District Governor Convention Chair | September | MD5M Emailed info |
| Encourage Attendance | District Governor  Zone Chairs | Ongoing |  |
| District Convention Host Selection | DG  Convention Host | Fall |  |
| District Assistance of $1000. seed money if required | District Treasurer | Fall | Convention Fund |
| Select Convention Chair | Host Club(s) or DG or Cabinet | Fall |  |
| Develop Convention Program | Convention  Manual Cabinet  Host Committee | At least one year in advance. | Careful budgeting. |
| Provide Convention Information, final report, and Convention Manual to Cabinet. | Convention Chair (s) | Continually – Final Report by June or sooner | Accurate Records |
| Review recommendations for next convention and incorporate needed changes. | Convention Committee.  Convention Chair  DG | June Cabinet meeting |  |
| Follow Convention Guide | District Governor | July 1 yearly | CBL |

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# 06 FINANCE

The District 5M-13 Finance Committee oversees the District’s financing. Basic revenue for District operation is derived from club dues, the Geographic Assistance Fund, a District Governor’s /Vice District Governors Assistance Fund club and some minor miscellaneous items and interest.

Individual service programs receive funding from the annual “Parade of Green” and direct donations. Disbursements are made for dues (District, Multiple District), operating costs, and towards service programs.

##### International Dues, Per Member:

$46.00 USD, Paid twice per annum @ $23.00 USD per payment, with $2.00 increase in the years 2024 & 2025

(Family Dues: HOH pays $46.00 USD and following member(s) living in the same household pay $23.00 USD up to 4 members)

##### Multiple District Dues, Per Member:

$7.05 USD, Paid twice per annum @ 3.52 USD (July 1) and 3.53 USD (January 1)

##### Breakdown of Multiple District Dues:

|  |  |
| --- | --- |
| MD5M Administration Fund | 4.84 USD |
| Campaign Fund | 0.25 USD |
| GMT/GST Training Fund | 0.25 USD |
| MD5M Geographic Assistance Fund | 0.46 USD |
| Convention Fund | 0.50 USD |
| International Parade Fund | 0.25 USD |
| GLT Dues | 0.50 USD |

**District 5M-13 Dues:**

Set annually at $27.00 CAD per Member, Paid twice per annum @ $13.50 CAD District Governor’s Allowance: $5.00 CAD Annually

Club bonding $8.50 USD paid once per year.

##### Club Dues:

Each club sets its own dues.

Vision

* To have the District operate according to “Rules of Audit”
* To operate on a balanced budget.
* To have a District Governor’s and Vice District Governors’ Assistance Fund to meet the approved needs (See 006.2).
* To have all financial accounts under the responsibility of the cabinet treasurer – including the DG & VDG Assistance Fund.

### Plan Description

* + To establish a Finance Committee to draft an annual budget for Cabinet consideration
  + To have the Finance Committee oversee the budget expenditures, revenues, dues, accounts, special requests and committee funds.
  + To recommend allowance guidelines for Cabinet member expenses –
    - Mileage - $ .60 per km
    - Meals – Up to Breakfast $15.00; Lunch $15.00; Dinner $20.00; (Max. per day $50.00)
    - Lodging – Up to $125.00 per day with receipts
    - Other – telephone, postage, supplies (receipts required) Give regular reports to Cabinet.
    - Cabinet Meetings – claim for 4, including one night of the District Convention & 1 night if training is required.
    - GAT &  Zone Chairpersons may claim for three meetings per year
    - Individuals serving our country overseas are exempt from paying the district dues for the period of one (1) year.
    - Family Unit Membership; The first family members(head of household) pays full international and district dues and up to four additional family members pay only half (1/2) the international and district dues. Multiple dues are not included…All family members pay the one time entrance fee to become a member set by LCI. ($35.00 US)

### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Establish a Finance Committee | District Governor/Cabinet | 1st Cabinet meeting |  |
| Review Article IX – Governor & Cabinet Members Expense Guidelines | Finance Committee | July | 5M-13  Constitution and By-Laws  Strategic Plan |
| Cabinet members are to submit their budget request for the new year | District Officers & Program Chairs | July |  |
| Establish a budget | Finance Committee DG & VDG’s | July | Committee Input, Past Records |
| Budget approval | Cabinet | 1st Cabinet meeting in Lions Year | Budget Financials emailed to Cabinet |
| Hold regular meetings as req’d | Finance Committee | Ongoing |  |
| Establish policy and communicate to clubs | Finance Chair Treasurer | Ongoing | Financial reports |
| DG/VDG Assistance Fund final Report sent to membership | Cabinet Treasurer | Annually | Fall |

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# 06.1 REIMBURSEMENT INFORMATION FOR DISTRICT GOVERNORS

Lions Clubs International pays - .31 per km; up to $75.00 US for hotel; up to $25 per meal (actual costs) per Rules of Audit.

This includes – District Administration to maintain the district:

* Must submit your claim by the 20th of the following month
* The District Governor may submit their expenses for an additional club visit or district meeting for which an International President or Vice President is attending. These expenses are limited to the expenses allowed for the said club visit or district meeting.
* Familiarize yourself with Lions Clubs International “Rules of Audit”

MD-5M pays:

Up to three (3) multiple district functions which may include council meetings, multiple district conferences, multiple district conventions or multiple district Global Action Team and club quality program meetings. These meetings should not exceed three days and three nights each.

- Pay one MD-5M Council meeting – the meeting closest to the District Governor’s home.

District 5M-13 pays:

a) Mileage/ .60 per km; up to $125 CAN/ hotel; $50 per day for meals, ($15/ Breakfast, $15/ Lunch $20/Supper)

b). LEO Charter Nights

c). USA/Canada Leadership Forum (DG only- not including Registration)

d). International Convention (end of DG”s year- not including Registration)

d). Actual postage and additional stationary if required.

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# 06.2 DISTRICT GOVERNOR*’*S & VICE DISTRICT GOVERNORS*’* ASSISTANCE FUND

It does cost to be a District Governor; however, LCI pays the Governor in accordance to “Rules of Audit”, individual Lions Clubs usually pay for the District Governor and Partner in Service meals on visitations, and the District 5M-13 “Governor’s Assistance Fund” pays for additional costs above that received from “Rules of Audit”.

## I. GOVERNOR

##### Lions International

##### Three 5M Council Meetings One visit to each club Clubs 25 Anniversary Four 5M-13 Cabinet Meetings Two Charter Nights Clubs 50 & 75 Anniversary District Officers’ School

**Familiarize yourself with the Lions Clubs International “Rules of Audit”**

##### District 5M

- One 5M Council Meeting (the meeting closest to the DG Residence).

- Leader Dog/International Headquarters visit (Leader Dog pays part & MD-5M the remainder, for the Governor only)

##### District 5M-13

- Dog Guide visit for District Governor Elect and Partner in Service (Dog Guides pay complete cost) Once/year in mid June (District pays mileage to airport & parking costs if applicable)

- Leo Charter Nights

- Attending District Approved Functions

##### District Governor’s Assistance Fund

-Uniform for District Governor and Uniform for the District Governor’s Partner in Service.

- Reasonable expenses over and above Rules of Audit. Only on very exceptional circumstances will assistance be paid towards meal costs.

- Partner in Service - transportation to the International Convention be the difference between the amount paid by LCI per Rules of Audit and total travel costs.

- Registration Fee – USA/Canada Forum and outgoing International Convention for the District Governor.

- Reasonable out of pocket expenses (eg. Taxi fare to Lions functions if no other way is possible). Under special circumstances any expenses in excess of two hundred dollars ($200) need to be “pre-approved” by the Cabinet Finance Committee.

- The District Governor’s Home Club usually buys the District Governor’s Personal Pins, if they decide to have a pin.

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## II. GOVERNOR ELECT/1ST VDG/ & 2nd & 3rd VDG

##### Lions International

**.** International Convention (to begin his/her year) for Governor Elect

##### District 5M

**.** Governor Elect Training School in October & March

##### District 5M-13

**.** 5M Multiple Convention: registration, hotel & travel as per rules of audit for 1VDG

**-** 5M Multiple Convention registration for 2VDG

* + Uniform for 2nd VDG and Partner in Service
  + 2nd VDG training in October

##### District Governor’s & Vice District Governors ’ Assistance Fund

**.** Registration only for the USA/Canada Forum for 1st Vice District Governor and Partner in Service.

\*\*\* **3rd Vice District Governor will have a budget line in the 5M-13 Financial Budget to cover expenses incurred as per Rules of Audit to carry out district business as required.**

**DG/VDG’s Assistance Fund:**

1. DG/VDG Assistance Finance Committee is: Cabinet Treasurer and two Past District Governors, appointed at the 1st Cabinet meeting of the year.
2. Signing Authorities will be the District Signing Officers as set up annually by Cabinet at the 1st meeting of the year.
3. There will be an annual review of this “Fund” at the completion of the Fiscal Year, and a compiled statement submitted by the District Treasurer in the fall to all membership.

##### Vision

##### Provide continued support for the Governor’s Assistance Fund in order to attract worthy candidates for the position, knowing that additional funding is available to help meet the required needs.

##### Plan Description

* The “Governor’s Assistance Fund” is administered through the General District Accounts under the management of the Cabinet Treasurer.
* Signing Officers are the same as the District Signing Officers, appointed annually at the 1st Cabinet meeting. Need 2 signatures every transaction cheque.
* Work closely with the District Governor while administering the fund.

**Action Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Administration of the funds | Finance Committee | Ongoing | Budget |
| Collect funds from club membership | Treasurer | July & January | Clubs |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Review the requests for finances | Finance Committee | Ongoing | DG Assistance Fund Balance |
| Annually review the DG/VDG Assistance Fund | Finance Committee | End of Year | Treasurers Report |

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# 

# 07 GLOBAL LEADERSHIP TEAM (GLT)

##### Vision

**.** That this team is responsible for: orientation; training of Zone Chairpersons, District and Club Officers; both Guiding and Mentoring Lions; and other leadership roles.

**.** That the Global Leadership be given a top priority in the District and Club levels.

**.** That an experienced Lion be selected to lead the GLT for at least a one year term and receive the training provided by MD-5M.

**.** That Zone Chairpersons assist the GLT in providing the leadership necessary in providing effective clubs which encourages membership growth.

##### Plan

**.** That job descriptions be developed and maintained for District officers and committees.

**.** That training curriculum and materials be developed and updated from Lions Club International Learning Centre

**.** Identify future leaders and encourage further leadership training Set up a succession plan

**.** That a variety of leadership development opportunities be made available for Lions throughout the year and that qualified Lions are selected to assist with the training.

