



MULTIPLE DISTRICT 20–W GET Report

Submitted by PDG Lion Michele O'Hare, GET MD 20 W and GMT MD 20

November 3, 2024

Summary of New Club Development Workshops and Importance of Meeting MD20 Membership Goals by 2027

1. Summary of New Club Development Workshops

In our ongoing effort to support the growth and sustainability of Lions Clubs within MD20, a series of New Club Development Workshops have been conducted and the last one will be on October 15th. These workshops provided training and hands-on support for district leaders, club officers, and members interested in chartering new clubs. Key takeaways include:

Engagement with Diverse Communities: We focused on tapping into underserved populations such as Spanish-speaking communities, youth, and professionals, fostering the development of culturally inclusive and diverse Lions Clubs.

Collaborative Partnerships: The workshops emphasized the importance of forming strategic alliances with local nonprofits, community organizations, and businesses to support new club development.

Utilization of Tools and Resources: Participants were introduced to Lions Clubs International's (LCI) available resources, including the Global Membership Approach (GMA) and tools for recruiting, marketing, and club management.

These workshops generated several potential new club opportunities, with districts expressing enthusiasm for expanding their reach into previously untapped areas.

2. The Importance of Reaching the MD20 2027 Goal: 15,000 Lions Supporting Mission 1.5

One of the central goals for MD20 is to reach 15,000 Lions by 2027 as part of Mission 1.5—a commitment to growing our membership to better serve our communities. Reaching this milestone will significantly enhance our capacity to provide impactful

service throughout New York and Bermuda, increasing our visibility and the positive impact of our mission.

Key reasons for pursuing this membership goal include:

Strengthening Service Impact: More Lions means more hands to serve, allowing us to undertake larger, more meaningful service projects that meet the growing needs of our communities.

Leadership Development: As we grow, we create more opportunities for members to step into leadership roles, fostering the next generation of Lions leaders who will carry the mission forward.

Increased Representation: A larger membership base strengthens our voice and influence at both the district and international levels, allowing us to advocate for issues that matter to our communities.

Achieving this goal will require dedication from all districts, focusing on recruiting new members, retaining existing members, and chartering new clubs.

3. Working Together: Leadership, Membership, and Marketing Teams

To meet our ambitious goal, we must adopt a unified approach, combining the efforts of leadership, membership, and marketing teams. Collaboration between these groups ensures that we are working in concert to:

Identify New Growth Opportunities: District and club leaders must work together to scout for areas where Lions Clubs can make the biggest difference, particularly in underserved communities.

Develop Membership Initiatives: Membership teams must create targeted recruitment strategies that engage potential members, including young professionals, families, and minority groups.

Market Effectively: Marketing efforts should promote the visibility of Lions Clubs in a way that appeals to the community's interests and values. Utilizing social media, community outreach, and public relations efforts will help us position Lions as a vital part of the community.

We must also adopt an annual evaluation process to measure progress, assess challenges, and adjust strategies as needed to stay on track toward our 2027 goal.

4. Embrace Innovation and “Thinking Outside the Box”

To ensure continuous growth, we must welcome new ideas and take innovative approaches at both the district and club levels. Lions leaders and members are encouraged to:

Try New Recruitment Methods: Experiment with new platforms, outreach tools, and recruitment events, particularly those that attract younger generations and diverse populations.

Be Open to Change: Some traditional methods may need to be updated or replaced by more modern approaches to meet today's challenges. Being open to change is critical to staying relevant.

Promote Inclusivity: Encourage clubs to become more inclusive and representative of their communities. This may involve creating specialized clubs or satellite branches to serve distinct populations.

5. Available Tools and Resources

Attached to this report are a series of tools that can be used at the district and club levels to support membership growth and new club development. These resources include:

Speaking Points for Recruitment: Tailored messaging for different target groups (youth, professionals, families, minority communities).

Club Development Tools: Step-by-step guides to chartering new clubs, membership retention strategies, and outreach tips.

District Reports: A summary of district reports received as of noon today, October 11th, providing updates on progress and upcoming goals.

6. Next Steps and Updates

I will provide an update at the upcoming MD20 Council and Past District Governors Association meetings. I anticipate receiving additional district reports and updates on new club development efforts between now and the meetings.

We must stay committed to our Mission 1.5 goals and continue to work together to strengthen our clubs and grow our membership.

Respectfully Submitted,

PDG Michele Puleo O'Hare,

MD20 GMT Chair

MEMBERSHIP AND CLUB DEVELOPMENT TOOLS FOR YOUR DISTRICTS AND CLUBS

1. www.youtube.com/@USLionsRock – as of 10/7/24 13 videos (Start a club, recruiting Tips & Tricks, Great Growth Teams = Great Success. Rock Star, Inspiration, Growth Workshop Training, Created Playlists)
2. <https://www.youtube.com/@lionportaltraining> = Portal training
3. <https://www.youtube.com/@LionsVirtualLive> – AI training and lions app mapping and marketing
4. <https://www.lionsclubs.org/en/resources-for-members/resource-center/membership-report-toolbox>

Membership Reports Toolbox

District Goals / MISSION 1.5 Targets: Provides a PDF copy of submitted district goals and action plans and MISSION 1.5 district targets per respective Lion year.

5 Year Trend Report: Provides a 5-year gain/loss analysis of clubs and members per district.

Club/District Health Assessments: Tracks membership growth, financial health, reporting trends, club officer vacancies, LCIF donations and the overall health of the clubs in your district.

Cumulative Report: Cumulative membership and club summary report fiscal year-to-date.

Membership Register Report: Shows club lists and status, membership count and last membership reporting date.

Summary of Membership: Detailed district monthly report of membership types and gender by club (includes breakdown of family unit, student, Leo-Lion and young adult membership).

Leos Aging Up Report: Provides quarterly information about clubs containing Leos whose records will be closed due to age at the end of the fiscal year.

Missing Club Officers: Monthly report of missing club officers by District (only President, Secretary, Treasurer and Membership Chair).

Specialty Clubs Report: Monthly report of all specialty clubs and their category designation.

Insights: A dynamic real-time dashboard available through the Lion Portal that provides statistics based on the users' highest title and area of responsibility. Information includes but is not limited to club and membership trends, donations statistics, as well as service impact.



- Forward this Email To All Who Are Interested in Learning & Connecting**
- 5. Encourage them to sign up for our mailing list to be notified of upcoming events.**

**#LionsVirtual
#LionsMap2Grow
#LionsMarketing2Grow
#GlobalLionsForum
#TellAThon
#GCPeace
#LionsInMotion
#LionsVirtualAcademy
#BurmesterVirtualBar
#SpeedLearning**

- 6. Inspiration & Learning Library is A Click Away**

The Lions Virtual YouTube channel is your inspiration & learning library. Check out sessions created by Lions & Leos for Lions & Leos on hot topics related to all aspects of Lions... then share them to inspire others.

Make sure to subscribe to the channel for free to be notified of the latest recordings.

<https://www.youtube.com/@LionsVirtualLive>



Join the conversation with 23,000 Lions from across the globe on the

Global Lions Forum Facebook group.

This Lion-led group provides an opportunity to ask questions,

weigh in on interesting topics, join a learning session & more.

Global Lions Forum (GLF) on Facebook

**Tailored membership recruitment messages,
orientation materials, and outreach strategies for your plan**

1. Membership Recruitment Messages:

Recruitment messages should emphasize the impact of Lions Club in the community, personal growth, and opportunities for connection. Here are a few sample recruitment messages:

General Message:

Subject: Make a Difference in Your Community with Lions Club

"Dear [Name],

Are you looking for a way to give back, meet new people, and make a real impact in your community? The [Club Name] Lions Club invites you to join us in our mission of service and leadership.

As a Lion, you'll have the chance to:

Lead meaningful projects that improve the lives of others.

Collaborate with fellow community members who share your passion for service.

Develop leadership skills and make valuable connections.

Together, we can tackle local and global challenges, from hunger relief to environmental conservation. Join us and see how Lions make a difference every day.

We'd love for you to attend our next meeting or community project. Let's talk more about how you can get involved.

Sincerely,

[Club President / Membership Chair] [Contact Information]"

Mission 1.5 Focus:

Subject: Help Us Reach Our Goal of 1.5 Million Lions!

"Dear [Name],

Lions Clubs International is on a mission to grow to 1.5 million members worldwide, and we need YOU to help us get there!

By becoming part of our club, you'll be joining an incredible global network of passionate individuals who are committed to improving their communities. From feeding the hungry to protecting our environment, there's no limit to the impact we can have—especially with you on board!

Help us achieve our goal of growing our club, expanding our reach, and serving more people than ever before.

Let's talk about how you can join the Lions and make a difference.

