



# Lions Clubs International

REFRESH...RENEW...REIGNITE...

REVITALIZE...RECONNECT

Lions Orientation Refresher Series

Membership Development, Extension and Leadership



## Membership Development, Extension and Leadership

We all recognize the importance of new member orientation, but did you know that periodic overviews are beneficial for even the most seasoned, active Lion? This Orientation Refresher Series has been developed to facilitate “re-orientation” in your club. Each session can be presented by the club president or membership chairperson in approximately 10-20 minutes. This series makes a great presentation for club members during meetings, or can be conducted in a small group setting. The sessions are all similarly designed and include presentation suggestions, session materials and interactive exercises.

This series is designed to **REFRESH** members’ knowledge of Lions Clubs International, **REVITALIZE** their enthusiasm for helping those in need, **RECONNECT** them with their reasons for being a Lion and **RENEW** their commitment to membership development, extension and leadership initiatives.

### Planning

This refresher series is easy to plan and conduct. However, there are a few simple steps you can take to ensure that the presentation runs smoothly and has maximum impact for members.

**Scheduling** Series sessions can be scheduled intermittently throughout the year or presented once a meeting for five meetings. They can also be made into mini-workshops that are given at a separate time and place. However, for greatest effect, it is suggested that they be used during a regular club meeting when a majority of the membership is likely to be in attendance.

**Customizing the Presentation** Each guide has a presentation outline with notes, content, suggestions for localizing content when appropriate and exercises. Also included are **Try This!** suggestions to add an additional twist or element to the presentation. Present the series sessions as is, and they are effective tools for reigniting members’ passion for serving those in need. However, if you desire, individual parts of the series may be personalized to suit your presentation style.

**Create Anticipation** It is a good idea to create anticipation for this series by explaining to members the importance of “keeping the edge sharp” and refreshing their knowledge and commitment to the association. Be enthusiastic and let them know that these brief series sessions will have a big impact on their membership in Lions.

**Materials** These series sessions are easy to plan and implement, and use minimal resources. Some segments have reproducible items that should be copied for distribution during the presentation. It is also an excellent idea to encourage participants to have paper and a pen for taking notes. (You might want to have a few extras on hand in case someone has forgotten.)

**There are five segments in the series, which cover the following topics:**

- **Our Illustrious History** – Where we came from and where we are going
- **Purpose & Ethics & You** – The basic tenets of the association and how they guide those dedicated to service
- **Your Club, Your District** – Specific information about the local club and district, and how the individual Lion fits into the picture
- **Your International Association** – Details about the association at the international level, how it impacts the individual Lion and available resources
- **Membership Development, Extension and Leadership** – Explores the available avenues for expanding Lions club membership through recruitment and new clubs, as well as leadership opportunities for members



## **Session 5: Membership, Extension and Leadership Activities**

### **Session Suggestions/Outline**

**1) *The Importance of “Re-orientation”*** Even the most experienced, dedicated Lion can benefit from a review of the foundations of the association. Together, through these sessions, members will review different aspects of lions clubs international to help reconnect them with why they became Lions and help them set personal goals for continued development.

**2) *The Importance of Membership Development*** All Lions clubs benefit from recruiting new members. New members bring more hands to participate in service initiatives, fresh ideas and renewed energy to the club. They keep your club membership vital and strong. All members should embrace the importance of membership recruitment with the same vigor they hold their commitment to serving those in need.

**3) *Review Membership Development Programs*** Review the information in the presentation content through “Key Awards Program.”

**4) *Membership Development Exercise*** Use the reproducible worksheet included in this guide to stimulate ideas and discussion regarding your club’s membership development programs. Encourage participants to share their answers with the group. Together, brainstorm one new way to recruit members.

**5) *The Importance of Extension*** Developing clubs in new areas helps bring the renowned community service of Lions to underserved areas. It is an important part of keeping the association growing and strong.

**6) *Extension Opportunities*** There are numerous types of clubs that can be chartered, beyond the traditional Lions club. These clubs appeal to different populations and can extend the reach of Lions. Review the different club types and extension programs in the presentation content section of this guide.

**7) *Extension Exercise*** Use the reproducible worksheet included with this guide to lead discussion among members about various extension programs. As a group, determine one new type of club that could be chartered in your area.

**8) *Leadership Opportunities for Members*** Lions Clubs International is committed to training future leaders. Review programs offered by International Headquarters and discuss what opportunities are available at your club, district or multiple district levels.

**Try This!** Interested in giving your members some take-home materials to reinforce what they have learned during the session? Consider supplementing your presentation with materials from International Headquarters. Publications are available for downloading from the association’s Web site. Visit the resources section at [www.lionsclubs.org](http://www.lionsclubs.org).

## Presentation Content

### Membership Development Programs

Contact the Membership Operations Department at International Headquarters at (630) 571-5466, ext. 356 or at [memberops@lionsclubs.org](mailto:memberops@lionsclubs.org) for further information about the following programs. Additional information is also available on the association's Web site at [www.lionsclubs.org](http://www.lionsclubs.org).

**Year-Round Growth** The Year-Round Growth Program emphasizes steady, consistent recruiting efforts throughout the year. The program helps clubs meet their membership recruitment goals by motivating current members to constantly look for potential recruits and by rewarding them, and their clubs, for successful efforts. Sponsorship certificates are awarded to individuals and banner patches are awarded to clubs that meet specific recruitment goals. In addition, an international flag set is awarded annually to each of the top three clubs in every constitutional area.