**.** That Mentoring and Guiding Lions receive training and their involvement be encouraged.

**.** That Lion Orientation sessions be provided for clubs and or Zone Chairs

**.** That Club Quality Initiative (CQI) is encouraged in all clubs.

**.** The District Awards Committee will nominate outstanding candidates for the International President’s Award, International Leadership Award, International Certificates of Appreciation, Lion Al Jensen Leadership Award.

**Action Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **How Known** |
| Assess district training & leadership needs | GAT, Zone Chairs, Club Presidents | July/August | GLT Reports to Cabinet |
| Establish District training and development plan | GLT Teams | August | Set dates |
| Organize & promote training at District convent ion - seminar | GLT Coordinator | September | Confirmation of session fro m DG |
| Collaborate with GAT re needs of suitable training | GAT  DG to set monthly Zoom Meetings | Monthly | Schedule sent by DG at start of Lions year |
| Organize Zone chair training, | GAT  GLT | May/June | Evaluation Report to Cabinet |
| Train zone chairs to present to clubs | GLT or designate | July/August | Zone chair reports |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **How Known** |
| Ensure all Clubs Report to LCI | GLT/Club Secretary’s | Monthly | Club Health Report |
| Organize Certified Guiding Lion | GLT, Zone chairs | By. Dec. 1st | Names/Lions  LCI Website Reports |
| Organize Club Quality Initiative process- CQI | GLT | By December each year | CQI has taken  place |
| Ensure new member orientation is implemented | GLT  Zone c hairs | Early in the new Lions Year  Ongoing | Reports to Cabinet |
| Encourage clubs to change executive at least every 3 years | GLT  Zone Chairs | February/ March yearly | New Officers Form Report |
| Identify & encourage potential leaders based on aptitude, experience, and interest for further training – mentoring | GLT  Zone chairs | Ongoing | Communicate with Zone chairs Promote Lions to attend the  MD5M Regional Institute |
| Identify community leaders to join Lions – Completing community assessments | GLT & Zone chairs  Club Presidents | Ongoing CQI process | LCI reports on the Club Health Assessment |
| Encourage all clubs to obtain the “Club  E x c e l l e n c e A w a r d ”  Identify/encourage Lions to attend Regional Lions Leadership Institute (RLLI) | GLT/GAT | Ongoing  & make personal phone calls | Know criteria Encouragement  Send application information to all clubs |

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# 08 GLOBAL MEMBERSHIP TEAM (GMT)

The Global Membership Team or GMT is responsible for the District’s membership, retention and extension.

**MISSION 1.5 – To reach 1. million members worldwide by 2027**

##### Vision

* That an experienced Lion be selected to lead the GMT for at least a one year term and receive the training provided by MD-5M.
* That each club increase its membership by at least a plus one membership per year in order to maintain a District membership of over 1,250.
* That each club elect a membership chairperson who is aggressive, dynamic and committed to increase the club’s membership.

##### Plan

* Review the DG Goals and the District’s current status.
* Develop a membership plan to include new members, retention and extension
* Encourage/solicit the support of the Zone chairpersons
* Work with small clubs regarding problems, plans and action
* Establish plans to recruit women and younger members

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **How Known** |
| Review goals & present status & develop a plan of action. | GMT | July |  |
| Obtain Zone Chairperson Assistance | GMT | July |  |
| Consult with GLT re Leadership | GMT/GLT | Ongoing |  |
| Membership: Recruit Quality members | GMT  Clubs/Members | Ongoing |  |
| Ask, advertise, circulate Lions brochures, magazine etc. | GMT  Clubs/Members | Ongoing |  |
| Hold Lions Info evening | Clubs | Bi-Annually |  |
| Hold membership drive | Clubs | Ongoing |  |
| Retention – Orientation Sessions | GMT  Clubs | At least Annually | Material/LCI website |
| Meet member needs | GMT/Clubs | Ongoing | Member Survey |
| Members involved/appreciated | Clubs | Ongoing | “How are your Rating” form |
| Member feedback – action | Clubs | Ongoing | LCI Tools |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **How Known** |
| Monitor the ongoing state of each club in order to identify possible problems/corrective action. | GMT Club officers Zone Chairs GAT | Ongoing | All clubs will be stronger |
| Encourage all clubs to end the year a +1 membership | Club/GMT | Annually | View Health Record monthly |
| Establish a Lion Exit Interview Policy | GMT | Annually | Responses |
| Encourage Branch Clubs | GMT | ongoing |  |
| Develop a Team to be responsible for clubs & split up the areas | GMT | Summer | Clubs will be visited regularly |
| Identify possible areas for new clubs. | GMT  Zone Chairs | Summer | One new club formed |
| Check with existing clubs regarding new ones, sponsoring clubs etc. | GMT  Zone Chairs | Ongoing |  |
| Investigate the possibility of a Campus, Leo, Morning club, Branch club, etc | GMT  Zone Chairs | Ongoing |  |
| Follow LCI checklist for information on chartering new clubs. | GMT  Zone Chairs | Ongoing | Materials on LCI website |
| Succession planning | GMT & Cabinet & GAT | Ongoing |  |

# 08.1 MEMBERSHIP GOAL STATEMENTS

**Supporting District Membership Development**

Two Objectives:

* + 1. Achieve membership growth of new members and clubs
    2. Supporting club success to achieve long term retention

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal** | **Who** | **When** | **How Known** |
| Form GMT District team: DG, 1VDG, 2 Sub Teams. | GMT Coordinator | End of July | GMT Cabinet Report |
| Review 5 year membership trend report. | GMT Coordinator | Prior to Cabinet Meeting 1 | Report to Cabinet |
| Online review of LCI website: register of reports, club officers, summary of membership and cumulative reports. | GMT Coordinator | Prior to Cabinet meeting 2. | GMT Report to DG team. |
| Review club health assessments on monthly basis; reports to GAT | GAT  GMT Coordinator | Monthly | GMT Report to GAT |
| Zone Chairs have clubs set membership goals. | GMT Coordinator Zone Chairs | By October 31 | GMT Report to GAT regularly- |
| Promote Family Oriented Clubs | GMT Coordinator Zone Chairs | End of October | GMT Report |
| Review Areas for New Clubs | Zone Chairs | End of November |  |
| Recruit Women; Younger members through zone meetings. | GMT Coordinator Zone Chairs Club Presidents | End of December | Report to Cabinet |
| Community Service projects with non- Lion participation, Encourage volunteerism | GMT Coordinator Zone Chairs Club Presidents | Ongoing | GMT Report to GAT |
| GAT communication once per month/Zoom and two weeks prior to Cabinet meeting. Confirm dates and book. | GMT & GLT  Chairs | End of July Mid-August  Ongoing | Ongoing reporting |
| Final Assessment and Review | GMT Coordinator | End of June | Report to Cabinet. |

# 09 INFORMATION TECHNOLOGY

##### Vision

* + That District 5M-13 take make effective use of technology to enhance the quality and efficiency of internal communication, record keeping, meetings and collaborative effort, training materials and public relations and communications.
  + Leverage Social Media technologies to communicate among Lions and Leo clubs.
  + Communicate with local clubs, the Multiple District and Lions Clubs International.
  + Learn about Lions projects and educate others (Lions and non-Lions) on the humanitarian work of Lionism.
  + Inform non-members and interested persons about Lionism and the opportunities available to perform humanitarian service by becoming Lions.
  + Use Social Media as a public relations tool for, and to increase membership in Lionism.

##### Plan Description

* + That the District Governor appoints a knowledgeable chair for Information Technology.
  + That 5M-13 will develop and keep up-to-date a set of guidelines for the use of computers to support their operations.

These guidelines will include:

* + Information on how computers & mobile devices are being used in Lionism
  + Suggestions and information on software that is available
  + Descriptions of the information and tools available on the Internet and how they can be used.
  + Information and procedures on how to interface with Lions Clubs International via MyLCI and MyLion.
  + Security policies to ensure protection of credentials, membership information, financial information, and all sensitive communication.
  + Workshops on promoting the use of Social Media in clubs

**District 5M-13 Web Site** was launched March, 2012: Updated August 2023

<http://www.e-district.org/sites/5m13/>

The site’s purpose is to inform members and non-members about District activities, club activities, announcements. The site also offers links to Cabinet Meeting Minutes, the District Constitution, this document, and a variety of other document resources. It also includes a calendar of events, lists of cabinet members, project lists, and contact information for district cabinet members and their cabinet positions.

A District Facebook Page was launched in August of 2013. The page can be found at https://[www.facebook.com/District5M13Lions/](http://www.facebook.com/District5M13Lions/)

Action Plan Information Technology

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible?** | **Timeframe** | **Resources** |
| Encourage the use of LCI webinars for training of all kinds. | IT Chair  GLT Chairs  Zone Chairs | Ongoing | LCI Resource site |
| Continue the Development of the website and keep it updated | IT Chair | Ongoing |  |
| E-mail whenever possible to communicate throughout the year to all club executive | All members through the District Administrator | Ongoing |  |
| Encourage each club to have a website and help with its creation. | IT Chair | Ongoing |  |
| Encourage the submission of pictures and items for the District social media pages as well as the district web site. | IT Chair  Public Relations Chair  Cabinet members | Ongoing |  |
| Set up and manage the Zoom Account for the district & club use | IT Chair | Annually & ongoing |  |

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# 010 GLOBAL SERVICE TEAM (GST)

##### Vision

Helps clubs identify resources and use best practices to improve their projects and by extension, their impact in their communities. Quality service projects increase member satisfaction and help to attract new members who are looking to serve.

##### Plan

##### One act of service, one encouraging word, and one gift of generosity is often all it takes to bring hope where it’s needed most.

##### We now have an opportunity to truly change the world, with all the Lions and LEO’s in our large global organization.

##### The Global Causes are; Diabetes, Vision, Hunger, Environment and Childhood Cancer.

##### The Service Journey is an approach to living and serving together well. It encompasses four simple phases: Learn, Discover, Act, and Celebrate.

##### Utilize the LCI Global Service Toolbox for ideas to pass on to the clubs in 5M-13 who do not understand the difference between Service, Fundraising & just making donations, Lions need to be visual in their communities serving people less fortunate than themselves.

