



Lions Clubs International

ORGANIZE A NEW CLUB

Guide to New Club Formation



Guide to New Club Formation

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Guide to New Club Formation

Why Organize a New Lions Club?

We serve. We have more volunteers in more places than any other service organization in the world. And since 1917, Lions clubs have offered people the opportunity to give back to their communities and help those in need. Whenever a Lions club gets together, problems get smaller. And communities get better. That's because we help where help is needed – in our own communities and around the world – with unmatched integrity and energy.

Organizing a new Lions club gives more people the chance to make a difference, assist those in need and introduce new projects to local communities. There is no limit to where or how many community-based clubs can be formed. Where there is need, a Lions club can help.

Over the years, as community needs have increased, Lions have broadened their focus toward humanitarian efforts. Each Lions club is autonomous, and therefore may choose projects and activities that fit the lifestyle of its members and impacts the community the greatest.

The following information provides general guidelines to help you organize new Lions clubs in your area. Please adapt the strategies and techniques as needed to conform to local cultures and traditions.

Member Benefits

There are many reasons to become part of a Lions club. As a Lion, you'll:

- Help your community and gain valuable skills
- Make an impact on people's lives – locally and internationally
- Learn to be a leader – and lead a respected organization

- Network with business people in your community and around the world
- Energize your life and have fun
- Receive a subscription to LION magazine

You'll grow personally and professionally. And you'll know that what you do is worthwhile and appreciated.

Choosing a Club Format

Our world is changing, and today's volunteers are looking for new ways to become involved in issues that are relevant and serve in a way that fits their ever-changing lifestyle. While community-based clubs are our tradition, we realize that one size does not fit all. That's why we offer several club formats for you to choose from:

- **Traditional Lions clubs** are ideal for bringing together a group of community-minded people to serve the needs of their community in any way. It offers flexibility to reach new groups of people and serve a variety of communities.
- **Campus Lions clubs** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and business skills. Additionally, students are eligible to receive a special dues discount to make membership more affordable (details on page 10).
- **Lioness Lions clubs** offer current and former Lionesses an opportunity to honor their history as a Lioness while enjoying the benefits and privileges of being a Lion. Current and former Lionesses receive credit for their years of service as a Lioness and are recognized with a special Lioness pin.
- **Leo Lions clubs** provide an easy transition from Leo to Lions clubs by offering a special dues discount to graduating Leos and their peers (details on page 10). To charter a Leo Lions club, a minimum of 10 graduating Leos under the age of 30 is required.

- **Club branches** enable a small group of people to form a Lions club and start making a difference in their community sooner. Members become a part of an existing “parent” Lions club, but select their own projects and activities.

You can also start a new Lions club, just like a traditional club, based on your interests or circumstances:

- Perhaps you have a hobby you enjoy, a community project you’d like to work on or want to volunteer with business colleagues. If so, form a special interest club that focuses on an element that many potential members have in common.
- Maybe you'd like to organize a club that includes members from distant geographic areas – or holds club meetings online for convenience. If so, a Cyber Lions club will help you organize a club through the Internet. A Cyber Lions club is chartered just like a traditional club.
*Reminder – Board Policy requires 75% of charter members to either reside or work in the multiple district of the new club.
- Or, you might prefer to work on projects that serve people with intellectual disabilities. If so, a Champions Lions Club in support of Special Olympics might be a good choice for you. Request or download a copy of the Champions Lions Club Guide (EX-537) and brochure (EX-536).

All Lions club types in good standing have the ability to vote at district, multiple district and international conventions, apply for LCIF grants and benefit from the service, training and leadership opportunities granted to all Lions clubs.

Steps to New Club Formation

The process of chartering a new Lions club or forming a club branch should take between four to eight weeks. If it takes more than eight weeks, you run the risk that members will lose interest and quit before the club becomes formally organized. New clubs should be based on the needs within the community; once you find a need, it is easy to charter a new club!

To organize a new Lions club you will need:

- 20 or more charter members
- A sponsoring club, region, zone, district cabinet or district committee
- Completed charter application and report of charter members
- Your district governor’s approval
- Appropriate charter fees and certification forms

If the location for the new club has not been determined, or 20 charter members have not been gained, the following steps will be especially useful for charter success.