Sincerely,

[Club President / Membership Chair]

[Contact Information]"

2. New Member Orientation Materials:

New members should feel welcomed and informed about the structure and benefits of Lions Club membership. Here are key elements to include in orientation:

Orientation Outline:

Welcome & Introductions: Share the history of Lions Clubs International, and highlight the local club's story, mission, and achievements.

Mission and Service Focus: Discuss the areas Lions Clubs focus on—vision, hunger, the environment, childhood cancer, and diabetes—and how the new member can contribute.

Roles and Opportunities: Explain different roles within the club and opportunities for leadership, service projects, and event planning.

Member Benefits: Highlight networking, leadership development, and being part of a global service network.

Engagement: Encourage the new member to get involved right away with upcoming meetings, service projects, and events.

Q&A Session: Create an open space for the new member to ask questions and share their expectations.

Orientation Pitch:

"Welcome to the [Club Name] Lions Club! As a new member, you're joining a legacy of service that spans over 100 years. Our mission is simple but powerful: We serve. Together, we tackle some of the most pressing issues facing our community and the world.

Whether you're passionate about supporting local causes, advocating for global change, or building meaningful relationships, there's a place for you here. We encourage you to jump right in—get involved, share your ideas, and be part of our exciting future as Lions!"

3. Outreach Strategies:

To effectively grow membership, outreach strategies need to align with the unique aspects of the community and club. Here are three approaches:

A. Community Service Project Showcase:

Goal: Use service events to highlight Lions Clubs' impact and attract potential new members.

Strategy: Organize public service projects (e.g., environmental cleanups, vision screenings) and invite community members to participate. At the event, share more about what Lions do and invite attendees to future meetings or activities.

Follow-up: Send personal invitations to those who participated, thanking them and encouraging them to join Lions.

B. Partner with Local Organizations:

Goal: Build strong partnerships with local nonprofits, schools, or businesses to reach their networks.

Strategy: Co-host events or campaigns with local partners (e.g., food drives, health fairs) to increase visibility. Offer to provide speakers or volunteers, and ask if you can share Lions membership opportunities with their supporters.

Follow-up: Schedule follow-up meetings with organization leaders to discuss ongoing partnerships and membership recruitment.

C. Digital Outreach Campaign:

Goal: Reach a wider audience using social media and email marketing.

Strategy: Develop a digital campaign showcasing Lions' impact in the community. Feature stories of local projects, member testimonials, and calls to action (e.g., "Join us and make a difference!").

Tools: Use targeted Facebook ads, Instagram posts, and email newsletters to drive interest and engagement.

Follow-up: Respond to inquiries, invite interested individuals to an upcoming meeting or service event, and provide digital membership materials.

ACTION PLAN FOR 20W NEW CLUB DEVELOPMENT

Goal Statement:

By the end of 2025, District 20W will increase membership by 135 and add 2 new clubs, achieving a net gain of 36 members.

Action Plan Steps

- | Action Step | Required Resources (team members, technology, funding, etc.) | Date to Begin | Due Date |
|---|--|---------------|----------|
| 1. Speak with every club to emphasize the importance of Mission 1.5 | DG / GMT / ZC / GET / RC / GST / GLT / Marketing Chair / RC; Written and digital membership information | 7/1/24 | 6/30/25 |
| 2. Have every club set a membership goal and recruit new members | Club President & Membership Chair; Provide new member recruitment materials (Membership applications, Lions Make a Difference, Just Ask) | 7/1/24 | 6/30/25 |
| 3. Provide new member orientation quarterly from District | ZC, Orientation Chair; New Member Orientation pitch | 7/1/24 | 6/30/25 |
| 4. Club Membership Chair completes LCI learning path | GLT / GMT / GET; GLT will provide link and assist with accessing LCI learning path | 7/1/24 | 6/30/25 |
| 5. GMT holds monthly Zoom meetings to review membership growth | DG, VDG, GMT, ZC / RC / GLT / GST / GET / Marketing Chair; GMT to set monthly meeting dates | 7/1/24 | 6/30/25 |

Progress Assessment:

Monthly Reports: Review progress in monthly GMT meetings, focusing on recruitment numbers and club engagement.

Membership Tracking: Track the number of new members added and the net gain on a quarterly basis, ensuring alignment with the target of 135 new members and a net gain of 36.

Club Reports: Gather feedback from club presidents on membership goal progress and the impact of recruitment tools and strategies.

Adjustments: Make necessary changes to recruitment strategies if progress lags (e.g., increasing outreach efforts or revisiting club goals).

Alterations/Adjustments Section:

If necessary, adjust specific recruitment approaches based on feedback from club membership chairs.

Alter the timeline of actions depending on progress seen during quarterly assessments.

Modify new member orientation content if feedback indicates areas for improvement.

Potential New Club for 24-25 – 20W Lansingburgh

Step 1: Understanding Lansingburgh's Demographics

Before engaging the community, it's essential to understand the area's demographics to target potential members effectively. Lansingburgh is a neighborhood within Troy, NY, with diverse residents

Population: Lansingburgh is a blend of families, young professionals, and retirees.

Age Groups: A mix of young families, middle-aged adults, and older adults. The community may have active retirees and school-age children.

Economic Factors: Like much of Troy, Lansingburgh has pockets of economic diversity, with both working-class and middle-income households. Many residents may appreciate affordable community service opportunities.

Community Identity: There's a strong sense of local pride in the area's history, which can be leveraged for community projects focusing on heritage and local improvements.

Step 2: Asset Mapping (Potential Partners)

A critical part of growing a Lions Club is connecting with local organizations that align with your mission. Here's a list of potential partner organizations in Lansingburgh:

Lansingburgh Boys & Girls Club

Mission: To inspire and enable all young people to realize their full potential as productive, caring, and responsible citizens.

Why Partner: They are dedicated to youth development and can be a vital source of volunteers and service opportunities related to youth support.

Mission: To preserve and promote the history of Lansingburgh.

Why Partner: Partnering on heritage projects, community events, and local improvements could engage residents who are passionate about preserving the area's history.

Contact: (518) 235-4041

Joseph's House & Shelter

Mission: Provides services to homeless individuals and families in the area.

Why Partner: Aligning with them can focus on service projects that address homelessness and support vulnerable populations.

Contact: (518) 272-2544

Lansingburgh Central School District – SCCC Lansingburgh Program with schools

Mission: Educating students and promoting community engagement.

Why Partner: School partnerships can offer opportunities for youth outreach, educational programs, and volunteerism.

Contact: (518) 233-6850

These organizations align with Lions' mission of serving communities and addressing local needs. Engaging them will help establish a solid foundation for your club.

Step 3: S.W.O.T. Analysis for Lansingburgh

Understanding the community's strengths, weaknesses, opportunities, and threats will guide your outreach and growth strategy:

Strengths:

Strong Community Identity: Lansingburgh residents are proud of their history and close-knit community.

Existing Nonprofits and Schools: Numerous community organizations make collaboration easier.

Youth Potential: Schools and youth clubs provide avenues for engaging families and young professionals.

Weaknesses:

Economic Diversity: Economic challenges might limit potential members' ability to contribute financially.

Competition for Time: People may already be involved in other local organizations, meaning Lions will need to differentiate its impact.

Opportunities:

Focus on Local Needs: Service projects like supporting local schools, preserving history, and aiding homelessness could resonate well.

Partnering with Established Organizations: Collaborating with local nonprofits will strengthen the club's presence and provide immediate project opportunities.

Threats:

Limited Awareness: Lions might not be well-known in Lansingburgh, so an initial challenge will be building awareness of the club's benefits.

Competing Charitable Organizations: Other established groups could compete for volunteers and funding.

Step 4: Outreach Strategy Development

Now, let's break down your outreach approach:

Goals:

Raise Awareness: Educate the community about the Lions Club's mission and service activities.

Recruit Members: Focus on attracting passionate individuals interested in community service, youth programs, and preserving Lansingburgh's heritage.

Build Partnerships: Form strategic partnerships with local organizations that align with Lions' values.

Target Audiences:

Young Professionals and Families: Highlight service projects for youth and community improvement.

Retirees: Leverage their time and experience for mentorship, leadership, and local history projects.

Local Business Owners: Engage them in community revitalization efforts and economic development through service.

Nonprofits and Schools: Establish a partnership to work on shared goals (youth development, homelessness, history, etc.).

Key Strategies:

Host a Community Interest Meeting:

Invite residents to learn about Lions Clubs and their potential impact.

Hold it at a community center, historical society, or school.

Service Projects Showcase:

Organize a public service project (e.g., community clean-up, history preservation project).

Use this to demonstrate Lions' commitment to community betterment.

Collaborate with Local Events:

Attend or sponsor local events (e.g., school events, heritage days) to build visibility.