##### Action Plan

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| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible?** | **Timeframe** | **Resources** |
| Encourage clubs to do more service, ie 2/3 service and 1/3 fundraising | GST Chair  Zone Chairs  DG/ club visits | Ongoing | LCI GST Toolkit |
| Promote community awareness and education | GST Chair Zone Chairs | Ongoing |  |
| Encourage all clubs to complete the Community Needs Assessment | GST Chair  Zone Chairs | Ongoing | LCI Club & Community Needs Assessment tool |
| Access the tool kits and suggestions for each of the Global Service Areas listed above | GST Chair  DG  Zone Chairs | Ongoing | LCI ‘s Advocacy Toolkit |
| Monitor that all clubs are reporting their service | GST Chair | Ongoing | LCI reports |
| Every project, no matter how big or small is valuable, Helps Lions continue the journey to serve 200  Million people per year | Zone Chairs, DG |  |  |
| Organize presentations for clubs and district convention | GST Chair | Ongoing | LCI Materials |

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# 011 LONG RANGE PLANNING (LRP)

**Vision**

 Establish a Strategic Plan and provide operational planning as required by the District Governor.

 That the Strategic Plan becomes the guide for action throughout the year.

 Work with the GLT/GMT/GST to increase membership and have every club healthy and active.

 Conduct such business as directed by the District Governor.

##### Plan

 Develop and maintain a Strategic Plan to include a Vision Statement, a Plan Description and an Action Plan.

 Coordinate Strategic Plan input with the District Governor and the District Governor’s Cabinet.

 Publish the Strategic Plan annually before the November Cabinet meeting.

 To increase membership in all District 5M-13 clubs

 To increase the number of clubs by the end of the year

 To have all clubs healthy and active locally and in the district with strong leadership and a good knowledge of all Lions programs.

##### Action Plan

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| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible?** | **Timeframe** | **Resources** |
| Identify a district “Vision” in the strategic plan. | LRP Chair  DGHC  District Advisory | July | Completed plan on the 5M13 Lions District Website for all to copy on their own, or download to a file folder. |
| Annually review and update the District Strategic Plan. | July |
| Publish the Strategic Plan revisions annually. | By September | All Lions who require a copy are to print their own copy. |
| Conduct such business as directed by the DG |  |  |
| Work collaboratively with GMT to increase District membership and member satisfaction | LRP Chair  GMTClubExec | Ongoing | LCI Resource website  CQI Process  Lions Orientation |
| Target void areas to establish new clubs nClubclub/Branch Club | GMT  Zone Chairs | Ongoing |  |
| Training session for District Cabinet and club officers | GLT  Zone Chairs | Annually |  |
| Orientation sessions for Zones | GLT | Annually |  |
| Work collaboratively with MD5M Strategic Planning team | LRP  MD5M CC | Ongoing |  |

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# 012 STRATEGIC PLAN

As mentioned in the Introduction, the 5M-13 Strategic Plan is a living document which defines a plan to implement a vision. It includes three sections: the vision statement, plan description, and action plan. Each of the Operational and Service Programs has established strategic plans for the present Lions year.

##### Vision Statement

**.** That a strategic plan is developed for each of the Operational and Service Programs which will be updated annually.

**.** That the strategic plan becomes the guide for action throughout the year.

**.** That the chairperson’s reporting will reflect the action taken according to the plan.

##### Plan

**.** That the program chairperson will annually review the strategic plans and submit revisions as required

**.** That the plans are documented amended as necessary, and used as an action guide throughout the year.

**.** That a District Chairperson be named to assist in the development of the strategic plans, in sharing the information, and in guiding chairpersons in using the plan.

##### Action Plan

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| --- | --- | --- | --- |
| **Action Steps** | **Who is responsible** | **Timeframe** | **Resources** |
| Cabinet/Committee chairs to annually review strategic plan revisions. | LRP  DG  Committee Chairs | June/July |  |
| Submit revisions to LRP Chair | All Committee Chairs | June |  |
| Revise the strategic plan and present to all cabinet members at 1st Cabinet meeting. | LRP Chair | July after feed back from Committee Chairs/present at 1st Cabinet meeting | Living document on the district website |
| Obtain strategic plan approval. | Cabinet | 1st Cabinet meeting |  |
| Use Strategic Plan as a Cabinet/Committee role description | Cabinet Members | Ongoing |  |

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# 013 MANITOBA LIONS MEMORIAL

The following motion was passed at the District 5M-13 Mid-Winter Convention (2008):

* WHEREAS the District 5M-13 Cabinet established a committee in 2007-08 to investigate the possibility of establishing a Manitoba Lions Memorial; and WHEREAS the Warren & District Lions have offered space at no cost in the
* Warren Memorial Garden for this purpose; and
* WHEREAS THE Warren & District Lions are prepared to oversee the construction and upkeep of such a memorial; and
* WHEREAS the Warren & District Lion have provided a design and a means of financing the project;
* BE IT RESOLVED that the Warren & District Lions Club be authorized to develop and administer the “Manitoba Lions Memorial”.

##### Vision

**.** Maintain the Manitoba Lions Memorial in the Warren Memory Garden.

**.** A portion of the funds received for the memory plates will be used as a donation to the Lions Foundation of Manitoba & Northwestern Ontario, Inc, Helping Hands Program with the remainder being retained by the Warren & District Lions for maintenance purposes.

##### Plan

**.** The memorial was established through funding received from club/individual donations ($100 and/or naming rights to specific items, and an LCIF Grant)**.** It has an interlocking brick base upon which five pillars are attached by benches and one informational pillar. The 4x4 inch stainless steel memorial plates are attached to the pillars. $25 of the $100 cost, after the first ten memory plate are purchased, are donated to the Lions Foundation of MB & NWO, “Helping Hands” and the remainder used for maintenance purposes.

**.** To encourage clubs to provide annually memory plates for deceased Lions

**.** To keep the copy of the Official Opening & related info with the Manitoba Lions archives.

**.** To have the display annually updated, stored and ready to be viewed at each convention.

**.** Cost is $100/plaque

##### Action Plan

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| --- | --- | --- | --- |
| **Action Steps** | **Who is responsible** | **Timeframe** | **Resources** |
| Encourage Clubs and individuals to obtain memory plaques for deceased Lions. | Districts 11 and 13 Chairs | Ongoing |  |
| Contact clubs which have had a Lion member pass away in the past year and encourage plaque purchases. | Lions Memorial District Chairperson | After convention | Necrology Data |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps** | **Who is responsible** | **Timeframe** | **Resources** |
| Annually install plaques for deceased Lions. | Warren & Dist Lions | Ongoing | Club donations for plaques |

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# 014 PUBLIC RELATIONS & DISTICT NEWSLETTER

##### Vision

* + That the District develop and maintain an organized public relations program to inform Lions and their communities of the objectives and services of Lions Clubs and to increase the membership in Lions.
  + That the public relations program be used to promote Lionism and as a tool to achieve the goals of the operating and program committees.

##### Plan Description

**.** That 5M-13 will develop and maintain an organized public relations program

##### Action Plan

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| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible** | **Time Frame** | **Resources** |
| Appoint a PR chairperson and committee | DGE | To be completed by July 1 of the Lions year |  |
| District Newsletter every 2 months from October to June | DG  PR Chairperson  Dist Admin | Ongoing |  |
| Circulate convention information to all clubs | PR Chair | 6 Weeks prior to convention date |  |
| Encourage clubs to submit articles | PR Chairperson Club Presidents | Ongoing |
| Communicate with and send relevant articles to Lion’s Roar MD5M | PR Chairperson | Quarterly |

# 015 USA/CANADA FORUM

##### Vision

* That a dynamic effort to make Lions and Leos aware of the vision, purpose and leadership training opportunities provided at the forum.
* That financial assistance be made available to assist DG & 1st VDG to attend (Rules of Audit).

##### Plan

* Continually educate, throughout the year, Lions and Leos on the purpose, content and participation in the USA/Canada Forum. At the forum the host committee showcases; its outstanding facilities, location, sessions and entertainment. Featured speakers include the LCI President and several professional speakers who provide entertainment, inspiration and education. Attendees have the opportunity to learn new ideas offered in over 80 seminars and hear other Lions speak about their clubs, projects and services.

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible** | **Time Frame** | **Resources** |
| Present Forum purpose and promotional opportunities to the clubs. | GAT | Ongoing | Zone Meetings |
| Attend USA/Canada Forum | DG & VDG | Annually | District Budget |
| Encourage all Lions to attend at least one forum. | GAT | Ongoing |  |

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# S SERVICE PROGRAMS

##### Vision

That all Lions and Leos in District 5M-13 understand the purpose and vision, the current needs and goals, and the accomplishments of 5M-13.

##### 5M-13 Service Programs

5M-13 Service Program chairpersons shall obtain, develop, maintain, and annually update their program descriptions to make sure that the District Programs Chairs are knowledgeable about their programs. The program descriptions will be in the form a presentation that is supported by speaker notes and other background information. The purpose of the program descriptions is to educate Lions and Leos and their communities on the program goals, objectives, needs and actions.

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# S01 DIABETES

The purpose of the Diabetes Canada is to provide public awareness and financial support to the Canadian Diabetes Association (CDA), the Manitoba Division of Diabetes Awareness. Its program includes public presentations, personal appearances and fundraisers. The Lions Cavalcade for Diabetes was developed when Judge Brian Stevenson (International President l987-88) wanted to provide a province-wide high visibility program. The CDA became involved to help develop the program and fulfill the Lions mandate for supporting Diabetes Awareness Research. The program started in l986 and Manitoba became involved in l990, under PDG John Anderson’s leadership. In l992 Lion Lloyd Judd became the Manitoba liaison with PDG Sharon Brooks replacing him in 2003.

The Harry A. Newman award for Diabetes has been established. H.A. Newman was the first Canadian President of the Lions Clubs International in 1924-25, and in that year Helen Keller challenged the Lions clubs and Lions to become Knights of the Blind. Each award recipient receives an engraved glass award from the CDA, a lapel pin, and a personalized letter from the CDA Chair of the Board.

The award is issued for a contribution of $800 towards diabetes research. Applications are to be received by March 15th.

##### Vision

* That all Lions and Leo Clubs understand the purpose and the vision, and be educated and updated on current needs and goals, and the accomplishments of the Lions Diabetes program.
* That the Lions continue to play a significant role in the presentation of diabetes awareness, the camping program for children with diabetes and to sponsor an annual fund raiser – The Cavalcade for Diabetes, and the Diabetes “Parade of Green”.
* Increase awareness of the medical community and residents of 5M-13 in regards to the diabetes issues, concerns and treatments.

