



Highlights

Public Relations Proposal

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MD-14 Global Membership Team

Lions Year 2021-2022

August 2021

G.O.A.L. ... Get Out And Look!

It's not just another acronym in Lionism, it is "an Action Item."

Actions are needed now more than ever, so we need to get out and look for areas not being served by a Lions Club. Everywhere you look there are empty spaces! Keep your eye on the goal.

According to dictionary.com, **goal** can be defined as 'an aim or objective that you work toward with effort and determination.'

Have you determined your District Goals for Orientating New Members; Mentoring Potential Leaders; and Partnering with Local Groups Focused on the Same Goals?

Now is the time to set those goals in motion! Do not wait until summer is over, nor fall begins, nor waiting for the snow to quit falling!

To assist with increasing membership

throughout the state of PA, a potential Public Relations Grant could be awarded to display public billboards in your districts. With 10% matching funds for a \$15,000



Newly Chartered Blossburg Area Lions Club with 23 members and the average age of the Lions - 46!

grant, applications can be completed for the matching funds from other organizations.

Please see the attached contract with District 14-G. We have purchased an additional billboard to cover our geographical area. LaMar Advertising has permitted any District to use our layout, your district will need to

supply four Lions faces and the billboard can be printed.

See further information on page 3. It would be wonderful for many of the districts to participate and display the billboards at approximately the same time.

Get Out And Look for the perfect spot to place your billboard along the most populated highway OR where a possible club could be formed! Remain focused on your goals for increasing membership for more hands to serve!

THERE IS
NO TIME
FOR NEGATIVITY...
THINK
Positive
BE
Positive
AND
WALK AWAY
from
NEGATIVE ENERGY



heather jillison

Membership Chair



District Governor:

As you proudly wear this pin, have you chosen the BEST Lion to be the Membership Chair for the District? Hmm . . . Are you ready to be a role model for the GAT? It's a one-year position, BUT 365 days comes faster with no planning. What is your plan for this Lion's year? Is the GMT supporting your plan of action?



Are they passionate about Lions for the district?

Do they actively sponsor new members?

Are they good at presentation skills?

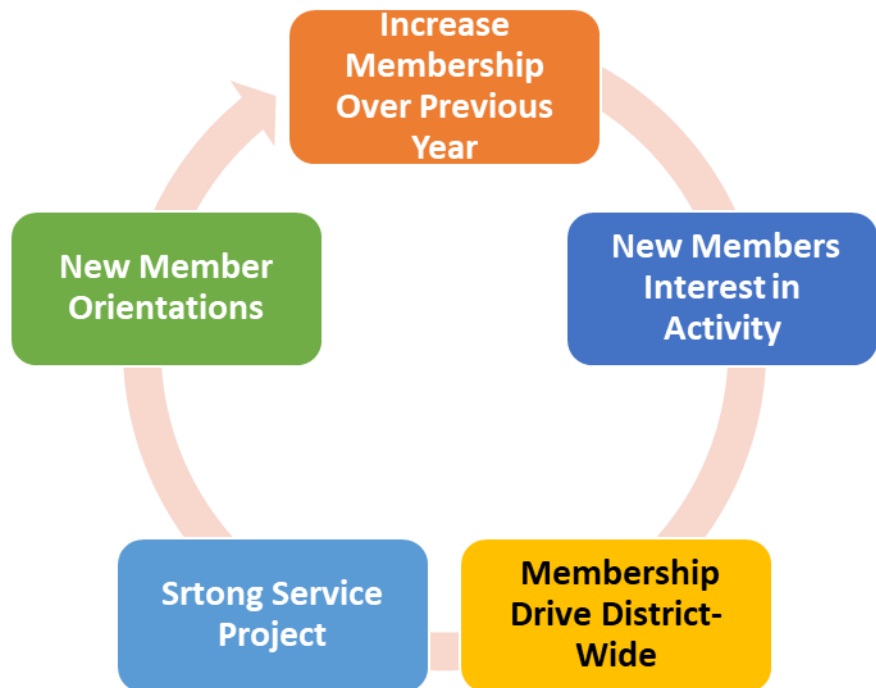
Do they have the ability to use technology?

Roles and Responsibilities of the Global Membership Chairperson

Club Membership Chairperson

Follow the same guidelines as the District GAT

- Club Global Membership Chair reports to Club GAT chairperson, which is the club president
- Club President reports to the District Global Membership Chairperson
- District Global Membership Chair reports to the State or Multiple District GMT



As the GMT club membership chairperson, you will bring Melvin Jones' dream to life - that every need can be met by a Lion or Leo. By bringing new members into your club, not only will you develop new friendships, but you will ensure your club will have stronger foundation to serve your community and the world. You will impact lives!

How Will We Increase Membership?