Engage attendees by setting up information booths or holding demonstrations of Lions service activities.

Personal Outreach:

Reach out directly to community leaders, business owners, and active residents.

Use personalized letters and calls to explain the Lions' mission and how their involvement can make a difference.

Step 5: Crafting Outreach Messages and Marketing Plan

Next Steps Outline of Meetings, Action Steps and Goals

10/1 Jerry reached out to old Rotarian club members who sponsored the boys and girls club to see if they were interested in becoming member of a new lions club for Lansingburgh.

10/6/24

At our monthly leadership/membership 20W Meeting for Lansingburgh, at our we discussed the work you are already doing and where we should go from there. Lion Michele is agreeable to being the Guiding Lion for Lansingburgh and we have attached a plan of action for you to follow.

Thinking there are others in the Albany-Troy Club that can assist you with reaching out to have a meeting to action plan an information night possibly late October or early November to start getting branch club members. Think a separate email should be set up with team members to assist you to plan the going forward steps. I have reached out to the Marketing & Communications team asking them to start working on marketing action plans to assist you. Would include Lion Ed Balaban (Marketing Chair) bklynbrn@att.net and Verna Plummer ynplummer122@gmail.com so that as they work up marketing plans all on the Lansingburgh team are in the loop.

Please keep Lion Michele and I updated on any assistance you need from us and where things stand.

Potential New Club for 24-25 – 20W Clifton Park

Step 1: Demographics of Clifton Park, NY

To ensure a solid foundation for your new Lions Club, it's important to understand the local community. Here's a

demographic snapshot:

- ****Population:**** Around 37,000 people
- ****Median Age:**** 43 years
- ****Households:**** Mostly families, with a mix of young professionals and retirees
- ****Income:**** Median household income is about \$110,000
- ****Ethnic Composition:**** Predominantly White (around 85%), with growing Asian (6%), and Hispanic (2%)

communities

- ****Education:**** High level of educational attainment, with many holding college degrees

- **Civic Engagement:** Strong in community-oriented activities, with many local volunteer groups

Step 2: Asset Mapping - Potential Partner Organizations

Here are a few nonprofits and community groups in Clifton Park that might align well with the Lions Club mission of

service and could become partners:

1. CAPTAIN Community Human Services

- **Mission:** To support and empower people of all ages to reach their goals of personal growth and self-sufficiency.

- **Why Partner:** CAPTAIN provides youth services, family support, and community outreach—closely aligned

with Lions' focus on serving youth and families.

- **Contact Info:** (518) 371-1185, info@captaincares.org

2. Clifton Park-Halfmoon Public Library

- **Mission:** To educate and empower residents by providing access to information and services.

- **Why Partner:** Partnering with the library could help create joint literacy and educational programs for all ages.

- **Contact Info:** (518) 371-8622, info@cphlibrary.org

3. Saratoga County Chamber of Commerce

- **Mission:** To advance economic growth and community engagement in Saratoga County.

- **Why Partner:** Networking with businesses could help promote Lions' activities and build connections for

broader community outreach.

- **Contact Info:** (518) 584-3255, info@saratoga.org

4. Regional Food Bank of Northeastern New York

- **Mission:** To alleviate hunger and prevent food waste.

- **Why Partner:** Collaborating on food drives and hunger relief efforts aligns well with Lions' core service areas.

- **Contact Info:** (518) 786-3691, info@regionalfoodbank.net

Step 3: S.W.O.T. Analysis for Clifton Park Lions Club Growth

Strengths:

- Strong median income and education levels indicate a community with resources to support local service projects.
- Growing diversity presents opportunities for inclusion and engagement with various cultural groups.
- High civic engagement rates and existing volunteer culture.

****Weaknesses:****

- Many people in Clifton Park commute to nearby cities for work, which may limit the time available for local volunteering.
- Lack of awareness about Lions Clubs in the area might require more initial outreach and education.

****Opportunities:****

- Partnering with local schools, libraries, and nonprofits could open doors for youth programs, literacy efforts, and family services.
- Growth in the Asian and Hispanic communities provides an opportunity to promote diversity and inclusion in the club.

****Threats:****

- Competing for volunteers with other well-established organizations in the area could present challenges.
- Residents' busy schedules due to commuting might make it harder to maintain consistent participation.

Step 4: Recruitment Assistance

craft recruitment conversations or roleplay scenarios to practice pitching Lions Club membership.

Step 5: Outreach Support

potential members and community organizations?

Step 6: Marketing Plan

focus on social media, partnerships, or service project promotion.

Next Steps Outline of Meetings, Action Steps and Goals

Meeting Summary: Leadership/Membership Meeting – 20W Clifton Park (10/6/24)

At our monthly leadership and membership meeting for District 20W for a potential club in Clifton Park, we reviewed the ongoing efforts and discussed next steps for advancing the new club initiative.

Key Discussion Points:

Next Steps:

Guiding Lions: Lion Holly will follow up with Lion Ed Stano and Lion Rick Fallias to confirm their roles as guiding Lions for the Clifton Park Club.

Action Plan Committee: A meeting will be set up with a potential committee of Lions to collaborate and work on the action plan for club growth and membership engagement.

Action Items:

Lion Holly – To follow up with Lions Ed Stano and Rick Fallias about their roles as guiding Lions.

Committee Formation – Organize a meeting with a committee of Lions to begin working on the action plan.

Potential New Club for 24-25 – 20W St. Catherine's Center for Children

1. Understand the Specialty Club's Mission

Focus: A specialty club aligned with St. Catherine's Center for Children can concentrate on serving children, supporting family services, and addressing issues like homelessness, mental health, and education for at-risk children. This club can unite members passionate about social services, children's welfare, and community support.

2. Asset Mapping: Identify Potential Partners

St. Catherine's Center for Children: The centerpiece partner. They provide comprehensive services including foster care, homeless shelters, and educational support. Staff, volunteers, and benefactors can be invited to join.

Local Nonprofits:

Big Brothers Big Sisters of the Capital Region: Focused on youth mentorship programs.

Northern Rivers Family of Services: Provides behavioral health, social services, and care for children.

Boys & Girls Clubs of Albany: Could collaborate on youth education and recreational programs.

Albany County Department of Children, Youth and Families: Government partnership for public outreach and resources.

Action: Engage with these organizations to build strong collaborations. Their missions align with the values of service, making them potential members or partners for joint service projects.

3. Community Demographics

20 Counties SCCC served in NYS in 24-25 NY (20W District): has a significant population of families in need of social services, particularly in areas of education, housing instability, and healthcare for children. This aligns well with the services of St. Catherine's.

Target Audience:

Professionals in social work, education, healthcare, and legal fields.

Volunteers and donors already engaged with children's services.

Parents of children who benefit from these services and may want to give back.

4. SWOT Analysis

Strengths:

Alignment with an established nonprofit like St. Catherine's.

Strong community need for services targeting children and families.

Access to professionals and volunteers passionate about the cause.

Weaknesses:

Potential recruitment challenges if the focus is too narrow.

Limited community awareness about Lions specialty clubs.

Opportunities:

Growing awareness about child welfare issues and mental health services.

Collaboration with local schools and community groups for service projects.

Threats:

Competing nonprofits or service organizations in the same space.

Funding and resource challenges.

5. Developing a Recruitment Strategy

Target Members:

Staff and volunteers at St. Catherine's and similar child-service agencies.

Parents, advocates, and people with a personal interest in children's welfare.

Professionals in social services, healthcare, and education who want to give back.

Recruitment Conversation Focus:

Start by asking people what drives them—why they're passionate about working with children and families. Connect that passion to Lions service activities like mentorship, fundraising for child welfare, or community outreach.

Example Pitch: "We're forming a Lions Club dedicated to supporting children and families in our community, specifically through the amazing work being done at St. Catherine's Center for Children. Would you be interested in joining others who are just as passionate about improving the lives of vulnerable kids and creating real change? We'd love to have you join us in service."

Practice Recruiting Roleplay: Would you like to roleplay this conversation? I can help with tips for different types of recruits (e.g., volunteers, professionals, parents).

6. Outreach Strategy

Goals:

Build awareness of the club's mission and service focus.

Engage professionals and volunteers passionate about children's welfare.

Outreach Activities:

Host an informational meeting at St. Catherine's or virtually to introduce the club and its goals.

Organize a community service event that supports children (e.g., back-to-school drives, mental health awareness seminars).

Collaborate with local schools and parent-teacher organizations (PTOs) to spread the word about the new club.

Use social media and email campaigns targeting St. Catherine's donors and volunteers.