##### Plan

* That every Lion and Leo will be educated and updated on the Canadian Diabetes Program on an annual basis through club programs, videos and information to club officers.
* Materials are to be developed and updated annually for the Diabetes chairperson to inform and motivate district officers and clubs in regards to diabetes programs.
* Encourage financial support.

|  |  |  |  |
| --- | --- | --- | --- |
| Action Steps (Diabetes) | | | |
| **Action Steps** | **Who** | **Timeframe** | **Resources** |
| Develop, maintain and update presentation materials on diabetes programs for District Governor and Diabetes Chairperson. | District Diabetes Chairperson | Annually | Information, Support, Time, Budget |
| Study the diabetes program that LCI is working | Canadian Diabetes | Ongoing | Materials and |
| with and develop recommendations on enhancements to the program | Program |  | information from LCI |
| Prepare an annual schedule including club, zone, | Diabetes Chair | September | Committee |
| and district for the promotion of diabetes and related information | District Cabinet |  |  |
| Organize and promote fundraising – | District Diabetes Chairperson | Ongoing | Committee Volunteers |
|  | Diabetes Chair | Fall |  |
| District 5M-13 Lions Clubs will present at least one program annually to their community in regards to identification of diabetes, education of diabetes, training for professionals working with diabetes and diabetes research | District Diabetes Chairperson | Ongoing | Support of Lion Clubs |
| Promote the Harry A Newman Diabetic Award | Club Nomination Diabetic Chair CDA | By March 15 | Application CDA |
| Provide information on diabetes through various media | Diabetes Chair | Ongoing |  |

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# S02 LIONS CLUBS INTERNATIONAL FOUNDATION (LCIF)

The LCIF is the officially adopted and incorporated activity of Lions Clubs International, designed to serve the needs of distressed people throughout the world. Lions Clubs International & Lions Clubs International Foundation are under one umbrella- “Lions International as of 2023”

##### Vision

That District 5M-13 follow the expectations of the plan to help meet the LCIF goal of annual giving. Promote and increase the LCIF contributions and growth in Melvin Jones Fellowships. Publicize the fact that a club or individual need only donate $1000.00 USD to qualify for a Melvin Jones Fellowship.

Promote individual donations, now that people in Canada can receive a tax receipt for income tax purposes, by donating to the LCIF Canadian Fund

* That LCIF funding be obtained if necessary to support District projects

##### Plan

* That the District Coordinator works with the MD Coordinator in providing the leadership for effective information and funding.
* Through the Chairs of the District, assist and promote contributions to LCIF from all clubs in 5M13.
* Identify opportunities for LCIF grants
* In the event that a major disaster might occur and financial assistance is required within the district, as a member of the Lions Relief Committee assist the DG in developing a process to coordinate, distribute, and account for major emergency grants from LCIF (Emergency Grant Procedures). The committee consists of the District Governor Team, LCIF Chair, Club President(s) of affected areas. The procedures are at the end of this topic.

##### Action Plan

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| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible** | **Time Frame** | **Resource** |
| Education & Promotion Prepare and use effective presentation on LCIF education and promotion. | LCIF Coordinator | Ongoing | Information |
| Provide LCIF Information for clubs, selected zone meetings, and conventions. | LCIF Coordinator | Annually | Information |
| Provide articles for the district distribution | LCIF Coordinator | Ongoing | Information |
| **Action Steps** | **Who is Responsible** | **Time Frame** | **Resource** |
| Assist with preparation of LCIF funding requests. | LCIF Coordinator | Ongoing |  |
| Conduct a Melvin Jones presentation | LCIF Coordinator | District Convention |  |

|  |  |  |  |
| --- | --- | --- | --- |
| LCIF Fundraising | | | |
| **Action Steps** | **Who is Responsible** | **Time Frame** | **Resource** |
| Individual Giving’s Encourage MJF and PMJF, Check with individuals re giving small donations for MJF | LCIF Coordinator | Ongoing | Gifts Information |
| Club Giving – Encourage clubs to award at least one MJF annually, and devote at least one fundraiser towards LCIF. | Club Presidents | Ongoing | Club Health Record |
| Corporate and Foundations – identify potential donors and provide plaques for unrestricted financial gifts to LCIF. | LCIF Coordinator | Ongoing | Listing club |
| Planned Gifts – encourage the provision of funds to LCIF through bequests, charitable trusts and annuities, gifts of real property or life insurance, the Lions Legacy program and planned gifts. | LCIF Coordinator | Ongoing | LCIF Donations |
| Working Relationships Establish an effective and positive working relationship with the MD LCIF Coordinator, DG, Cabinet Members and Lions. | LCIF Coordinator | Ongoing |  |
| Identify Lions to assist with fundraising corporate, foundations, planned gifts, cabinet. | LCIF Coordinator | Ongoing |  |
| Club and Zone Presentations Monthly and throughout the year.  Inspire Lions to serve both Local and Global Communities. |  | Ongoing |  |
| Promotional Activities | Coordinator | Ongoing | Convention Display  Cabinet reports |
| LCIF Contributions – 5-10% increase annually |  | Annually |  |
| Leadership Activities  Knowledge of the LCIF Partnership |  | Ongoing |  |

## Emergency Grant Procedures

|  |  |  |
| --- | --- | --- |
| **Action Steps** | **Who is Responsible** | **Time Frame** |
| Clarify Action to be taken | Lions Relief Committee DG, Clubs involved | ASAP |
| Lions Relief Committee meets |
| Apply for LCIF Emergency Grant |
| While waiting on Approval, review procedures needed |
| Reach Out to Third Parties, e.g., Red Cross, EMO Identify Needs |
| Receive Grant and Vouchers, allocate to clubs |
| Work with Clubs re Purchasing and Distribution | Clubs, DG, LRC |
| Print Vouchers and Tracking Forms | LRC |
| Use funds within 30 days and submit full Emergency Grant Report. | LRC DG |

***OTHER LCIF GRANTS AVAILABLE, SEE THE LCIF WEBSITE & contact the District LCIF Coordinator***

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# S03 The LIONS FOUNDATION of MANITOBA and NORTHWESTERN ONTARIO, INC

**Preamble**

These two organizations operated as separate entities following their incorporation in the 1980’s, until a decision by the three districts at their respective Midwinter Conventions in 2005 created a single merged organization, utilizing one employee, one office and board members who serve on both sub- groups. The organization is governed by a board of directors elected to three year terms by the  Lions of Districts 5M10, 5M11 and 5M13. Also serving on the board is the seated District Governor  of each District and the chairperson of the Hearing Foundation – Canadian Division. The Board meets at least three times per year to conduct business and provide direction to executive members.

# In 2021 the former Lions Foundation of Manitoba & Northern Ontario Inc and The Lions Eye Bank of Manitoba & Northwest Ontario Inc amalgamated and is now known as “The Lions Foundation of Manitoba and Northwestern Ontario Inc”. The agency description; supports various programs for individuals living in Manitoba & Northwestern Ontario through the programs which include health, hearing health, medical assistance and housing for people who come into Winnipeg for medical appointments or treatments. The new foundation has pillars known as Helping Hands Program, formally known as Medical Assistance Program (MAP), Vision Programs, formally known as The Lions Eye Bank, Kidsight, Hearing Programs, and Serenity Suites, formally known as Rural Housing.

**Mission Statement;**

# Our mission: To support, promote and foster programs for the benefit of both children and adults that are in need of assistance who live in the communities throughout Manitoba and Northwestern Ontario. “Together We Serve”

##### Vision Program;

##### Provide assistance with eye exams and corrective eyewear, specialized vision treatments and equipment, vision screening for children (Kidsight Program), and donations of used eyeglasses. Also, to financially support the Buhler Eye Centre in the Misericordia Heath Centre, to purchase eye equipment not funded by a provincial Health Plan if requested.

##### The “Canadian Lions Eyeglass Recycling Centre” CLERC strives to provide necessary eyeglasses to those children and adults in developing countries around the world.

**Helping Hands Program;**

Provide assistance with non-medical costs related to transplant procedures, medical treatment and equipment,that is not covered by a provincial Health Plan. The program administers funds donated by public-spirited citizens and Lions Clubs in accordance with the guidelines set forth by the Foundation. Individuals send invoices for expenses they have incurred, the foundation issues payment directly to the service or product provider. Administration assists Lions Clubs in establishing trust funds for specific individuals in need of financial assistance. Initial Applications must be completed by a Lions Club.

##### Hearing Program;

The Lions MD-5M Hearing Foundation Inc. Canadian Division was established to assist the Medical Assistance Program where individuals suffer from hearing issues, and is now known as the “Hearing Program”.

The Hearing Program provides assistance with hearing screening and hearing aids for infants, children and adults.

It collects used hearing aids in order to have them refurbished and recycled for use.

**Serenity Suites;**

Provide a home away from home for Northern and Rural families in Districts 5M10 and 13 who require medical treatment in Winnipeg, providing furnished suites at a minimal cost with a home-like atmosphere, two meals per day and parking.

**Contact Information;**

Lions Foundation of Manitoba and Northwestern Ontario, Inc

320 Sherbrooke Street, Winnipeg, Manitoba. R3B 2W6

Phone; 204-784-1650

Email; [info@lionsfoundation.org](mailto:info@lionsfoundation.org)  
<http://www.lionsfoundation.org/>

##### Funding

1. Major funding for the **Vision Program** is derived through the annual *Journey for Sight* snowmobile ride held in January. A concurrent *raffle* for a snowmobile, as well as regular donations from Clubs, Parade of Green donations and other donations add to the total revenue.
2. The **Helping Hands Program** relies on donations from Clubs for revenue. Major fund raisers include: Parade of Green donations, and the District Governor's Charity choice if that is what they choose.
3. In order for individuals to receive financial assistance through the two programs, applications and shared funding come through local Lions Clubs.

##### Members

Every 5 M13 Lions Club in good standing is a member of the Lions Foundation of Manitoba and Northwestern Ontario Inc., and may put forward names of Lions to serve on the Board of Directors. The Board of Directors is elected at the District Conventions. Each of the districts, 10,11,13 have 4 directors who serve 1 three year term and may complete a second three year term, and then must be off the board for 1 year before letting their name stand again for election. The Directors are elected at their respective District Conventions.

##### Strategic Plan

**Our Vision:** Working together serving those in need.

**Our Mission:** To support, promote and foster programs for the benefit of all individuals that are in need of assistance who live in the communities throughout Manitoba and Northwestern Ontario.

##### Our Core Values:

* + **Compassion…**

Serving with care and empathy.

##### Respect…

We show respect to all.

##### Accountability…

To our stakeholders.

##### Integrity…

In all we do.