Public Relations Grant Program (FY 2021-22)

Strong programs that make a difference in communities are key to effective public relations activities for Lions clubs. Public relations (PR) grants to promote multiple and single district-wide programs will be given on a first-come, first-served basis to increase public awareness of Lions Clubs International.

Applications submitted between the December Marketing Committee meeting and January 31 must show that the proposed PR activities can be completed within four months.

Questions:

publicrelations@lionsclubs.org.



Funding Criteria:

Budget for this PR Program is \$400,000 annually. Applications are viewed quarterly with a higher percentage of clubs within the Multiple District. **Program must impact the entire multiple district.**

“Approved PR grant applications from single and multiple districts will receive a portion of their approved grant funding upfront, with the final second payment to be reimbursed after a complete post-report is turned in and all PR grant activities have concluded. All PR grant recipients must show they made a minimum of a 10% match to their grant award in the required post-report.”

Application Category	Maximum Grant Amount	First payment Amount	Second Payment Amount	10% Matching Required
Multiple District	\$15,000	\$10,000	\$5,000	Yes. \$1,500

Grant recipients must:

- Consult the Lions Clubs International Brand Guidelines.
- Clearly show and display the Lions logo in their campaign materials.
- Share concept artwork with Lions Clubs International prior to production.
- Use Lions Clubs International Brand Guidelines and official logos. www.lionsclubs.org/brand.

10% Matching Funds
of \$1,500 - Apply to

⇒ LOPF Foundation

⇒ NEPALSF Foundation

Process:

*MD Governors approval

*Signers: CC & Program Chairperson

⇒ Report within 30 days

⇒ *Grant Recipients not submitting post-report will not be eligible in the future

Section Topic	Suggested Section Details
Step 1: Project Evaluation	Provide a detailed overview of the program
Step 2: Project Impact	Share all relevant data from your program activities.
Step 3: Project financials	Provide a detailed accounting record of how the PR grant funding was spent
Step 4: Project Creative	Attach photos, links, or mail-in samples of any produced items.

They're a NEW Member: What's Next ...

Importance of Orientation

WHAT NEW MEMBERS NEED TO KNOW

How Does the Club Function?

What is their Role as a Member?

Bigger Picture of District & Association

Goals within the Club

History of Tradition of the Club

Expanding the Learning

LCIF and It's Impact



"It's More Than Just a Welcome To Our Club"

HOW-TO GUIDE™

New Member
Packet

Timing	Theme
Day 1	Welcome to Lions
Day 30	Service Impact
Day 60	Global Connections
Day 90	Service Framework Global Causes
6 Month	Your Membership
9 Month	LCIF and It's Impact
1 Year	Happy Anniversary!
18 Month	Your Life's Journey
2 Year	LCIF Donations
2.5 Year	Global Actin Team Overview
3 Year	Expand and Diversity Your Club's Membership

Include:

- ⇒ Orientation Guide (ME-13a)
- ⇒ New Member Induction Kit
- ⇒ Basic Mentoring Guide(ME-11)
- ⇒ Contact Information of Club Officers
- ⇒ Club's Newsletter
- ⇒ District Newsletter
- ⇒ Fact Sheet on Elections & Awards
- ⇒ Lion Magazine
- ⇒ Supplemental Information

ALL NEW MEMBERS

Should receive this Information by Your District GMT and the Orientation

Club District Charter Date Members

Jacobus Area Lioness Lions Club District 14-C	06/09/21	40
Blossburg Area Lions Club District 14-G	07/26/21	23
Cowanesque Valley Lions Club District 14-G	05/27021	21
Sayre-Athens Lioness Lions Club District 14-G	05/24021	14
Moore Township Lioness Lions Club District 14-K	06/03/21	19

Was Training Received for New Club?

Club Excellence Award 2020-2021



Finished your year with growth in membership

Promoted club's events to your community

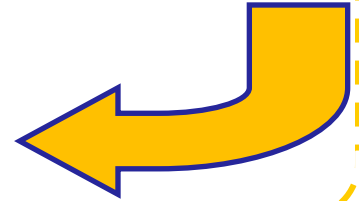
? Club participated in 3 service projects

Apply now for the [2020-2021 Club Excellence Award Application](#) and make it a tradition annually!

For questions, inquiries or to submit your Club Excellence Award Application you may contact us clubexcellenceaward@lionsclubs.org or by phone (630)468-6828.

"Clubs that excel in community service, membership growth, communications and organizational operations may qualify for the prestigious Excellence Awards."

Submit by August 31



Partnerships: Local Development



#112329752

A partnership is a group of organizations that share a common interest and agree to work together toward a common goal.

This will:

- ◆ Compliment club strengths
- ◆ Help fill capacity gaps
- ◆ Skills to improve service project
- ◆ Advocate for joint goals

On lionsclubs.org in search engine type: *partnerships* (provides guidelines)

Partner With:

- ◆ Non-governmental organizations
- ◆ Private business/corporations
- ◆ Fire/Ambulance Companies
- ◆ Veteran Organizations and Auxiliaries



What's the History of the Global Action Team?