Outreach Letter Example: "Dear [Name], We are excited to announce the formation of a new Lions Club that will be partnering with St. Catherine's Center for Children to serve the needs of vulnerable children and families in our community. Our club will bring together people passionate about child welfare and community service to make a lasting impact. We invite you to join us as a founding member and help shape this new service-focused initiative. Best regards, [Your Name]"

7. Implement the Global Membership Approach (GMA)

GMA Steps:

Lead with Purpose: Emphasize the club's unique mission of supporting children's welfare, aligned with Lions' global goal of serving children.

Invite New Members: Use focused outreach efforts like meetings at St. Catherine's and collaborate with similar organizations to invite members.

Engage Existing Members: Connect with existing Lions members who may have a passion for youth and family services. They can support the specialty club or offer guidance.

Next Steps Outline of Meetings, Action Steps and Goals

Meeting Summary: Leadership/Membership Meeting – 20W SCCC (10/6/24)

At our monthly leadership and membership meeting for District 20W for a potential club for SCCC, we reviewed the ongoing efforts and discussed next steps for advancing the new club initiative.

Next Steps:

Guiding Lions: Lion Michele follow up with Lion Mark Whitney to confirm their roles as guiding Lions for the SCCC Club.

10/24 create new email send out email and application to potential member from last meeting in September form SCCC Action Plan Committee: A meeting will be set up with a potential committee of Lions to collaborate and work on the action plan for club growth and membership engagement. November 2024

11/24 Committee Formation – Organize a meeting with a committee of Lions to begin working on the action plan.

Potential New Club for 24-25 – 20W Amsterdam NY

1. Community Research and Demographics

To serve the Spanish-speaking population in Amsterdam, NY, we need to understand the size, needs, and characteristics of this community.

Spanish-speaking population: As of recent census data, a significant portion of Amsterdam's population identifies as Hispanic or Latino (around 30-35%). Many of these individuals may primarily speak Spanish at home, making this community an important focus.

Common needs: Potential areas for Lions' involvement could include health services, education (ESL programs), economic empowerment, and youth services.

Local organizations serving Spanish-speaking residents: Identifying existing services helps create partnerships (covered in the next section).

2. Asset Mapping: Identify Key Partners

Connect with local organizations already serving the Spanish-speaking population. These organizations will be valuable as partners, collaborators, and potentially as sources of new members.

Here are some potential partners to explore:

Centro Civico of Amsterdam: This nonprofit provides services to Latino families in the area. They focus on family support, health services, and educational resources. A great partner for Lions community outreach and recruitment.

Contact Info: (518) 842-3762

Fulton-Montgomery Community College: They offer resources for ESL students and adult education. Partnering for education-based projects or recruitment can be useful.

Contact Info: (518) 736-3622

Local Churches: Churches with Spanish-language services, such as St. Mary's Church, might help with community outreach, recruiting, and event hosting.

Contact Info: (518) 842-4500

Health Centers: St. Mary's Healthcare serves a diverse population, and Lions could partner with them for health screenings or other health-related service projects targeting the Spanish-speaking community.

Contact Info: (518) 842-1900

Partnering with these organizations can also help in identifying community needs that Lions can address.

3. SWOT Analysis for Lions Club Growth

This analysis helps us understand the opportunities and challenges for starting a new club.

Strengths:

Growing Hispanic/Latino community: A vibrant and growing community means there's a receptive audience.

Focused mission: Establishing a Spanish-speaking club addresses a clear need for language and culture-based inclusion.

Service impact: Lions Clubs International's existing programs (health, vision, hunger) align well with community needs.

Weaknesses:

Language barriers: Some members of the Spanish-speaking community may face challenges with English, so ensuring all communication materials are available in Spanish will be crucial.

Recruitment challenges: Reaching this community will require culturally tailored outreach methods to build trust.

Opportunities:

Community empowerment: Providing leadership opportunities and community development projects for a historically underserved population.

Education and training: The Spanish-speaking community may benefit from projects focused on education, job training, and ESL programs, which could serve as attractive club projects.

Partnerships: Working with established organizations serving this population can help with immediate engagement.

Threats:

Economic barriers: Some in the community may face financial constraints that limit participation in a membership organization.

Competition: Other community organizations serving the same population might already have established relationships, making it important to distinguish Lions' unique value.

4. Recruitment Strategies

Now that we've identified opportunities and potential partners, let's focus on recruiting members.

Target Audience: Start by recruiting leaders and active members of the Spanish-speaking community (e.g., business owners, local activists, church leaders).

Message Framing: Highlight Lions' mission to serve, with an emphasis on helping the community thrive, creating leadership opportunities, and supporting important causes like youth programs, health, and education. Tailor your message to show how Lions' service can improve the local quality of life.

Sample recruitment conversation: "We're starting a new Lions Club to focus on the needs of the Spanish-speaking community in Amsterdam. Lions is all about service, and by joining, you'll have the chance to help improve education, healthcare, and resources for our families. We would love to have community leaders like you involved in shaping this effort."

Recruitment Materials: Have bilingual flyers, social media posts, and membership forms available.

Host Service Events: Plan a visible, impactful service project to generate interest. For example, host a community health fair offering free screenings or a youth event with activities and educational workshops, which could demonstrate the club's potential impact.

5. Outreach Plan

Goals:

Establish a Lions club focused on the Spanish-speaking population within 6 months.

Recruit at least 20 charter members from various sectors of the Spanish-speaking community.

Strategies:

Partnership Events: Co-host events with local organizations like Centro Civico or St. Mary's Healthcare to build visibility.

Service Projects: Plan community-focused projects that address key needs (healthcare, education, family services). These projects can act as recruitment platforms.

Social Media Campaign: Run a bilingual campaign highlighting the benefits of joining the Lions Club and sharing personal stories from Lions in similar communities.

Outreach Channels:

Churches and Faith Groups: Build connections with local Spanish-language church groups for direct outreach.

Cultural Events: Set up recruitment tables at local Hispanic festivals or events to engage with the community directly.

Local Media: Utilize Spanish-language media (radio, newspapers, and social media) to get the word out.

6. Utilize the Global Membership Approach (GMA)

Lions Clubs International has resources under the Global Membership Approach (GMA) that can assist you in this effort.

Engage with Purpose: Understand what drives the community and create a Lions Club that resonates with their values and needs.

Invite New Members: Create a systematic plan for inviting community leaders, business owners, and other influential people who can help build momentum for the club.

Lead and Strengthen: Offer leadership development and growth opportunities to keep members engaged and active.

Next Steps:

1. Set up club email address
2. Practice a Recruitment Conversation: If you'd like to roleplay recruiting a potential member, we can simulate a conversation tailored to a specific type of person, such as a community leader, business owner, or active volunteer.
3. Develop Outreach Messages or Letters: I can help you draft a formal letter, email, or social media post to invite local partners or individuals to join your efforts. We can target specific organizations like Centro Civico or churches.

MARKETING PLAN FOR ALL POTENTIAL NEW CLUBS IN 20W-24-25

----- Forwarded message -----

From: <hmconchie@aol.com>

Date: Tue, Oct 8, 2024 at 1:50 PM

Subject: New Club Marketing Strategy

To: <bklynbrn@att.net>, <vplummer122@gmail.com>, <maw1028@gmail.com>, <1jerrygordon@gmail.com>, <karen@deuxflutes.com>, <bbentley@saratogaspringallions.com>, <jimcypher@gmail.com>

CC: <mapohare@gmail.com>

Marketing & Communications Team,

We have had our first 2 new club development workshops and we are making progress at identifying locations to start new clubs.

First choice and already working is Lansingburgh as a possible branch club with the Albany-Troy Lions Club. Lion Jerry Gordon has begun work by going to some of the old Lansingburgh Rotarians and judging interest.

Another possible location, Clifton Park which we are going to begin finding a team to start reaching out to people there.

Need to have a marketing strategy for all of these new club strategies so would like the team to get together in the very near future. Lion Margo and I are out of town from 10/13 - 10/20 and 10/24 - 10/27 but even without us hoping Lion Ed that you can get something together to start working on action items and plans to assist with these 2 new clubs. There will be more but for now, we are focusing on these two.

Listed below is the link to many of the presentations from the two workshops. The first link is the home of all presentations. The 2nd link is the first new club development workshop and the 3rd link is the second new club development workshop.

I am also attaching the chatgpt information that populated when I asked chatgpt to "start a new club in Lansingburgh and Clifton Park". Hopefully some of that information will be useful for marketing purposes.

Please keep myself and Lion Michele updated as to progress.