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps** | **Who Is Responsible** | **Time Frame** | **Resources** |
| Develop, maintain and update presentation materials and scripts on the programs for the District Governor and Directors. | Board Directors  Office Staff | Annually | Information materials,  Office |
| Inform all Lions and Leo Clubs about the programs’ purposes, goals, needs and achievements. | Board Directors  District Governor  Zone Chairpersons | Ongoing | Information packages,  Displays |
| Conduct public awareness program | Directors  District Governor  PR Chairperson | Ongoing | Information Packages |
| Collaborate with the Journey for Sight Ride Committee | District Governor  Board Directors | October |  |
| Promote the Stu Peever Award, submit a worthy applicant | Club Members | November |  |
| Provide information to members | Board Directors | Quarterly and if  necessary | Funds |
| Encourage fundraising initiatives such as donations, Parade of Green,  MB Lions Memorial | Directors,  District Governor  Club Officers | Annually | Information packages  Appeals for funds |
| Provide a display booth at conventions and other gatherings | Directors | November  April/May |  |
| Conduct presentations at Zone Meetings, conventions, public and Lion gatherings | Board Directors | Ongoing |  |
| Collect used eyeglasses and hearing aids | Club members | Ongoing |  |
| Encourage members and public at large to complete donor cards for tissue donation, or Sign up for life.ca Club Officers & Donor Cards | Board Directors | Ongoing |  |
| Promote the Serenity Suites | Board Directors  Clubs members | Ongoing |  |
| Continue to support Buhler Eye Care Centre Financially for equipment  if needed | Board Directors | Annually if  required |  |

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# S04 LIONS FOUNDATION OF CANADA *–* DOG GUIDES (LFCDG)

The Lions Foundation of Canada is an incorporated charitable foundation created and owned by the more that 2,000 Lions clubs of Canada. It was incorporated in 1983 and provides service to physically challenged residents in the area of mobility, safety and intelligence.

The registered charity is governed by ten Lions representing all provinces and territories in Canada, serving on a Board of Directors for a three-year term, headed by a Chairperson as elected by the Board of Directors.

Manitoba, NW Ontario & Nunavut form an area. Districts 5M-10,11,13 rotate supplying the Provincial Director every three years. The sitting Director, usually in consultation with the sitting Governor for that district, selects a qualified candidate to serve as Provincial Director. The candidate’s name and resume are then submitted to the Foundation’s Head Office before December 31st of the year prior to the commencement of the candidate’s term of office.

Facilities are located in Oakville, Ontario. In June, 1998 a kennel and puppy facility was opened at Breslau, for the purpose of providing a constant and high-quality supply of puppies to the programs. It is at the main building in Oakville that applicants receive training and suitable dog guides over a 26-day training period.

Dog Guide Programs:

1). Canine Vision- for people who are blind or visually impaired

2). Hearing - for people who are deaf and hard of hearing

3). Autism Assistance- for children who have autism spectrum disorder

4). Service- for people who have physical or medical disability

5). Seizure Response- for people who have epilepsy

6). Diabetic Alert- for people who have diabetes with hypoglycemic unawareness

7). Facility Support- for professional agencies assisting individuals in traumatic situations.

Funding for the program comes from Canadian Lions fundraising activities. These include: Walk for Dog Guides – in which owners are encouraged to get pledges and participate in an event, raffles, Project Maple Leaf, Guide Dog Sponsorships, LFC Memorial Forest and the Pet Wall Memorial, planned giving, Lions awards and fellowships, sale of various dog guide items, etc. Promotions have been held through mall displays and convention displays, showcasing the promotional items, such as clothing, etc.

##### Strategic Plan Vision

* To provide service to Canadians who are physically challenged in the area of mobility, safety and independence, and to assist other charitable endeavours as appropriate.
* That all 5M-13 Lions and Leo clubs support and value the right of the visual, hearing, physically challenged, and autistic people to have access to the mobility choices which include quality trained dogs.

##### Plan Description

1. Support the Canadian Dog Guide program
2. 2023, plans are underway for a new facility “The Difference”

At present The Kennel Expansion Program in Oakville, Ontario provides a facility which will allow up to 100 dogs to be housed at one time. It also provides a veterinarian clinic

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Items** | **Who Is Responsible** | **Time Frame** | **Resources Needed** |
| Assist with referrals placed | Provincial Director Information and for clients in need District Governor assistance from District Chair | Ongoing | LFC |
| Encourage each Lions Club in Manitoba and N.W. Ontario to provide financial Chair Support support to LFC Support | Provincial Director  District Governor District Chairperson | Ongoing | Support of LFC Zone Club |
| Encourage continued support in Districts 5M-10, 11 and 13; working closely with Leader Support the Provincial Director/LFC Chairperson liaison for assistance | Provincial Director District Governor providing Local Club Support | Ongoing | Support of LFC District District |
| * media interviews, presentations * establish programs & activities as a promotional program | District Governor Lions Clubs District Chair |  | PR Chair Support  Lions Clubs Support |
| Increase public awareness of the programs | Provincial Director | Ongoing | DG Assistance LFC Office |
| Maintain/update presentation materials | Provincial Director | Annually |  |
| Information and Guidance on data on the LFC Dog Guides Program from the LFC Office |  |  | LFC Office |
| Be available for info at conventions | District Chair |  | Directors |
| Encourage each Lions Club in Manitoba and N.W. Ontario to provide financial Club Support | Provincial Director District Governor | Ongoing | Support of LFC Zone Chair Support support to LFC District Chairperson |
| Encourage participation in fund raising of LFC activities: Governor Walk for Dog Guides Chairperson Lions Project Maple Leaf Clubs Judge Brian Stevenson Award Memorial Forest Donations “Opening Doors to Independence” LFCDG catalogue sales | Provincial Director District Governor District Chairperson | Ongoing | Support District  District Lions |

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# S05 LIONS MD5M HEARING FOUNDATION, INC., CANADIAN DIVISION

**History;**

The Canadian Division of the MD5M Hearing Foundation, Inc. was formed in 2000 to help serve the hearing needs of Manitoba and Northwest Ontario, and initially to help establish a universal newborn and infant hearing screening throughout the area. It is part of the MD5M Hearing Foundation, Inc., but operates as a committee (By-Law #2) of the Lions Foundation of Manitoba and Northwestern Ontario Inc. (Lions Eye Bank and Lions and Medical Assistance Programs). All residents in Manitoba and NW Ontario benefit from the research conducted at the Minnesota Lions Hearing Centre. This “Hearing Committee” has a membership of two Lions from each of Districts 5M-10, 11 and 13, appointed by the District Governors, one each year for a two year period. These members select their officers from the committee. Advisors are the Executive Secretary for the MD5M Hearing Foundation, Inc., and a variety of Health Care Professionals.

##### Vision (Complete change, now a pillar of the Lions Foundation of MB & NWO, INC)

That the Lions Foundation of Manitoba and Northwestern Ontario, Inc Hearing Program is one of the pillars of the Foundation with an added board member. The Board of Directors will be monitoring and planning ways to help serve the hearing needs of infants, children and adults in Manitoba and Northwestern Ontario.

The Lions Foundation of Manitoba and Northwestern Ontario, Inc was formed in 2021 as the new Foundation when the Foundation and the Eye Bank became one with pillars as described in S03.

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Action Steps | Who Is Responsible | Time Frame | Resources Needed |
| Lions Foundation of Manitoba & Northwestern Media and Ontario, Hearing Program promotion materials | The Directors | Ongoing | Social |
| Continue to work with Central Speech & Hearing to maintain the infant/children Loaner Hearing Aid Bank at all Audiology Sites in Manitoba | The Directors | Ongoing | printed |
| Encourage clubs to honour deserving Lions through the purchase of Decibel Awards accumulated donations | The Directors | Ongoing |  |
| Encourage clubs to honour deserving Lions through the purchase of Decibel Awards accumulated donations | The Directors | Ongoing |  |
| Develop and maintain a recycling program for Hearing Aids | The Directors | Ongoing |  |

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# S06 PROJECT NEW HOPE

**HISTORY:**

The District 5M-13 Cabinet passed the following motion in June, 2010: “That we accept *Project New Hope* as a 5M-13 project.” In November, 2011 Cabinet passed a motion “That we support in principal Project New Hope” in District 5M-13. Project New Hope Canada Inc. is a not-for-profit, non-political, educational and humanitarian organization.

##### Mission

The mission is to provide veterans and their families the education, training, and skills necessary to manage their lives after operational service through the provision of family retreats, seminars and workshops by:

**.** Creating activities and programs for veterans and their families:

**.** Aiding in the establishment of provincial and territorial chapters in Canada where requested; and

**.** Subscribing to the highest of ethical standards and principles relating to the implementation of support programs for our veterans and their families.

##### Plan Description

**.** Provide family retreats for service men after operational service to enable them to better manage their lives.

**.** To expand such services nationally.

**.** Program assessment and evaluation will be conducted on an ongoing basis.

**.** If needed, participants will be assisted in gaining additional support.

**\*\*\*At present we do not have a committee in place, June 2021. If and when this becomes a 5M-13 program or need; the action plan can be implemented. In the interim if an individual, family or families request assistance to attend a camp, we could possibly contact the Project New Hope MD5M Chair, and possibly individuals can join one of their camp retreat weekends.**

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| Action Plan Steps | Who | Time Frame | Resources |
| Use MD-5M as a model | PNH | Ongoing | MD-5M |
| Develop a fluid-form multi-material manual in electronic format to facilitate access to information and resources dealing with PTSD and OSI | Military Family Govt. Depts. Professional Staff | Now |  |
| Establish Partnerships | Military Family Recourse Centre | Ongoing | Time, effort |
| Prepare program – goals, staff, retreat workshop | Committee | Ongoing | Time, effort & contacts |
| Provide publicity; identify candidates, hold s sessions, evaluate carefully | Committee | Ongoing | Time, effort |

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# S07 RECREATION - CURLING BONSPIEL

##### Vision

**.** To annually host a successful District 5M-13 Lions curling bonspiel

##### Plan Description

**.** Encourage clubs to host this event and to let the organizers know at the bonspiel of their intent to do so.

**.** A request to host the event needs to be forwarded in writing to the District 5M-13 Cabinet.

**.** Select the next bonspiel host prior to the District Convention.

**.** All clubs need to be notified as to the location, date, costs, etc.

**.** Any profit will be split between the host club and a Lions Charity of the club’s choice.

Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Select host | DG/Cabinet | Fall | Convention |
| Advertise | DG/Cabinet/Host | Fall | Social media |
| Locate ice/rink | Host Committee | Fall | Manitoba Lion |
| DG/Cabinet representation at Awards Dinner |  |  |  |
| Set dates, times, entry deadline, etc. | Host Committee | Fall |  |
| Set types of games, ends, points, etc. | Host Committee | Fall |  |
| Set costs | Host Committee | Fall |  |
| Coffee, lunches, buffets | Host Committee | Fall |  |
| Motels, billets, Bed & Breakfast, etc. | Host Committee | Fall |  |
| Entertainment | Host Committee | Fall |  |
| Awards, trophies, presentation | Host Committee | Fall |  |
| Photographer, press | Host Committee | Fall |  |

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# S08 RECREATION *–* GOLF TOURNAMENT

**Vision**

# To annually meet the expectations as specified in the District 5M-13 Cabinet motion (2008 – 34): “That District 5M-13 hosts a District Golf Tournament on an annual basis with the first one being held inVirden or Oak Lake Beach, and thereafter clubs may bid for the opportunity to host this event, with profits to be split between the host club and a Lions charity of the club's choice.