To organize a club branch you will need:

- A minimum of five branch members
- Elected branch president, secretary and treasurer
- A sponsoring club and branch liaison
- Your district governor to be informed
- Completed notification form

Step One: Determine Areas of Opportunity

Find a Need and Fill It

Begin by creating a list of communities in your district that would benefit from a new club. Include both communities with no Lions club and areas that would benefit from an additional Lions club.

Consider the following:

- Size of the population
- Current service clubs and community organizations
- Local project possibilities and benefits for the area
- Groups of people who are not currently being recruited by existing Lions clubs

- Young professionals, women, ethnic communities and other underrepresented groups
- Location of nearest possible sponsoring Lions clubs

Step Two: Develop Your Extension Team

Gain Support of a Sponsoring Lions Club

Once the list of possible club locations has been compiled, meet with the leaders of potential sponsoring clubs in the area to gain their support and collect names of prospective members and other contacts. Identify individuals who would like to assist with the development of the new club and establish an extension team.

Any club in good standing can sponsor a Lions club within its district. If more than one Lions club is interested in sponsoring the new club, encourage the district governor to nominate one club to be the primary sponsor and a second club to serve as co-sponsor. The primary sponsoring club must be from the new club's district. However, the co-sponsoring club may come from any area.

Sponsoring clubs are required to:

- Support the guiding Lion(s)
- Check that all charter member applicants meet the standards of being a Lion member
- Hold an in-depth organizational meeting
- Ensure that the chartered club has proper orientation into Lions
- Co-host Charter Night
- Encourage district participation
- Encourage interclub functions
- Help develop a membership retention and growth plan
- Assist in preparing the club's meeting agenda
- Support the club's activities
- Assist the club whenever called upon
- Provide guidance without interfering

Additionally, the sponsoring club will often purchase the club banner and gavel to present to the new club at the Charter Night celebration.

Build Your Extension Team

To support the chartering of a club or formation of a club branch, consider the following volunteers:

- An organizing Lion who can coordinate the extension effort
- Two Lions, in addition to the organizing Lion, to research the site (see step three)
- Two Lions to promote the new club to the community (see step four)
- Lions to serve on recruiting teams who feel comfortable approaching business people and community leaders (see step five)
- Two guiding Lions to help train the new club officers and provide assistance as needed
- One or more Lions who will follow-up each lead

The extension team may include members from the sponsoring club, Lions who live or work in the area and non-Lions who are interested in the formation of the new club. Lions may serve in multiple positions, but care should be taken that the volunteers do not become over-burdened.

Lions Who Can Help

The following Lions may prove instrumental in the development of the new club:

- **Global Membership Team (GMT) District Coordinator** – A GMT coordinator is appointed in your district to assist in implementing local membership strategies and to promote membership initiatives to clubs as needed. The GLT district coordinator is also responsible for organizing Certified Guiding Lion Training and ensuring new member orientation is effectively implemented.
- **Membership and Club Growth Team** – The membership and club growth team, made up of the GMT district coordinator, first vice district governor and one or two others, focus on growing new and existing clubs. These individuals have the expertise and desire to help charter a new club and are aware of the resources available from Lions Clubs International.

- **Guiding Lion and Certified Guiding Lions** – District governors are encouraged to appoint two guiding Lions, preferably certified guiding Lions, to guide the new club in its first two years of operation, orient and train new club officers and motivate and support new club growth.

Step Three: Conduct Site Development Research

The purpose of conducting site development research is to evaluate the needs of the community, gauge the feasibility of chartering a new club and collect information. While the objective of the research is not to recruit members, contacts made during the visit should be noted for a later visit during the recruiting phase.

Contact Community Leaders

The club organizer, and preferably two other knowledgeable Lions, should spend a day visiting the following community leaders:

1. **Chamber of Commerce Executive Director**
 - a. Obtain a list of chamber members
 - b. Ask about other service clubs in the area
 - c. Ask about possible meeting locations
2. **Mayor and Other Community Leaders**
 - a. Gain approval for the new club
 - b. Discuss needs within the community
 - c. See if other community organizations exist, what they do and when they meet
3. **School Administrators (Superintendents and School Principals)**
 - a. Gain approval to discuss new club projects with school staff members
 - b. Ask about possible youth programs or the need for a Leo club
4. **Officials from Law Enforcement Agencies, Fire Departments, Human Service Agencies and Business Groups**
 - a. Identify and discuss possible community needs

Spend about 15 minutes with each community leader and explain that you are collecting information for the formation of a new Lions club. Ask each contact for his or her business card and the names of other community leaders who might be interested.