<https://www.youtube.com/@USLionsRock>

<https://www.youtube.com/watch?v=AU2zAyFeg1w>

https://www.youtube.com/watch?v=GizWcS_53yY

New Potential Clubs 20W 24-25

Charlton

Burnt Hills

Clifton Park

Schenectady

Lake George

SCCC Upstate & Hudson Valley Lions Club

Lansingburgh

Pride Club of Capital District or Saratoga County

Schenectady

Clifton Park

Colonie

Voorheesville & Guilderland

Motorcycle

Amsterdam

Special Olympics

ARC

Enhance/new:

Greater Herkimer

Greater Johnstown

Albany Troy

Greater Ravena

Saranac Lake

Outreach plan for Lansingburgh Branch Club/New Club – Albany Troy Lions Club

- 1. Lion Jerry Gordon Lansingburgh Boys and Girls Club – completed 10/13/24**
- 2. Lion Jerry will reach out to ex Rotarians of Lansingburgh to discuss the future Lions Club – October/November 2024**
- 3. Lion Holly will reach out to Lion Jerry to have a meeting to discuss a plan for the club. Lion Michele said she would be glad to be the guiding lion to assist. October 2024**
- 4. (Items for Agenda, Committee, email for Club, Budget, Marketing plan, Review SWOT Analysis for Lansingburgh, next steps)**

Step 1: Understanding Lansingburgh's Demographics

Before engaging the community, it's essential to understand the area's demographics to target potential members effectively. Lansingburgh is a neighborhood within Troy, NY, with diverse residents. Here's a quick overview:

Population: Lansingburgh is a blend of families, young professionals, and retirees.

Age Groups: A mix of young families, middle-aged adults, and older adults. The community may have active retirees and school-age children.

Economic Factors: Like much of Troy, Lansingburgh has pockets of economic diversity, with both working-class and middle-income households. Many residents may appreciate affordable community service opportunities.

Community Identity: There's a strong sense of local pride in the area's history, which can be leveraged for community projects focusing on heritage and local improvements.

Step 2: Asset Mapping (Potential Partners)

A critical part of growing a Lions Club is connecting with local organizations that align with your mission. Here's a list of potential partner organizations in Lansingburgh:

Lansingburgh Boys & Girls Club

Mission: To inspire and enable all young people to realize their full potential as productive, caring, and responsible citizens.

Why Partner: They are dedicated to youth development and can be a vital source of volunteers and service opportunities related to youth support.

Contact: (518) 235-4143

Lansingburgh Historical Society

Mission: To preserve and promote the history of Lansingburgh.

Why Partner: Partnering on heritage projects, community events, and local improvements could engage residents who are passionate about preserving the area's history. **Contact:** (518) 235-4041

Joseph's House & Shelter

Mission: Provides services to homeless individuals and families in the area.

Why Partner: Aligning with them can focus on service projects that address homelessness and support vulnerable populations.

Contact: (518) 272-2544

Lansingburgh Central School District/St. Catherine's Center for Children Outreach Program with School District

Mission: Educating students and promoting community engagement.

Why Partner: School partnerships can offer opportunities for youth outreach, educational programs, and volunteerism.

Contact: (518) 233-8850

These organizations align with Lions' mission of serving communities and addressing local needs. Engaging them will help establish a solid foundation for your club.

Step 3: S.W.O.T. Analysis for Lansingburgh

Understanding the community's strengths, weaknesses, opportunities, and threats will guide your outreach and growth strategy:

Strengths:

Strong Community Identity: Lansingburgh residents are proud of their history and close-knit community.

Existing Nonprofits and Schools: Numerous community organizations make collaboration easier.

Youth Potential: Schools and youth clubs provide avenues for engaging families and young professionals.

Weaknesses:

Economic Diversity: Economic challenges might limit potential members' ability to contribute financially.

Competition for Time: People may already be involved in other local organizations, meaning Lions will need to differentiate its impact.

Opportunities:

Focus on Local Needs: Service projects like supporting local schools, preserving history, and aiding homelessness could resonate well.

Partnering with Established Organizations: Collaborating with local nonprofits will strengthen the club's presence and provide immediate project opportunities.

Threats:

Limited Awareness: Lions might not be well-known in Lansingburgh, so an initial challenge will be building awareness of the club's benefits.

Competing Charitable Organizations: Other established groups could compete for volunteers and funding.

Step 4: Outreach Strategy Development

Now, let's break down your outreach approach:

Goals:

Raise Awareness: Educate the community about the Lions Club's mission and service activities.

Recruit Members: Focus on attracting passionate individuals interested in community service, youth programs, and preserving Lansingburgh's heritage.

Build Partnerships: Form strategic partnerships with local organizations that align with Lions' values.

Target Audiences:

Young Professionals and Families: Highlight service projects for youth and community improvement.

Retirees: Leverage their time and experience for mentorship, leadership, and local history projects.

Local Business Owners: Engage them in community revitalization efforts and economic development through service.

Nonprofits and Schools: Establish a partnership to work on shared goals (youth development, homelessness, history, etc.).

Key Strategies:

Host a Community Interest Meeting:

Invite residents to learn about Lions Clubs and their potential impact.

Hold it at a community center, historical society, or school.

Service Projects Showcase:

Organize a public service project (e.g., community clean-up, history preservation project).

Use this to demonstrate Lions' commitment to community betterment.

Collaborate with Local Events:

Attend or sponsor local events (e.g., school events, heritage days) to build visibility.

Engage attendees by setting up information booths or holding demonstrations of Lions service activities.

Personal Outreach:

Reach out directly to community leaders, business owners, and active residents.

Use personalized letters and calls to explain the Lions' mission and how their involvement can make a difference.

Step 5: Crafting Outreach Messages

Would you like help crafting specific outreach emails or letters to potential members and partners? I can help create a general template or tailor messages for specific groups based on the strategies above.



Growth Workshop Session Links

Jodi Burmester lionjodi@gmail.com

RESOURCES

Lions Clubs International

Start A New Club

<https://www.lionsclubs.org/en/resources-for-members/resource-center/start-a-new-club>

Order Membership Materials

<https://lionsclubs.iotform.com/221145756631050>

Specialty Clubs & Join Together

<https://www.lionsclubs.org/en/resources-for-members/resource-center/join-together>

Cub Clubs

<https://www.lionsclubs.org/en/resources-for-members/resource-center/family-membership/cub-program>

Campus Lions Clubs

<https://www.lionsclubs.org/en/resources-for-members/resource-center/campus-lions-club>

Leo-Lion Clubs

<https://www.lionsclubs.org/en/resources-for-members/resource-center/leo-lion-program>

WORKSHOP MATERIALS

<https://drive.google.com/drive/folders/1Cc7guS4DsW4w7svCNyIKGr4zs36BlhgN?usp=sharing>

SITE RESEARCH

US Census

https://data.census.gov/profile/Buffalo_city,_New_York?q=160XX00US3611000

AI APPs TO HELP YOU GROW & MARKET LIONS from Lions Virtual –

LionsMap2Grow & LionsMarket2Grow Apps

<https://www.lionsvirtual.org/>

App Demo

<https://www.youtube.com/live/CYNoLgzj6Q8?si=9gzj-FEZYpyt-dO->

WHO DO YOU KNOW GOOGLE FORM

https://docs.google.com/forms/d/e/1FAIpQLSfJGYyz_TVIGH2evYuulOxVIL7RjeSjycXG3F_HyuvZK31kSA/viewform?usp=sharing

INSPIRATION LIBRARY - US Lions Rock
YouTube Chanel - Access & share all the recordings

<https://www.youtube.com/@USLionsRock>



Specialty Club Brainstorming

MD27, MD43, MD20, MD14

This list was generated via ChatGPT using the Zoom RecordingnewChat.txt file

Here's a summary of the specialty clubs shared in the chats of the Growth Workshops:

1 Specialty Lions Clubs Ideas:

1. Professional Networks:

- **Technology Professionals Club** – Connecting IT, software, and engineering professionals.
- **Entrepreneurs Lions Club** – Bringing together business owners and startups for community support and networking.
- **Educators Club** – Focused on educators and school staff.
- **Electricians Club** – For electricians and those in related trades.
- **Nurses/Doctors Club** – For healthcare professionals.
- **Firefighters Club** – For fire service personnel.
- **Business Networking Club** – Focusing on connecting businesses.

2. Community Support & Service:

- **Veterans Lions Club** – Supporting military veterans and their communities.
- **Youth & Mentorship Club** – Focused on mentoring and supporting young people.
- **Seniors Who Serve Club** – Engaging senior citizens in volunteer work.
- **Special Olympics/Special Needs Club** – Supporting individuals with special needs and organizing inclusive activities.
- **Boys & Girls Clubs** – Supporting youth in the community.
- **Caregivers Club** – Offering support to those caring for loved ones.

Specialty Club Brainstorming

3. Environment & Sustainability:

- **Environment & Sustainability Club** – Focused on eco-friendly initiatives and environmental preservation.
- **Outdoor & Adventure Club** – Organizing hikes, camping, and conservation activities.
- **Gardening Club** – Focused on sustainable gardening and nature conservation.
- **Farmers Club** – Supporting agricultural initiatives.
- **Environmental Education Club** – Teaching about environmental issues.