**Plan Description**

# Due to the fact that clubs were not supporting the annual golf tournament and Host Clubs were needing to cancel for financial reasons, it was decided by District 5M-13 Cabinet to join the  MacGregor Lions Memorial Golf Tournament annually, held in June, and it has been a success.

**Action Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Date & Location –planning of the day | MacGregor Lions | June |  |
| Type – single, 4 person, scramble, Shot gun start, etc. | MacGregor Lions |  |  |
| Entries – single, couple, team | MacGregor Lions | June |  |
| Costs | MacGregor Lions | June |  |
| Obtain prizes, draws Availability of carts | MacGregor Lions | Before Event |  |

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# S09.0 YOUTH OUTREACH

# **MISSION :**

# **Provide leadership, knowledge and resources to help Clubs Develop capable young Canadians and empower the youth of District 5M13 to make a positive difference.**

The term “Youth Outreach” refers to the following youth programs:

S09.1 Leo Clubs

S09.2 Lions Quest

S09.3 Peace Poster / Peace Essay

S09.4 Project Maple Leaf

S09.5 Speak Off

S09.6 Youth Exchange

##### General Comment

##### Vision

* All 5M-13 Lions  Clubs place service involving youth at a high priority, and they support programs and initiatives that meet the needs of youth in their communities, as well as supporting Lions International Programs for youth worldwide.
* Each Lions Club should consider youth programs as integral and important to its club’s program of service.
* Efforts are to be directed toward recognition of young people’s contributions, as well as toward adults who dedicate their energies aiding youth. All Lions are encouraged to help and support youth by challenging them to learn, to achieve, to serve, to grow and earn awards.
* All Lions should seriously understand the Mission: To provide the young people of the world with opportunities for achievement, learning, contribution and service, individually and collectively, through sponsorship of activities identified as best practices in the field of youth development.

##### Plan Description

* + - Steps will be taken to ensure that the District Governor and the District Program Chairs are knowledgeable about Youth Programs so they can lead the Lions and Leos in service in their

district.

* + - The various district youth program chairs will prepare and make available information packages to be used by clubs in the implementation of youth programs.
    - Pursue liaison of programs with district schools and youth organizations.

##### Action Plan

* + - Information packages for each youth program are to be developed.
    - Action steps appear under each project’s section.
    - Responsibility lies with the District Governor and each District Program Chair.
    - Reminders sent to clubs in the district, concerning the following recognition items:  
      - Young Leaders in Service Award  
      - Young Ambassador Award  
      - Lions Quest Fellowship Award

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# S09.1 Youth Outreach - LEO CLUBS

The letters of Leo “L, E and O” stand for Leadership, Experience, and Opportunity. Leos are a youth organization of Lions Clubs International established in 1947 for people between the ages of 12 and 17. The purposes of the Leo Clubs are to promote service activities among young people, give Leos the opportunity to educate themselves, and to get experience in leadership and service activities. Being a Leo is also about making new friends in the neigbourhood, within the country, and on an international level. Leo clubs are non-political and non-religious.

##### Vision

**.** District 5M-13 will support the Leo clubs and encourage their formation in more communities.

**.** The District chairperson will develop public relations programs to educate Lions and their communities on the merits of Leo clubs.

##### Plan Description

**.** Steps are taken to ensure that the District Chairperson is knowledgeable about the Leo club program.

**.** The Leo chair will produce club level information packages on the Leo program.

**.** The Leo chair will keep informed of Leo activities, provide encouragement and assistance as required, and promote the Leo program.

**Action Plan Leo Clubs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Increase Leo awareness | Youth Outreach Chair  GAT | Ongoing | Material Package Handouts |
| Hold presentations at club and district levels | Youth Outreach Chair | Ongoing Convention |  |
| Have a booth/seminar at the convention | Youth Outreach Chair  District Governor | District Convention | Space Materials |
| Provide at least one article in the district newsletter | Youth Outreach Chair | Annually Special Event |  |
| Identify potential areas for Leo clubs in the district, and encourage local club support | Youth Outreach Chair  Zone Chairs | Ongoing |  |
| Charter additional Leo clubs in District 5M13 during the year | Youth Outreach Chair  District Governor | Ongoing | Budget Item |

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# S09.2 Youth Outreach – LIONS QUEST CANADA

Lions Quest Canada is a PreK-12 Social and Emotional Learning (SEL) program in use by educators in over 90 countries around the world.

Social and emotional skills provide the foundation for dealing with anger and frustration, preventing negative behaviours, and developing positive school behaviours that increases academic performance.

Social Emotional Learning;

* Self Management
* Self Awareness
* Social Awareness
* Responsible decision
* Relationship Skills

Connection to school, Positive Behaviour, Anti-bullying, Character education, Service-learning, Drug, alcohol, vaping and tobacco awareness

Lions Quest schools have improved school climate, student-teacher relationships, interpersonal skills, and commitment to service.

Evaluation studies report:

9% improvement in grades

57% decline in school absences

82% decline in school suspensions

44% decline in out of school suspensions

47% decrease in bullying

##### Vision

* The district chair will develop public relation programs to educate Lions and their communities on the possessiveness of Lions Quest.
* Strongly encourage school divisions in the district to promote that their teachers be trained in Lions Quest
* Lions Quest programs should be available in all private and public schools and homeschooling situations
* Lions Quest programs help develop young people into responsible, healthy and caring adults
* Awards are to be made readily available for deserving Lions and others.

##### Plan Description

* Steps are to be taken to ensure the Youth Outreach Chair is knowledgeable about the Lions Quest Canada program to serve clubs in the district.
* The Youth Outreach Chair will work closely with Lions Quest Canada Office to develop presentations, and now training and presentations can be conducted virtually which has been a real benefit as educators can join educators all across Canada
* The Youth Outreach Chair will be prepared for responsibilities in (1) knowledge of the programs, (2) organizing workshops, (3) distribution of materials and information, (4) maintain financial records, (5) updating of the strategic plan,(6) applying for LCIF grants for the district

Lions Quest CANADA *–* Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Increase Lions Quest awareness through Lions to schools and youth groups & Community Youth leaders | Youth Outreach Chair (YO) GAT | Annually Ongoing | Material Package  Handouts  Projector/ Computer & website |
| Media Coverage | YO Chair  Committee Coordinators | Ongoing | Information Materials Media Contacts  Social Media |
| Lions Quest Presentations | YO Chair | Ongoing | Publicity Materials Display  Power Point |
| Lions Quest Booth at Functions | YO Chair | District Convention | Publicity Materials Display |
| Presentations to Clubs | YO Chair  Zone Chair  Committee Members | Ongoing | Publicity Materials Handouts  Projector  Computer |
| Promotion in Schools | YO Chair Affiliate Trainers | Ongoing | Information Package |
| University Education Student’s Training | YO Chair | Ongoing | Funds, Trainer, Site |
| Information to School Divisions | YO Chair  School Staff | Ongoing | Information Pkg.  Lions Quest website |
| Workshops & Seminars | YO Chair Committee members | Ongoing | Trainers Funds Sites Coordinators |
| Finances | District 5M- 13 | Ongoing | Will need to make |
| LCIF Grants | YO Chair |  | reports regularly to |
| Encourage Fellowships | YO Chair |  | LCIF |

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# S 09.3 Youth Outreach *–* PEACE POSTER/PEACE ESSAY

The District Youth Outreach Chairperson is responsible for coordinating this annual contest that challenges young people to think about peace and express what it means to them through the medium of posters or through the expression of words. The Lion who serves as Chairman should be: well organized, creative, enthusiastic about the contest, available to clubs as a resource, and prepared to assist Cabinet in locating sponsoring clubs.

##### Duties

Duties include: become familiar with the rules of the contest; prepare a presentation for clubs; serve as a resource to clubs; promote participation through Conventions; work with the District Governor in capacity of judging; ensure winning entry gets to MD5M Council Chair; assist with club publicity of sponsored schools(s); update the strategic plan annually and assist clubs with judging procedures.

##### Vision

* All clubs place a high priority on the Contest.
* Each and every club sponsors the local school, at the minimum.
* Appropriate recognition is awarded and publicity secured.

##### Plan Description

* Create awareness of the program in Cabinet and Clubs.
* Provide suggestions for a plan of action
* Recognize efforts of participating Clubs.
* District winner of the Peace Poster contest will receive a certificate, a framed copy of their poster and $100 monetary award.
* District winner of the Peace Essay receives a certificate and a $100 monetary award.

##### Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible** | **Timeframe** | **Resources** |
| Know duties and responsibilities. | YO Chairperson | Spring & Summer | LCI Material |
| Set a goal – participating schools. | YO Chair DG  Clubs | May & Summer | LCI Material |
| Hold information sessions (Zone Meetings, Newspaper, flyers) | DG  District and Zone Chairs | Ongoing | Info packages  Social Media |
| Develop Presentation package for clubs | YO Chair | Ongoing | Package, |
| Awards Follow-up | YO Chair DG  Clubs | November/ May | Recognition Awards District Chair |
| First place winner recognition, convention or school. | Convention. Chair. Sponsoring Club. | District Convention | Convention |
| Recognize Clubs | YO Chair  GAT | District Convention | Certificates Display |
| Deadline for completion | YO Chair | November 15th | Posters to YO Chair |
| Deadline for Youth Outreach Chair  to forward to MD5M | Council Chair | December 1 |  |

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# S 09.4 Youth Outreach - PROJECT MAPLE LEAF

The Project Maple Leaf activity develops patriotism and Maple Leaf in our flag and our country among the very young in our schools (Grade 1), while at the same time providing valuable public relations for Clubs. The Chair’s responsibilities include the following: encourage club participation, provide information (flag, certificate, flag history), encourage positive publicity, encourage clubs to contact local Grade 1 educators,

##### Vision

* + Project Maple Leaf enables positive publicity for the local club and Lions.
  + Promotion of Lionism through this activity.
  + Instill in young people Maple Leaf in their flag and country.
  + Financial help to LFC through surplus program funds from purchasing presentation kits.