**Orientation Program** Timely and proper orientations help get new members off to a good start. This guide is filled with information and suggestions necessary to help plan and conduct effective new member orientations. Another facet to the Orientation Program is Orientation Refresher Series. These five individual sessions address topics similar to the Orientation Guide, but are geared toward Lions who have been members for some time.

**Key Awards Program** The Key Awards Program recognizes the number of new members recruited by individual Lions. This program was updated in July 2002 and includes 17 membership keys to acknowledge different levels of recruiting -- from the two-member Membership Key to the 500-member Supreme Key.

**President's Retention Campaign** The President's Retention Campaign offers smart solutions and advice for handling retention challenges. The program features helpful resources to assist club presidents with their retention efforts, including a promotional brochure, four "clinics" that individually address the top retention challenges and the Club President Connection -- a special section on the Lions Clubs International official Web site.

**Lions Mentoring Program** The Lions Mentoring Program pairs an enthusiastic Protégé Lion and an experienced Mentoring Lion in a mutually beneficial relationship designed to develop future Lion leaders. The program has four levels, each with defined goals and a timeline for completion. Participants are recognized for their achievements at each level.

**Try This!** If you want to add a visual element to this presentation, consider creating computer-based presentation using PowerPoint or another program.

Other important extension programs include:

**Club Branch Program** Forming a club branch allows Lions clubs to reach beyond traditional locations to help more people in need. Club branches can be formed with fewer than the 20-member minimum required to form a Lions club, which makes them ideal for locations such as small towns, rural areas, ethnic neighborhoods, business parks, medical complexes, shopping malls, markets and retail stores. Members of club branches are full members of their “parent” club and enjoy all the privileges and responsibilities of club membership. A Branch Builders Kit that includes the complete resources needed to begin a Club Branch is available.


**New Century Lions Clubs** Reach out to young adults in your community! New Century Lions Clubs are designed to appeal to the active lifestyles of young adults through the age of 35. Clubs emphasize choice and flexibility, hands-on projects and more extensive use of technology to ease club administrative tasks. Members are empowered to choose service activities based on individual members’ interests and community needs. A New Century Extension Kit is available that contains all the information and materials needed to begin a New Century Lions Club.

**Campus Lions Clubs** Campus Lions clubs offer an exciting alternative to chartering a Lions club in a nearby municipality. Campuses have the resources needed to support a successful Lions club: a well-defined infrastructure and a diverse population of qualified individuals for potential membership. Through membership, students learn the value of helping those in need and also hone a variety of skills that will be beneficial to them in their personal and professional lives. The Campus Lions Club Kit has all the information and materials necessary to charter a Campus Lions Club.

**Certified Guiding Lion Program** The Certified Guiding Lion Program is a new certification course that adds a different dimension to the traditional Guiding Lion. To become certified, Guiding Lions must complete several requirements, which strengthens their ability to serve and guide newly chartered clubs. Certified Guiding Lions support new clubs for two years.

**Lioness Bridge Program** The Lioness Bridge Program makes it possible for Lionesses to honor and acknowledge their proud past while enjoying all the benefits, rights and privileges associated with Lions club membership. The program combines four elements – the use of “Lioness” in the club name, the Lioness Fee Waiver Program, the Lioness Conversion Program and a Special Lioness-Lions Pin. To get started, request a Bridge Building Kit.

**Try This!** Using a large paper pad and easel, overhead transparencies or dry-erase board can help facilitate the discussions for this presentation’s exercises.



***Lions Worldwide Induction Day*** Held annually in April, this is a special day when Lions clubs worldwide simultaneously induct a group of new members.

More information on the above Extension Programs is available from the New Clubs Department at International Headquarters by contacting (630) 571-5466, ext. 306 or [newclubs@lionsclubs.org](mailto:newclubs@lionsclubs.org).

### **Leadership Opportunities**

Lions Clubs International offers members opportunities to develop leadership skills. These include:

***Emerging Lions Leadership Institute*** This program is for members who have been Lions for less than five years and who have not yet held the office of club president.

***Senior Lions Leadership Institute*** Lions who are, or have been club president, but who have not yet attained the office of vice district governor are eligible for this institute.

***Regional Lions Leadership Institute*** This grant program for multiple districts allows them to apply for funding to support leadership training in their multiple district.

More information on the above programs is available from the Leadership Division at International Headquarters by contacting (630) 571-5466, ext. 367 or [leadership@lionsclubs.org](mailto:leadership@lionsclubs.org).



## Membership Development Exercise

What are your club's major membership recruitment initiatives?

Why are they effective?

What do you think is the single best retention solution, and why?

List three qualities of outstanding members.

Why are these important?

## Extension Exercise

Do you feel there are underserved populations in your district? If so, where are they?

Is there a community service need that is not being met in your area? If so, what is it?

What extension alternatives would work best in your district and why?

**Try This!** The Recruiting and New Club Extension Videos address the two critical areas of membership – recruiting members and new club extension. Both programs are available on one cassette. These programs would add an interesting visual element to your presentation. Contact Club Supplies at International Headquarters to purchase a copy.



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