4. Health & Wellness:

- **Health & Wellness Club** – Promoting public health, wellness education, and fitness programs.
- **Diabetes Interest Club** – Raising awareness and supporting diabetes prevention and management.
- **Walkers Diabetes Club** – Promoting physical activity for diabetes management and prevention.
- **Cancer Survivor Club** – Providing support for cancer survivors.
- **Sports Enthusiasts Club** – Organizing and promoting sports events and physical activities.

5. Hobbies & Interests:

- **Arts & Culture Club** – Highlighting local arts, music, theater, and cultural events.
- **Knitting/Quilting Club** – For those interested in crafts like knitting, quilting, and sewing.
- **Homebrewing Club** – Focusing on the craft of brewing at home.
- **Car Clubs** – Enthusiasts of classic cars, motorcycles, or repairs.
- **Lego Club** – Bringing together enthusiasts of Lego building.
- **Video Game Club** – Connecting gamers to share their passion.
- **Book Readers Club** – For avid readers who want to share book discussions.
- **Woodcarvers Club** – For woodworking enthusiasts.
- **Beer Tasting Club** – Sharing the appreciation of craft beers.
- **Cigar Club** – Social gatherings centered on cigars.
- **Pickleball Club** – For fans of this popular sport.
- **Wine Lovers Club** – Focused on wine appreciation and tasting.
- **Crafters Club** – For those who enjoy a variety of crafts.

Specialty Club Brainstorming

6. Outdoor & Sports Clubs:

- **Cycling Club** – Promoting cycling and organizing rides.
- **Snowmobile/ATV Club** – For enthusiasts of snowmobiling and off-road vehicles.
- **Runners Club** – Organizing running events and fitness activities.
- **Biker Club** – For motorcycle enthusiasts.
- **Fishing & Hunting Club** – Supporting outdoor activities such as fishing and hunting.

7. Miscellaneous:

- **Pet Lovers Club** – Supporting animal welfare initiatives.
- **Visually Impaired Club** – Engaging individuals with visual impairments.
- **Travel Club** – For those who love to explore new destinations.

- **Toastmasters Club** – Combining public speaking with service.
- **Homeowners Association Club** – Focusing on neighborhood improvements.
- **Crime Watch Club** – Focused on community safety and crime prevention.
- **Virtual Run/Walk Club** – Organizing virtual fitness events.

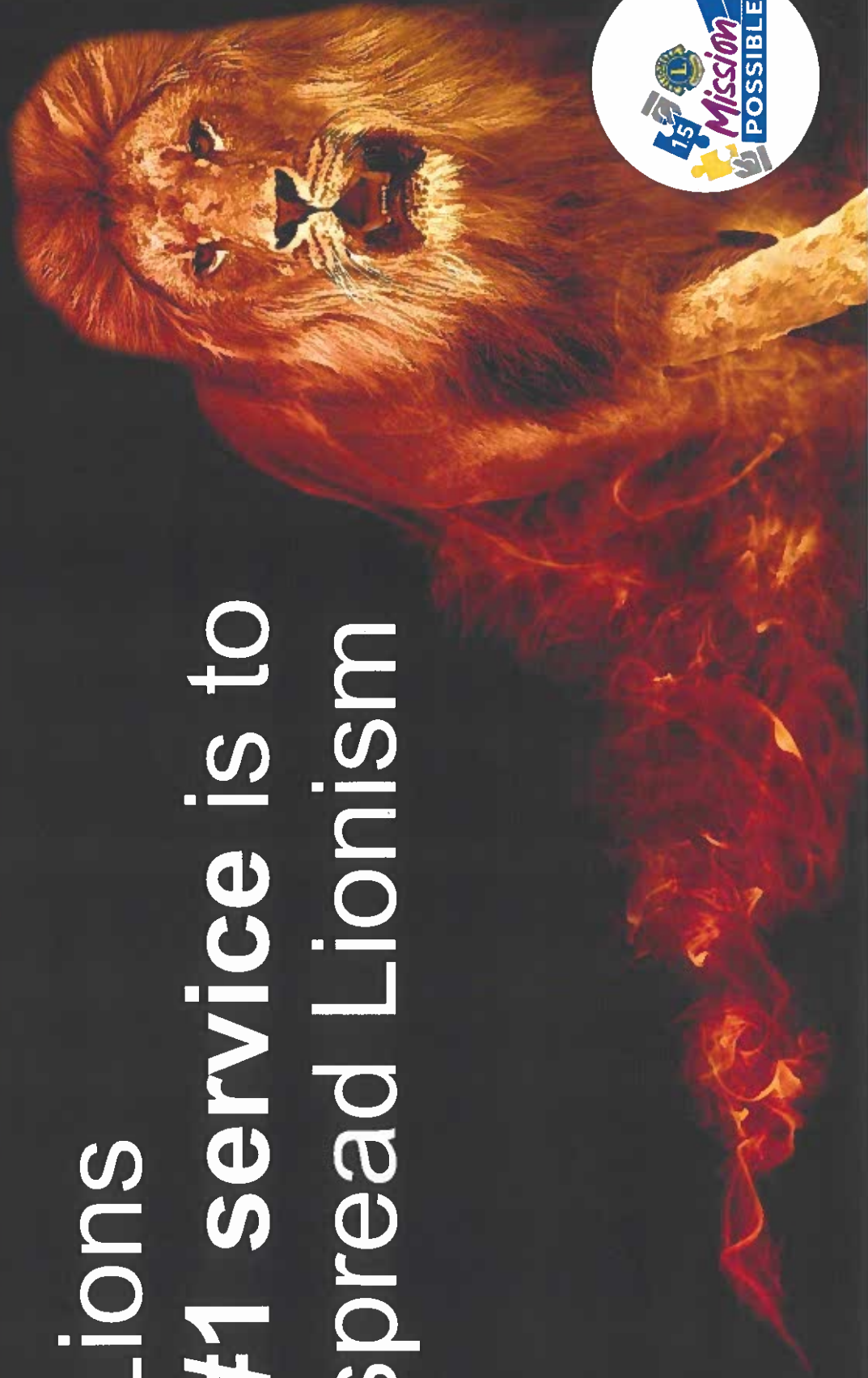
8. Ethnic & Cultural Groups:

- **Hmong Lions Club** – Connecting members of the Hmong community for shared service projects.
- **Hispanic Lions Club** – Supporting the Hispanic community through service and outreach.
- **Latino Club** – Fostering a sense of community and cultural pride.
- **Nepali and Filipino Clubs** – Ethnic clubs focused on community building and service.

These categories reflect the diverse range of interest-based and service-oriented specialty clubs Lions are exploring.

LIONS OF THE UNITED STATES & Its Affiliates

Lions #1 service is to spread Lionism



Session 1



- Mission To Grow
- Targets
- Why Aren't We Starting Clubs?
- Your Growth Team
- Resources
- Clubs Types
- Steps to Start A Club
- Get Ready To Grow
- Inspiration: Join Together & Corporate Clubs

Top 10 Reasons We Don't Start New Clubs



LIONS OF THE UNITED STATES & Its Affiliates

10. Lack of support / mentors / role models
9. Rather fix current clubs, than start new
8. No locations for new clubs
7. We don't know how
6. Fear of failure
5. No time
4. No one to start new clubs
3. Current club 'owns' the town
2. We don't want to
1. Blah Blah Blah!!

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EXCUSSES!!!