##### Plan Description

* + Develop and maintain an effective public relations program.
  + Encourage contact with local schools.
  + Create awareness of the program in the public and in Lions.
  + Encourage participation at any time of the year

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps** | **Who is Responsible** | **Time Frame** | **Resources** |
| Information Material | YO Chairperson | September | Package |
| Promotion of Project Maple Leaf Program | District and Zone Chairpersons | Ongoing | LFC |
| School Contact | Club Chairperson | Anytime/  Year | Principal |
| Clubs Order Materials | Club Chairperson | September | Order Forms |
| Outline for Club Presentations | District Chairperson  Club Chair | Ongoing | Presentation Material |
| Connect with clubs and promote this program in Grade 1. | YO Chairperson | Autumn | Club reports & contact with clubs |

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# S 09.5 Youth Outreach - SPEAK OFF

This youth project was started on 2000-2001 to provide students with an opportunity to think about current issues; organize their thoughts and ideas; and to present their ideas publicly.

##### Vision

* + - To annually hold successful “Speak Off” contests at the club, zone and district levels.

##### Plan Description

* + - Encourage the formation of club Speak Off committees for local contests.
    - Inform Clubs of Speak Off rules:
      * co-educational contest;
      * available at three levels: Middle Years - Grades 6-8; Grades 9 & 10; and Grade 11 & 12;
      * participants must be attending a Manitoba Department of Education sanctioned school;
      * speeches of 4-6 minutes (5 point deduction for 1/2 minute or portion thereof to be assessed;
      * contestants may use notes – excessive reading to be penalized;
      * speakers are expected to use the microphone supplied;
      * speeches must be original, on a topic of speaker's choice;
      * at the end of speech, two questioners will pose questions to the contestant, based on the speaker's topic;
      * order of speaking will be by assigned numbers drawn prior to the contest;
      * speeches will be evaluated in 4 categories – delivery, material, response to questions, and language and grammar. Each of the following will be scored out of a possible 10 points: voice/modulation; enunciation; pace; poise/confidence; organization; clarity of message; speaker’s passion for topic; grammar/language; response to questions adequate & logical; and was the response to questions made in a clear and fluent manner.
      * A speaker’s resume is needed for introductory purposes and needs to include: name, age, grade, school, parent(s) names, address, phone numbers and email, sponsoring Lions club, hobbies, career aspirations, and other relevant information.
    - Prize standards for age categories will be 1s t- $150, 2nd - $100 & 3rd - $50 –events and contests results.
    - Prize standards for the age Grade 11-12 will be: 1st - $200, 2nd $100, 3rd $50.00
    - The Grade 11-12 winner will have the option of selecting a $1000.00 bursary towards the Youth Exchange Program. If there is only one (1) participant in the Grade 11/12 category, the participant must receive 35/40 on the judging marks in order to be eligible for the 1st prize, $200.00 or the $1000.00 bursary towards the Youth Exchange Program. If the score is less than 35/40, the participant will receive $150.00

Action Plan

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| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Encourage clubs to form Speak Off Committees and encourage participants | YO Chair  Zone Chairperson Club President | December, complete by January 15th | Up to $100 for awards Judges/Questions Certificates of Appreciation |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Inform clubs as to the Speak Off Rules. Note deadlines. | YO Chair  Zone Chairs | Early spring ongoing |  |
| Organize District Speak Off Contest | YO Chair | October prior to Convention | Banquet re awards Certificates of Appreciation M.C., Judges, Timekeeper, Questions, Meal Costs |
| Publicize the event, contest, and winners | YO Chair | Ongoing | Public newspapers, Social Media |
| Establish a budget including age category cash awards and $1,000 for Grade 12 winner to cover possible selection of Youth Exchange Program | YO Chair  District Treasurer | Last Cabinet meeting of the Lions Year | Budget |
| Inform sponsoring clubs that their responsibilities include making arrangements for transportation and other costs relating to the contests. | YO Chair  Club Presidents | With first Contact | Verbal & written communication |

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# S 09.6 Youth Outreach *–* YOUTH EXCHANGE

The Youth Exchange program is conducted by Lions who combine an interest in improving international relations with sponsoring a youth activity. The chairperson must be familiar with the District Youth Exchange Chairman’s Guide, policy statements on youth activities and international relations, screen host families and participating youth, carefully record finances involved, and ascertain that all youth traveling abroad have the necessary travel documents and are adequately insured.

##### Vision

* That all Lions and Leos put service to youth at a high priority and that they support youth programs.
* That all students’ ages 15 to 21 in 5M-13 who want to be involved in the Lions Youth Exchange program will have the opportunity and that the international students who want to visit communities in the District will be provided with host families. During the three weeks stay students may have more than one host family and a camp experience.

##### Plan Description

* That the Youth Exchange chairperson is knowledgeable about the program in order to lead those they serve in the District.
* That the chairperson will provide an information package to each club in the District.
* That Youth Exchange programs are held.

Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Work to have youth exchange students come into the District & one District student visit another country | Youth Exchange & Youth Outreach MD- 5M | Annually – no later than March | Finances |
| Provide information through meetings, displays, reports and newspaper articles | YO Chair  Zone Chairs | Ongoing | Manitoba Lion Newsletter |
| Identify host families to meet exchange student needs | YO Chair | February |  |
| Organize a summer camp for all the Youth Exchange students | YO Chair | May |  |
| Provide the senior speak off winner the opportunity to either participate in the youth exchange program or receive the cash award | YO Chair | Annually |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Maintain suitable camping materials | YO Chair | Ongoing | Funding |
| Encourage clubs to promote the project & provide assistance to participants | Club Presidents | Ongoing | Club responsibility |

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# 018 ZONE CHAIRPERSON

##### Vision

* Provide the leadership and support to Lions and LEO Clubs and the district, so that District 5M-13 can be a strong viable district, doing what Lions do: “Serve”.

##### Plan

* Focus and share Lionism Leadership and communicate activities with clubs
* Attend Leadership Training provided by the District, MD5M and Lions International.
* Be an interface between the clubs and the District Governor.
* Provide strong support to the District Governor in meeting District goals and accomplishing District Strategic Plan actions.
* Highlight our accomplishments as Lions to encourage our Lions and Leos in working as a team to accomplish our goals of service.

Action Plan

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Promote Lionism and be knowledgeable of District goals and strategic plans | Zone Chairperson | Ongoing | Strategic Plans/goals |
| Participate in leadership seminars and training sessions | Zone Chairperson | As Scheduled | Virtual training webinars  District Training sessions  LCI Learning Centre |
| Know the basic responsibilities of the Zone Chairperson & develop your annual plan, set yearly goals | Zone Chairperson | Upon Appointment Ongoing | LCI Zone chair Seminar online  Zone Chair Training  Develop a self action plan |
| Work directly and indirectly with other Zone Chairpersons, Clubs, DG Team | Zone Chairperson | Ongoing |  |
| Know your clubs: President & Secretary Chartered Date Significant Past  Programs,Fundraisers Membership Growth (?) **.** Reduction (?) New Club Areas Leadership – strength/weakness Action needed – club support | Zone Chairperson | Upon appointment  Ongoing | Able to submit a report to all Cabinet meeting 4 x year |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Assist Program Chairs in promoting their programs and funding | Zone Chairpersons Program Chairs | Ongoing | Zone Meetings |
| Schedule Zone meetings for the entire year (3-4/year)  September, November  February, April | Zone Chairperson | August | All dates shared with club presidents in August |
| Send out zone meeting notices at least 30 days before the meeting | Zone Chairperson | As per schedule | Email or Phone |
| Plan your Zone meetings carefully/Set up a program speaker | Zone Chairperson | In Advance | Send agenda to all clubs, 15 days before the meeting |
| Provide your Zone clubs with District information and take District items to the District Cabinet meeting | Zone Chairperson Club Secretary reports | Quarterly |  |
| Contact any club not attending Zone meeting to discuss the reason | Zone Chairperson | Ongoing | Telephone rather than email |
| Submit Zone meeting reports within seven days of the Zone meeting to GAT | Zone Chairperson | As Scheduled | Email |
| Prepare & Submit Zone reports for each Cabinet Meeting to Dist Sec. | Zone Chairperson | As Scheduled |  |
| Visit all clubs in your Zone at least once/year | Zone Chairperson | During Year |  |
| Receive, review and act on membership and activity reports | Cabinet Secretary GAT | Ongoing | LCI Monthly Healthy Club Assessment |
| Contact clubs whose membership reports and Service reporting is not current | District Governor Zone Chair | Ongoing | LCI Monthly Healthy Club Assessment |
| Contact clubs whose dues are in arrears and have them forwarded as requested | Zone Chairperson  Dist Treasurer  District Treasurer | Ongoing | MYLCI Statements |
| Attend District Governor’s visitations in your Zone, a common courtesy to be given their schedule | Zone Chairperson  DG | Ongoing | District Governor’s visitation schedule |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Steps Needed** | **Who is Responsible** | **Timeframe** | **Resources** |
| Work in partnership with the GAT | GAT | Ongoing |  |
| Provide leadership training to the clubs in your zone, be comfortable with club orientation, Secretary reporting | Zone Chair GLT | Ongoing | LCI training seminars online, sit at your computer and train yourself! |

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# 019 ROLE OF THE DISTRICT OFFICER

PLANNING YOUR YEAR

1. District Cabinet Meeting
2. Zone Advisory Meetings
3. Club Visitations
4. District Conventions
5. District Conferences
6. Multiple District Conventions
7. Multiple District Conferences
8. District Officer Training Schools October & March
9. Special Events to Attend
10. As a DGE, prepare your Cabinet by March 31st

PREPARATION

- Set your district goals and circulate with the district cabinet

* Know Clubs, Zone and District
* Know elected and appointed District officers
* Review Zone and District programs
* Review protocol
* Review/Be familiar with the Lions Constitutions, District, MD5M & LCI
* Consult Past District Officers if and when necessary
* Communicate with other District Officers
* Write MODEST resume, as you may be asked for it.
* Select Cabinet Secretary & Treasurer
* Prepare visitation schedule
* Inform family and employer of your schedule
* Arrange for travelling companion if needed
* Work on an appropriate speech to portray the Lions message
* Decide and arrange for a District Administrator to assist with your administration duties
* Choose a mentor, usually a current PDG if you desire that you feel comfortable to discuss matters, and ask for direction.