Visit Possible Meeting Locations

Visit local hotels and restaurants to find possible meeting locations for the first and second meetings. Inquire about availability and prices of meeting rooms.

Step Four: Promote the New Club to the Community

Before recruiting begins, and throughout the duration of club development, designate a few volunteers to spearhead a local public relations effort. To launch a successful campaign, first identify your potential members and develop a campaign that underscores the intended message that will appeal to the demographic group you are targeting.

PR Tools

The Public Relations Department at Lions Clubs International has developed several public relations tools that will help you communicate our message of service. Visit www.lionsclubs.org and search “communicating your activities” for public relations guides, sample news releases, audiovisual presentations, public service announcements, promotional materials and more.

Make it known that a Lions club is coming with the sample press release in this guide.

Step Five: Recruit Charter Members

The next step is to determine how the members should be recruited. In general, there are four ways to develop a Lions club. The four strategies include:

- **Canvassing:** Recruiting community leaders by making unscheduled personal visits
- **Limited Recruiting:** Inviting only people recommended by key community leaders
- **Group Conversion:** Meeting with an established group of people who have an interest in community service as Lions
- **Branch Development:** Recruiting a small core of people to join an existing parent club with the purpose of launching a local project

One of the most effective ways to recruit members for a new club is to contact community and business leaders in person. While many Lions might

feel uncertain about approaching leaders to discuss Lions, they usually find that many people are generally aware of Lions activities and view the association in a very positive light. For many, the

reason for not joining is that they were simply never asked.

For Information Contact:
(Name)
(Phone number)
(E-mail address)

For Immediate Release

LIONS CHARTER NEW CLUB IN (CITY)

(City, date) — A new Lions club comes to (city) on (date) when (# of charter members) men and women celebrate the charter night of the (name) Lions Club at (location) at (time).

During the ceremonies, (Lions district governor name or highest ranking dignitary) will present the members of the new club with their official charter. Members of the (name of sponsoring club) Lions Club, who sponsored the formation of the (name of new club) Lions Club, will also be on hand to congratulate members of the new club.

“I am proud to welcome these men and women into Lions. (City) will be proud to have such a fine group serving their community,” said (district governor, local dignitary or sponsoring club president’s name).

The (new club name) Lions Club plans to become involved with (list activities).

The (name) Lions Club will meet on (day of week/month) at (time) at (location). Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with the (name) Lions Club, please contact (name) at (phone number/add Web site address if appropriate).

Lions Clubs International is the world’s largest service club organization with nearly 1.35 million members in approximately 45,000 clubs in over 200 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at www.lionsclubs.org.

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Following Up Leads

Each day, collect new member information, leads gathered from each team and put them into four categories:

- **Group 1: Charter Members** (completed an application and paid the charter fee) - Send a letter of congratulations with the date, time and location of the first club meeting.
- **Group 2: High Interest Prospects** (may come to a club meeting but did not complete an application) - Send a letter inviting them to the meeting.
- **Group 3: Other Prospects** (may be interested but could not attend a club meeting) - Keep them on the mailing list of further meetings and contact them following the first meeting with an update on the club's progress. Continue to invite them to get involved.
- **Group 4: Possible Prospects** (names of people who might be interested). Determine a time to contact them in person.

Send each lead and new member a personalized letter confirming the date, time and location of the meeting. Place the letter on professional-looking letterhead and personally sign the letter.

For canvassing tips, a sample script for personal visits and follow-up letters, visit the Lions Web site at www.lionsclubs.org and search "Extension Workshop". Some materials may only be available in English.

Step Six: New Club Development

The First Meeting (The Informational Meeting)

Objective: To begin to build the new club's membership and prepare for a successful second meeting.

Attendance: Approximately 20-25 percent of the people who signed up to join the new club will attend the first meeting.

Tips to increase attendance:

- Send follow-up letters and e-mails to each lead within 48 hours of meeting them.
- Use professional looking letters, by mail, on nice stationery have a better response than simple e-mails.