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Can't Argue With Success



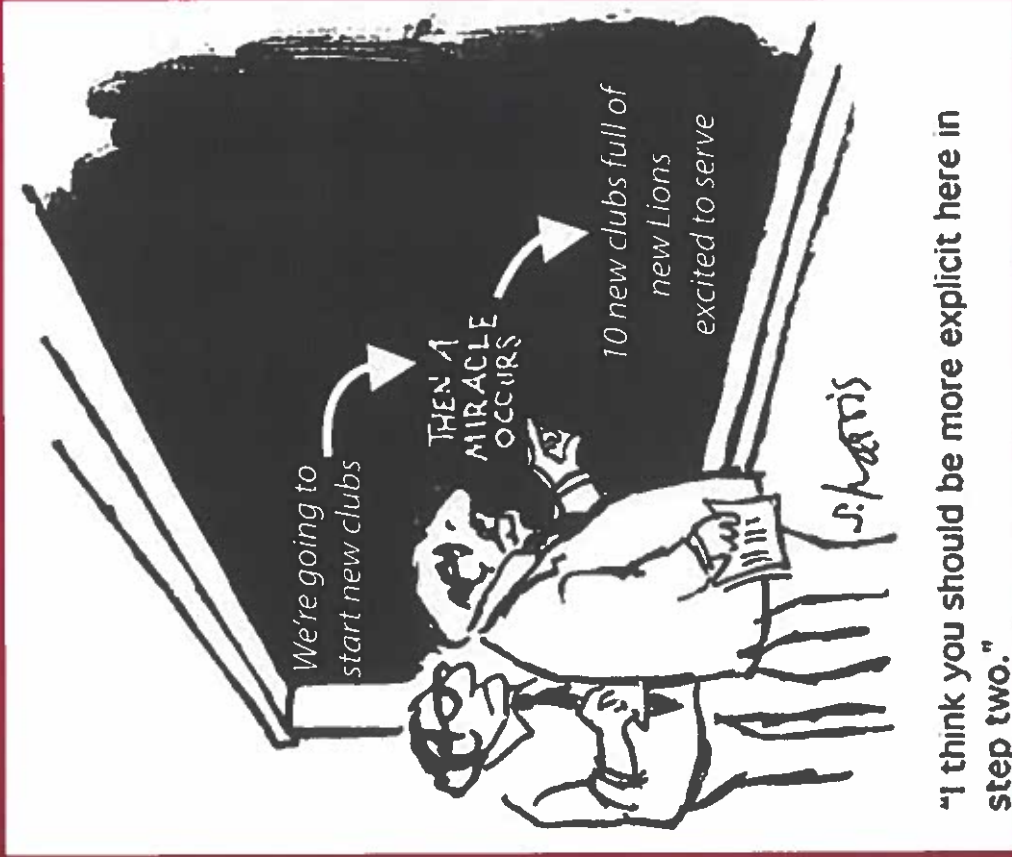
**2023-24 Jesse Robinson
Award Winner**

MD21-N Arizona

- 7 new clubs / +145 new Lions
- Zone Chair Excellence – all 12
- Club Excellence - 29 of 52
- +201 Lions



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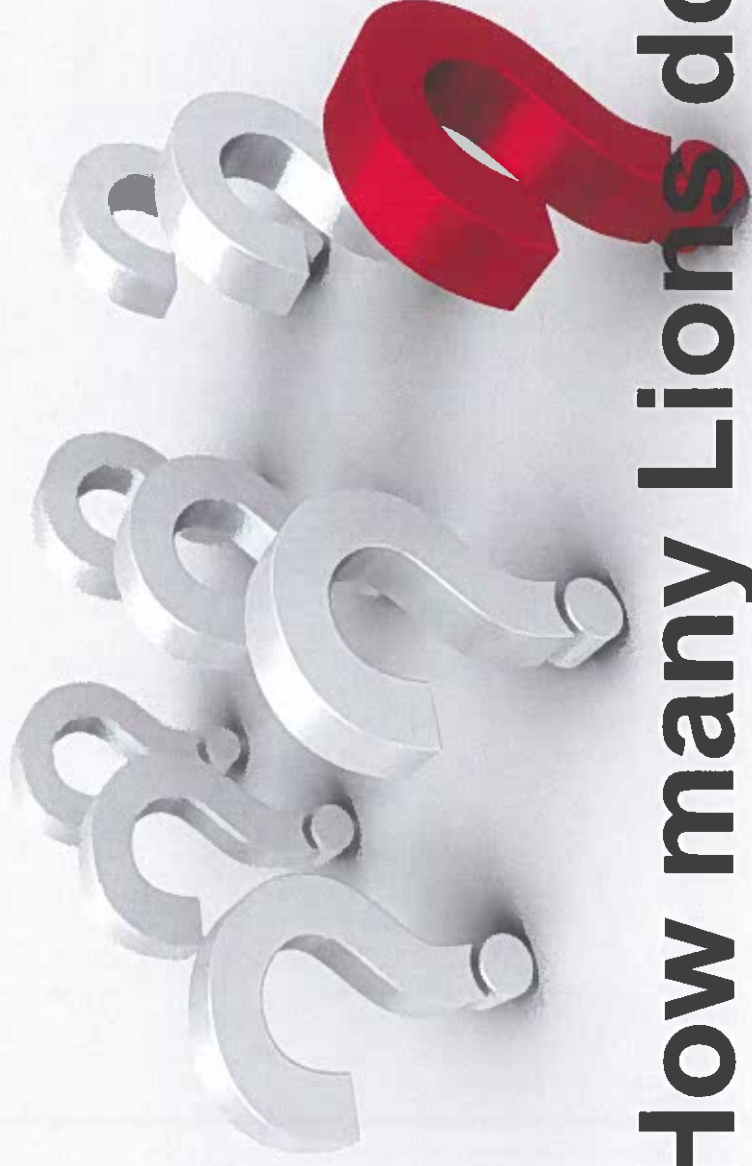
"I think you should be more explicit here in step two."

"Never underestimate the power of a small group of committed people to change the world."

In fact, it is the only thing that ever has."

- Margaret Mead





How many Lions does it take to start a club?



WANTED

Fun Excited Lions

Must be able to talk to others

Be willing to take on a short-term
assignment to start Lions Clubs

No title needed

- Successful Lion recruiters
- District Governor & VDGs
- Global Action Team (GAT)
Coordinators
- GMA Working Group
- Sponsoring Club Lions
- Zone Chairs
- Guiding Lions



CONTACT YOUR DISTRICT GOVERNOR TO JOIN THE TEAM

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Guiding Lions

Support . Connect . Protect





LIONS OF THE UNITED STATES & Its Affiliates



Member Resource Center

- Leaders
- Service
- Membership
- Marketing & Events
- Training
- Grants & Awards

MEMBER TOOLS SHOP CONTRIBUTION RESOURCE LIBRARY LIONS CLUBS GRID IN

Donate



HOME / RESOURCE CENTER / START A NEW CLUB

Start a new club

Starting a Lions club offers you the opportunity to create the club you want to see in your community and serve the causes you care about with the service-minded people you care about most.



Benefit your community

By introducing service projects and offering more community members the opportunity to serve, you create good by chartering a new club.

Starting a new club also benefits your Lions district. You will expand the reach of Lions Clubs International in your area and encourage membership growth. A new club creates potential — potential leaders, potential service, and potential recruitment — for your district.





Membership Development Grants

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- 1 active grant in a MD @ a time
- Focused on # of new clubs & members
 - District
 - 2 clubs & 30 additional new Lions
 - \$1,500 @ a time / max \$4,500
 - Multiple District
 - 4 clubs & 100 additional new Lions
- \$4,500 @ a time / max \$9,000*
- 25% matching required

*total available grant fund in a MD/yr

LIONS OF THE UNITED STATES & Its Affiliates

The screenshot shows a web browser window displaying the YouTube channel page for 'US Lions Rock'. The browser's address bar shows 'youtube.com/@USLionsRock'. The channel banner features the text 'US LIONS ROCK!' in a stylized font over a background of the American flag. Below the banner is the channel's profile picture, which is a circular logo with a lion's head and the text 'LIONS OF THE UNITED STATES' and 'LOTUS'. The channel name 'US Lions Rock' is prominently displayed, followed by the handle '@USLionsRock' and '4 subscribers · 3 videos'. A description reads: 'The Lions of the United States are more than just volunteers—we are a global force!'. Navigation options include 'Home', 'Videos', 'Playlists', 'Community', 'Customize channel', and 'Manage videos'. A video player is visible, showing a video titled 'Rock Star Inspiration' with a play button overlay. Below the video player, there are two video thumbnails: 'Great Balls of Fire - Its Time To Grow!' and 'Build A Great Team'. The page footer contains the text 'Be inspired by Lions from across the US who are successfully growing Lions in their area.' and 'Growth Workshop Training'.



www.youtube.com/@USLionsRock



Traditional Clubs

- Give people a chance to give back & assist people
- Introduce new projects
- 20 new or current members to start
- No dues discounts or entrance/charter fee waivers
- Your Club, Your Way
 - Specialty, Virtual, Hybrid



LIONS OF THE UNITED STATES & Its Affiliates

- Subset of parent club
- Meets/Plans own projects / activities
- Branch sets own local dues, pays District, Multiple District & LCI dues
- Min 5 new or existing members
- Continue as a branch as long as they want

Parent Club

- Assign Branch Liaison
- Secretary – reports members & service
- Notification sent to District Governor

Branch Clubs

Opportunity to launch new clubs or grow current ones



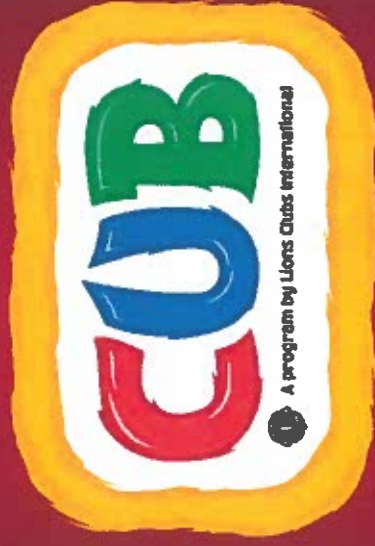
Join Together Program

*Partnership
program allowing
501c3 organizations
to become a Lions
Club or branch*