WHAT DO I TALK ABOUT ON MY OFFICIAL VISIT & also what to be aware of…..

* Operation of club and its history, read about club on MYLCI
* Club accounts if necessary, any o/s accounts with LCI or 5M13
* Membership and service activity reports are they up to date??
* Governor’s efficiency contest, if you decide to have one.
* Encourage 100% Presidents and Secretaries award
* Benefits of interclub visits
* Membership
* District Chairperson’s activities; be sure they are doing what is expected of them.
* Importance of Zone meetings and for members to attend.
* Lions International programs – Keep it light

##### BEING A DISTRICT OFFICER

**PERSONAL TRAITS ASSOCIATED WITH LEADERSHIP**

1. Knowledgeable with Lions and familiar with Lions Clubs International
2. Ability to be effective and efficient
3. Ability to motive yourself and others
4. Emotional stability and self-control
5. Leadership, Planning and Organizational skills
6. Strong desire to achieve your goals
7. Ability to work with individuals & committees
8. Confident in making decisions
9. Be a TEAM player
10. Be comfortable to delegate responsibilities
11. Necessary basic technical skills, very important now in our virtual world.

**WHAT LEADERSHIP IS OR IS NOT** Leaders are supposed to motivate, delegate, solve problems, make decisions, and give directions; but, the only meaningful definition of a leader is – *one who has* followers*.* If you can’t get people to follow you, you are not a leader. Leadership is directly associated with management - accomplishing work through the efforts of others.

*Which way did they go?*

*How many of them were there? How fast were they going? I must find them!*

*I am their leader*.

**“The Greatest Leader is not necessarily the one who does the greatest things. They are the one that gets People to do the greatest things”**

##### DISTRICT OFFICERS ZONE CHAIRPERSONS

**Image**

* + Remember who you are
  + Dress appropriately for the occasion
  + Lions Pin
  + Enthusiasm
  + Be yourself
  + Mix and mingle
  + Careful Drinking
  + Limit jokes and watch language
  + Don’t travel alone
  + Limit private conversations
  + Make it easy for them to respect you
  + Have fun!!!!

BE PREPARED TO:

* Induct new members
* Install Officers
* Present awards
* Introduce people
* Thank people
* Toast to Lions Clubs International
* Reply to toasts
* Answer questions about Lionism
* Discuss Roberts Rules of Order
* Support the Governor and their goals
* Discuss/interpret International, Multiple, District Constitution & BY-Laws
* Advice on proper protocol & Be familiar with protocol

YOUR BRIEFCASE SHOULD CONTAIN

* Your modest resume
* New member induction script
* Officer installation script
* An appropriate toast to the spouses
* A current Lions International Constitution
* A current Multiple constitution
* A current District constitution
* A copy of Roberts Rules of Order
* Information on International Programs
* District Strategic Plan
* Information on protocol

##### ZONE CHAIRPERSON – SPECIFIC DUTIES

* Know your clubs
* You are the eyes and ears of the Association
* Plan your Zone meetings carefully
* Invite DG, other Cabinet members & Program Chairs
* Invite Leos
* Invite an interesting and informative speaker, one of the district program chairs
* Complete Zone meeting reports (include who was present)
* Discuss problems, if any, with reporting to MYLCI , MYLion and club accounts
* Revisit clubs who are having difficulty
* Attend Charter Nights, Anniversaries, etc.
* Keep your Governor and Vice Governors informed
* If you are asked a question that you are not sure of the correct information, say I will get back to you, and do so in a timely manner.

# 020 PROGRAM CHAIRPERSON *–* ACTION SUGGESTIONS

##### Your Selection

Selection is based on: respect in District; knowledge of District clubs; knowledge & interest in your project; personal drive with proven abilities to get things done, ability to work with others; and ability to communicate. You want to meet these expectations.

##### Your Job Description

* 1. Develop detailed knowledge of your project

**.** Assemble latest data & information on your project

**.** Define your project: What is it? What are the goals? Who does the project serve? How is the project used? What are the annual project and budget needs?

**.** What are the future goals and what is required to meet them?

**.** Provide a history of the project, its accomplishments to date, and the Lion involvement

* 1. Provide Information on Your Topic

**.** Prepare a presentation, using the above information, to use with Lions clubs and others

**.** Educate every District Lion on your project - goals, accomplishments & needs

**.** Encourage every Lions club to support your project

**.** Provide a program to each club at least once every two years

* 1. Be a District Officer

**.** Attend District level leadership training

**.** Attend District meetings & conventions

**.** Utilize the Lions Learning Centre on LCI for self education.

##### Strategic Plan

**.** Each Project Chairperson is responsible for assisting in the preparation of an annual strategic plan.

. It involves: a vision, plan description, and an action plan which includes the action steps (How?), who is responsible (Who?), time frame (When?), and resources needed (What?). Report changes/updates to the LRP Chair.

##### Communicating Your Plan

* 1. Oral Presentations

**.** Prepare a brief (2-3 minute) presentation for your project – brief background, vision, progress to date, future needs

**.** Prepare a longer Power Point presentation (10-15 minutes) – introduce your topic: provide project information: use video, film – if suitable; be enthusiastic; sell your project; and provide time for

questions and answers.

**.** Present according to the occasion

*Club* – note time, group size, publics; *Zone* – check with zone chairman regarding presentations; *Cabinet* – provide a written report, using your strategic plan to indicate progress & future plans, for records; give a brief overview or stress important points; *Convention –* Presentation.

* 1. Written Communication
* Contact clubs as to your project and solicit support; prepare project article(s) for the “Manitoba Lion”; prepare reports for Cabinet; a display may be in order
  1. Speaking Engagement
* A successful speech requires planning, preparation and practice
* Identify your purpose – what ideas are you selling?  What results do you want?
* Your speech – opening statement to capture audience; message – points you want remembered; closing – summarize and sell
* Questions – Listen for content and intent; repeat the question; take one question at a time; do not guess – follow up may be necessary
  1. Project Evaluation

1. Develop and know your Strategic Plan
2. Regularly review your progress
3. If changes are required, make them
4. Use your plan as your guide
5. At the end of the year do a self- evaluation based on your strategic plan
6. Prepare recommendations for the following year
7. Give any changes and suggestions to the District Long Range Plan Chairperson prior to the end of the Lions year (June 30th)

# 021 CLUB EXCELLENCE AWARD

# Form available on LCI website, Complete by August 31st

Our Handbook, together with our constitution and by-laws, outlines the expectations of our district cabinet members. As for our clubs, let us set goals including the criteria required for a “Club Excellence Award”. Cabinet and clubs will work together to meet their goals. Our District will make every effort to meet our International President’s theme and goals.

To qualify for the award a club must further the objectives of the association, adhere to the association’s constitution and by-laws and policies, and meet each of the following requirements:

1. **MEMBERSHIP-**

Achieved a net membership growth, or chartered a new club or LEO club or Branch Club

1. **SERVICE-**

Contributed to LCIF, or started a new project, or three project events hosted by the club

1. **ORGANIZATIONAL EXCELLENCE-**

Club in good standing, not in Status Quo or Financial Suspension.

District Dues paid, no unpaid balance with LCI greater than US$50 outstanding for more than 90 days.

Key officers participate in one or more of the following leadership training events, District, Lions Learning Centre, International, Multiple District, Webinars

Improved club operations. Use the CQI opportunities

1. **MARKETING & COMMUNICATION-**

Club has publicized its service activities

# 022 ROLE OF THE DISTRICT ADMINISTRATOR

**Vision:** To assist the District Governor with district administration duties and indirectly strengthen the district

**Plan:**

If the District Governor decides to appoint someone to act as the 5M-13 District Administrator the “Access to MYLCI Form” needs to be sent to Lions Clubs International (LCI) by the District Governor Elect, by mid June, so that he position can take immediate effect after the International Convention in July, and send to [MemberServiceCenter@lionsclubs.org](mailto:MemberServiceCenter@lionsclubs.org)

**Job Description;**

a. Assist the District Governor and Club Secretary’s as requested

b. Assist and update club member’s information in MYLCI as requested by the Club Secretaries

c. Monitor the “Monthly Club Health Record and Re CAP of Accounts Form” that is emailed from the District Governor monthly. Share the clubs in arrears with the Global Action Team (GAT)

d. Follow up with clubs who are not reporting membership to MYLCI and Service to MyLion monthly

e. Forward emails to clubs from the District Governor as requested

f. Assist club secretaries with reporting procedure and give online training as required

g. Correspond with LCI if requested by clubs with their concerns, and copy Lions Club Secretary on the email. Be sure that the reply gets reported to the club.

h. Annually in March, start working with the club secretary's to collect the "New Officers" information for the coming Lions Year. Look at the information on MYLCI to see if all required information is correct. Be sure that email addresses and phone numbers are available. If not contact the individual and obtain the correct information. Then update the member profile in MYLCI.

i. Send reminders to clubs who qualify for the”Club Excellence Award"

j. Present at District Leadership seminars if requested by the Global Action Team (GAT)

**WHO TO CONSIDER FOR THIS POSITION:**

* A current Past District Governor or a Lion who is organized and willing to carry out the duties of this position

- Someone who has knowledge of the district and the clubs in the district

* Someone who is comfortable with technology and has good communication skills

# 023 Conclusion

##### A PLAN IS . . .

A design blueprint, a procedure, a goal, an objective, strategies and a Living Document.

##### A PLAN IS A LEADERSHIP DOCUMENT

…which provides organizations of Lions with resources, coordinates the work, controls the efforts of subordinates, gains cooperation among Lions Clubs International, stimulates Lions to perform and achieve, and provides for a review and evaluation of planned activities.

… to identify the needs and guidance for the Lions in District 5M-13 to accomplish their goals during their Lions year.

… even as this plan is provided to the Lions of District 5M-13 Cabinet, changes can be immediately inserted to improve our organization and better provide service to those in need, and report changes for the next document update.

**A Plan** is a changing document and must be regularly updated to meet new requirements;

Or just plan **“to do things better**”. Hence, as each Lion envisions a need to improve a vision statement or update the action plan, do not hesitate to provide input to the 5M-13 Long Range Planning Chair at any time and take immediate action to better the Lions motto,

##### “WE SERVE”

.

**LEADERSHIP** is the foundation on which **PLANNING,**

Effective **COMMUNICATION**, Dedicated **COMMITMENT**, &

**TEAMWORK**,

Make **VISIONS** happen.

##### IMPLEMENTATION AND COMMITMENT

##### ARE THE FOUNDATION FOR ANY PLAN’S SUCCESS!