- Call prospective members, who indicated that they will attend the first meeting, to remind them of the date, time and location.
- Encourage prospects to invite their friends and other community-minded individuals who might be interested in joining.

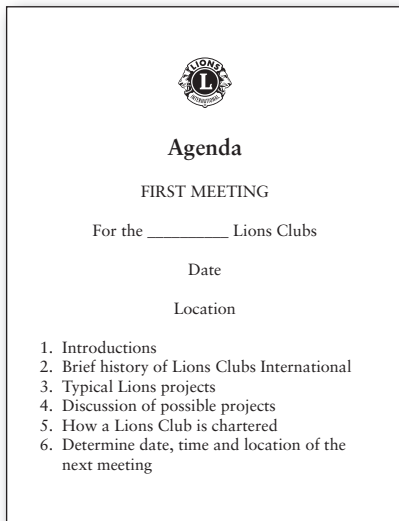
Set-Up:

- Set the room for fewer people than you expect. Consider having additional chairs available just in case more people attend.
- Do not serve a meal, only light refreshments such as cookies and soft drinks.
- Volunteers should not outnumber the potential charter members. Guiding Lions should be in attendance.
- Volunteers should dress in a professional manner and not wear their Lions vest or too many pins. This may imply that all members have to wear the vest and pins.

The Meeting:

- Personally welcome each participant and encourage him or her to enjoy the refreshments.
- Start the meeting on time. The meeting should not last longer than 60 minutes.
- Welcome the group and ask each person to introduce himself or herself and provide both personal and professional information. (Do not rush this exercise).
- Introduce the Lions in attendance and note that they are attending to assist the new club.
- Present an overview of Lions activities and membership benefits.
- Begin a discussion by asking attendees if they can see how a Lions club can help their community.
- Mention that there is a cost to forming a Lions club and fully explain the membership dues.
- Ask attendees to think about the types of projects that the club could support and invite them to bring a friend to the next meeting. At the second meeting the club will identify projects and begin to work on them.
- Verify that the date, time and place of the second meeting are convenient for everyone. The second meeting should be within one week of the first meeting and should meet every week until the club is formed.
- Collect charter member applications and fees.

Sample First Meeting Agenda



Post-Meeting:

- Send a letter to each attendee, thanking them for attending and include details of the second meeting.
- Send a letter to the prospective members that didn't attend outlining the meeting's accomplishments, noting the possible projects and provide information on the next meeting.
- Personally contact the people recommended during the meeting to invite them to attend the next meeting.
- Continue to contact other people in the community and invite them to the next meeting.

The Second Meeting (The Organizational Meeting)

Objective: To complete the charter application, begin planning a club project and elect officers.

Attendance: In addition to follow-up letters, call people a few days before to remind them of the meeting and encourage them to bring friends and other community-minded individuals.

Set-Up:

- Same as the first meeting; set the room for fewer people than you expect. Consider having additional chairs available just in case more people attend.
- Do not serve a meal, only light refreshments such as cookies and soft drinks.

- Have plenty of applications on hand for members to sign up.


The Meeting:

- Personally welcome each participant and encourage him or her to enjoy the refreshments.
- Start the meeting on time. The meeting should not last longer than 60 minutes.
- If most participants are new, you may want to repeat the previous meeting and cover the history and Lions more thoroughly.
- If most participants attended the first meeting, move on toward launching the first service project.
- Introduce the Lions in attendance and note that they are attending to assist the new club
- Review the list of possible projects and invite the new attendees and others to add to the list.
- Ask the group to identify three projects to undertake and discuss how the projects can be accomplished and what can be done before the next meeting.
- Explain that before the group can move forward, a club charter application or a branch application is needed so members are covered by liability insurance and can do community service as Lions.
- If the group decides to hold elections, conduct elections and then complete the application. A fully chartered club (with 20 or more members) will need to elect the following:
 - President
 - Secretary
 - Treasurer
 - Club Membership Chairperson
- A club branch will need to elect a branch president, secretary and treasurer
- Set up a date, time and place to hold the next meeting.

Post-Meeting:

- Set up a meeting with the club officers to begin new club officer training as further outlined in the Certified Guiding Lion Training.
- Continue to encourage members to promote their club and bring friends or others to join.