LIONS OF THE UNITED STATES & Its Affiliates

- Selling Points
 - Insurance
 - Potential Lions Clubs International Foundation Grants
 - Lions global brand
- Charter Fee - \$300 (no individual entrance fee)
- Members pay full LCI dues
- Certification required
- Must provide proof of tax return filings & be in good standing with the IRS
- LCI not responsible for any past, present or future liabilities



Get kids 12 &
younger
volunteering
*don't have to be
related to a Lion*



LIONS OF THE UNITED STATES & Its Affiliates

- Parent Club assigns a Cub Program Contact
- Add Cub Contact to the Portal
- Cub Program Contact guides meetings & service projects
- Minimum of 5 Cubs to start a Cub Club
- Add Cub Contact to the Portal
- Order max of 30 Cub patches/year
- <5 kids can still be Cubs

LIONS OF THE UNITED STATES & Its Affiliates

Specialty Club Ideas

2 minutes

Share in chat

Your ideas added to growing list & shared

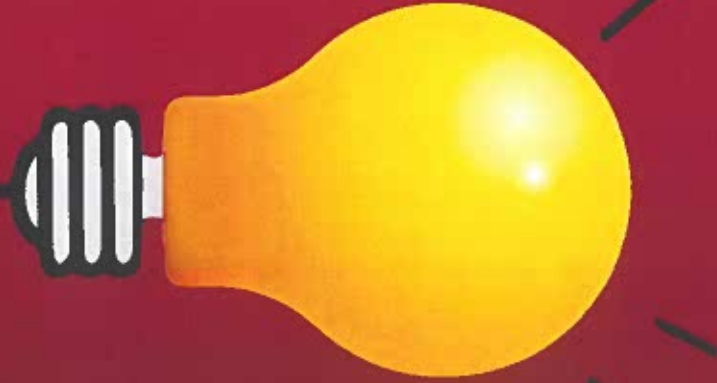


Image courtesy of Vectrify.com



Leo-Lion Clubs

- <36 years of age
- Minimum 10 of 20 Chartering Members current or former Leo for 1 year + day
- Serve in any club type
- Years of Leo service credited to Lion record
- Discounted LCI dues / entrance/charter fee waived

Campus Clubs

- Students / Academics / Staff
 - At least 5 of 20 Charter Members must be Student Members
- Charter Student Members must pre-pay 50% of 1st year LCI dues





Membership Dues and Fees Chart

Member Type	Charter Fee	International Dues	Certification Required
Charter Member	US\$35	US\$48	-
Transfer Charter Member (Within one year of transfer)	US\$20	US\$48	-
Family Member (Excluding head of household)	US\$35	US\$24	TK-21a
Leo-Lion Member	US\$0	US\$24	LL-2
Young Adult Member (In a Leo-Lion Club only)	US\$0	US\$24	-
Branch Conversion Member (Members of the branch only)	US\$0	US\$48	CB-21
Join Together	US\$300 per club	US\$48	TK-38D_JT
Branch Transfer Charter Member	US\$20	US\$48	-
Student Member (Between the age of legal majority and through age 30)	US\$0	US\$24*	STU-5
Student Over Age 30 Member (In a campus club only)	US\$10	US\$48	STU-5

* Campus Lions club & clubs with a majority students must include one-year prepaid half international dues for each student.

4 Step Process



Identify Potential Club Location

- Population
 - Community Needs
- Project possibilities
 - Government
- Current clubs/ orgs
 - Service agencies
- People not already being recruited
 - United Way
 - Lions Community Needs Assessment
- Locations of other Lions Club
 - NextDoor
- Under-represented groups
 - Wikipedia
 - US Census





Bowling Green city, Kentucky

Bowling Green city, Kentucky is a city, town, place equivalent, and township located in Kentucky.

© 2024 Pictor

United States | Kentucky | Bowling Green city, Kentucky

Populations and People
 Total Population
72,294
PT | 2020 Decennial Census

Employment
 Employment Rate
57.0%
DA03 | 2022 American Community Survey 1 Year Estimates

Families and Living Arrangements
 Total Households
31,530
PH02 | 2022 American Community Survey 1 Year Estimates

Income and Poverty
 Median Household Income
\$45,812
S900 | 2022 American Community Survey 1 Year Estimates

Housing
 Total Housing Units
31,797
H1 | 2020 Decennial Census

Race and Ethnicity
 Hispanic or Latino (of any race)
7.02%
P9 | 2020 Decennial Census

Education
 Bachelor's Degree or Higher
30.3%
S1501 | 2022 American Community Survey 1 Year Est.

Health
 Mental Health Care Coverage
13.5%
S2701 | 2022 American Community Survey 1 Year Est.



Get Out There! Talk To People & Potential Partners

- Mayor / Community Leaders
- Chamber of Commerce
- School Administrators
- Law Enforcement
- Fire Departments
- Librarian
- Human Service Agencies
- Local Businesses
- Veterans Groups
- Churches
- Community Centers
- Social/Civic/Professional Groups
- Colleges
- Retirement Communities
- Expos/Fairs
- Community Gardens
- Service Projects/Events





Facebook

#LionsVirtual



Lions Serving Lions Learning Entertaining Connecting

Click the Buttons Below to Access All Apps

LionsMap2Grow >

LionsMarket2Grow >



MOTION



GET IN TOUCH

SIGN UP FOR OUR MAILING LIST TO BE NOTIFIED OF UPCOMING EVENTS

©2024 by Lions Virtual Foundation

Grow & Market Your Club

Free

Easy to use

Lion trained

<https://www.lionsvirtual.org/>



bitly

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Chartering a New Club

Action	Develop Your Team	Responsible Party	Date	Completed
Step 1				
1.1	Have first meeting			
1.2	Assign Roles			
	1.2.1 Solicit Volunteers for Social Media			
	1.2.2 Canvassing Team			
	1.2.3 Informational Meeting Team			
	1.2.4 Organizational Meeting Team			
	1.2.5 Sponsoring Club			
	1.2.6 Guiding Lions			
	1.2.7 Officer Mentors			
	1.2.8 Admin Team to enter info on MyLC			
	1.2.5 Charter Night Team			
1.3	Team Training			
	1.3.1 Train Canvassing Team			
	1.3.2 Train Admin Team			
1.4	Set up regular team meetings			
	1.4.1 Develop & Approve Action Plan			
	1.4.2 Share Plan with DG Team			
	1.4.3 Request budget from CG			

Step 2	Area of Opportunity & Site Research			
2.1	Determine Area of Opportunity			
	2.1.1 Size of Community			
	2.1.2 Service needs			
	2.1.3 Current Service Organizations			
	2.1.4 Nearest Lions Club			
	2.1.5 Diversity			



Are You Ready To Grow?

- Finances
 - District budget line item pass through for charter dues & charter
 - District Treasurer onboard
 - E-Payments
 - Budget to help offset some Growth Team costs
- Structure
 - How will new clubs affect your Zone Structure
 - Create a Virtual Zone to support Virtual Clubs
- Certified Guiding Lion Training / Support
- Other?



District Team Assignment

- Create Club Growth Plan (including training, capacity building) – through June 2027
 - Potential club list – use AI
 - Rank in order of priority
 - Growth team members
 - Potential sponsoring entity
 - Potential Guiding Lions
 - Resources Needed (training, grants)



- Promoting the New Club
- Inviting A New Generation
- Recruitment Models
- Recruiting Tips & Tricks
- Inspiration: Top Recruiter Panel Discussion & Q&A

Session 2



LIONS OF THE UNITED STATES & Its Affiliates

The screenshot shows a YouTube channel page for "US Lions Rock". At the top, there is a banner with the text "US LIONS ROCK!" in large white letters on a red and blue background, with the Lions of the United States logo on the right. Below the banner, the channel name "US Lions Rock" is displayed, along with a description: "The Lions of the United States are more than just volunteers—we are a global force of...more". There is a "Subscribe" button. Below the channel information, there are navigation tabs for "Home", "Videos", and "Playlists". A section titled "Rock Star Inspiration" is visible, with a sub-header "Be inspired by Lions from across the US who are successfully growing Lions in their area". Below this, there are four video thumbnails with titles: "Great Balls of Fire - It's Time To Grow!", "Build A Great Team", "Join Together & Corporate Clubs", and "Starting Clubs in Existing Organizations & Companies".



LIONS OF THE UNITED STATES & Its Affiliates

Lions #1 service is to spread Lionism