The GAT began as a series of separate teams, the Global Membership Team (est. 2008), Global Leadership Team (est. 2010) and Global Service Team (est. 2017), which were united in 2017 to form the Global Action Team.

In 2019, the Lions Clubs International Board of Directors resolved to further unify the teams by breaking down the GLT, GMT, and GST to provide cohesive leadership across all levels of Lions. Today, the Global Action Team is aligned to create lasting impact through action from the club level to an international scale.



Fall Symposium

October 16– Harrisburg
October 17–Johnstown

Spring Fling Symposium

February 12– Harrisburg
February 13– TBA



Guiding Lion

September 18-Harrisburg
Pre-register by September 10

Membership Connections

April 10, 2022-State College
Pre-register by March 20

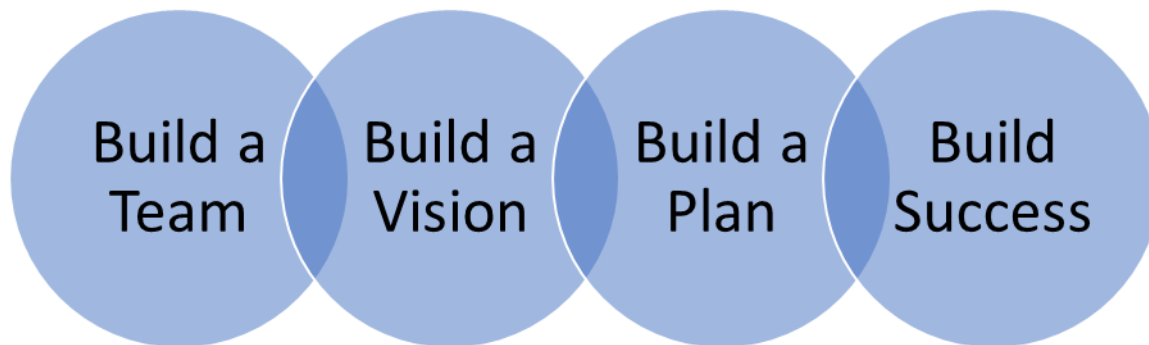


All Districts and their clubs should be reporting at least twice a month.

Zone Chairs are suggested to call their respective clubs and encourage each to submit one service activity.

Global Membership Approach

*Where there's a need, there's a Lion—when our membership grows, our communities grow.
Our service strengthens. Our future brightens.*



Form YOUR
Team by
August 15, 2021

State YOUR
Goals for YOUR
District (due to
ID Cindy Gregg
by now)

Layout the Plan
to Reach Goals
August 20

Action on Plans:
1st Goal - September 15, 2021
2nd Goal - October 30, 2021
3rd Goal - January 30, 2022
4th Goal - April 1, 2022

District Governors:

Please send me the list of YOUR Team Members;
Goals and the PLAN of Action by August 20; and we will begin to
Monitor YOUR Goals - First Goal is Due September 15 (list new members, & new clubs)

MD-14 Membership

LCI MEMBERSHIP REPORT

MONTHLY REPORT

As of August 4, 2021 10:00 p.m.



MD-14 TOTAL MEMBERSHIP

16,954

LET'S GET THIS TO 17,025

by SEPTEMBER 15, 2021

DISTRICT	NEW MEMBERS	TOTAL MEMBERS	District GMT
A	3	1451	Tom Vasek
B	8	719	Yvonne Parhetta
C	3	1167	Lisa Griffie
D	7	1247	Mike Schaeffer Robin Helm *(F&W)
E	11	797	Bill Granger
F	1	1024	Scott Ladner Kiriam Kraut *(F&W)
G	42	1646	David Rockwell
H	6	766	Fran Stepkovitch
J	4	732	Harry Kornprobst
K	3	746	Karen Brady
L	8	930	Anna Clark
M	16	1035	Richard Tinsmith
N	10	939	Rita Swesey Linda Gibala *(F&W)
P	6	987	Matt Hensinger
T	8	1238	Samuel Wagner
U	5	909	Matt Uroskie
W	7	621	VACANT

*F&W: Family & Women's
Specialist



Dear DG's, District GMT Chairperson, and Club GMT's:

As we begin the Lions Year 2021-2022, we need to keep focused on membership to help with guiding leaders and providing more service to those in Pennsylvania. So, how do we stay focused? Make the plan, follow the plan, monitor the plan, and meet each goal.

Creating a timeline for the state as the MD-14 GMT will support our efforts and remain on our goal setting. Do we ever feel like we have hit a brick wall? CERTAINLY! Our batteries will run down at times, but it is how we recharge the batteries to keep going that is viewed in the bigger picture.

Persevere— you will be glad you did when June 2022 arrives!!!

In Lionism,

Energizer Bunny