Sample Second Meeting Agenda

 Agenda SECOND MEETING For the _____ Lions Clubs Date _____ Location _____ 1. Brief history of Lions Clubs International (if needed) 3. Overview of typical Lions projects 4. Review possible projects previously discussed by the group 5. Prioritize projects 6. Discuss getting started and what can be accomplished before the next meeting 7. Discuss formation of the new club a. Election of officers b. Complete application 8. Set up a date, time and place for the next meeting
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- Continue to follow up with those who showed interest but did not attend the first or second meeting.
- A third meeting might be needed to reach additional prospects. However, if at all possible, form a club branch or a fully chartered club before the close of the third meeting. Research shows that when a club or branch formation is slow, initial interest is lost. We often find that once activities begin, it is much easier to recruit new members.

As the club begins ask new members to contact the local media to announce the club projects.

Step Seven: New Club Application

Naming the New Club

A proposed Lions club or club branch must be known by the actual name of the “municipality” or its equivalent governmental subdivision in which it is located. The term “municipality” is construed to mean the city, town, village, prefecture, county or similar officially named governmental unit. Campus clubs may deem the name of the college or university as the “municipality.” If the proposed club is not located within a municipality, it must be known by the name of the most appropriate and locally identifiable official governmental unit in which it is located.

The “distinguishing designation” for clubs located in the same “municipality” or equivalent governmental subdivision may be any name which clearly identifies the club from all other clubs in the same municipality or equivalent governmental subdivision. The “distinguishing designation” will be affixed after the governmental municipality.

Other naming restrictions:

- The term “Host” is a title of prestige to recognize the club as the parent or oldest club in the municipality.
- The club cannot be named after a living individual, unless they have served as international president.
- No Lions club may add “International” as a distinguishing designation to its name.
- When including a company or other trademarked name, a letter or document demonstrating that the company has authorized the use of its corporate name in connection with the naming of the club must be provided.

Charter Fees

New charter members who join before the charter celebration night or within 90 days following the charter approval date (whichever occurs first) pay a charter fee of US\$30 or must submit the proper certification form waiver. Members who transfer from another club into the chartering club pay a transfer charter fee of US\$20; members who transfer from a branch are exempt. Transfer charter members must be transferred in good standing within 12 months from the former club to qualify for transfer member status. These fees cover administrative and supply costs related to chartering a new club.

Dues

Lions club members pay annual international dues unless eligible for dues reduction, in addition to club, district and multiple district dues. International dues total US\$41 (2012-2013 fiscal year) and US\$43 thereafter. International dues are charged starting one month after the charter approval date and cover many member benefits, including a subscription to LION magazine. The amount of club dues should be established at the organizational meeting and should be collected as soon as possible. Dues are often collected with charter fees.

Available Charter and Dues Discounts

Family Membership

Adult family members have the opportunity to join Lions, as a family, and receive reduced international dues and charter fee waiver. The first family member (head of household) pays the initial charter fee and full international dues. Up to four subsequent qualifying family members pay half international dues and no association charter fee.

All members **living in the same household** related by birth, marriage or adoption are eligible to receive the family membership dues rate. Such common family relations include parents, children, spouses, aunts/uncles, cousins, grandparents, in-laws and other legal dependents.

Family membership is limited to no more than five qualifying members per household (above the age of majority) and new clubs must have a minimum of ten (10) full paying members. Membership in the same Lions club and proof of same household residency is required. For family members under age 26, residency in the same household is not required if pursuing higher education or serving in their country's military service. To receive the discount, complete the Family Certification Form (TK-30) for each family unit and submit with the application.

Student Members

Students enrolled in an educational institution and between the age of legal majority in the jurisdiction in which they reside and through the age of 30 receive a special dues concession, paying only half international dues and are exempt of any entrance fees. The Student Member Certification Form (STU-5) must be submitted with the charter application for each eligible student.

Students in Campus Lions clubs, over the age of 30, may also complete the Student Member Certification Form (STU-5) and pay only a US\$10 charter fee. Students over 30 pay regular international dues.

IMPORTANT: Students of new Campus Lions clubs, or clubs with a majority of student members, are required to prepay one year of international dues at the student member rate and submit with the charter application.

Leo to Lion Members

Graduating Leos

All former Leos are eligible to receive charter fee exemption with the completion of the Leo to Lion Certification and Years of Service Transfer Form (LL-2).

Additionally, current and former Leos, between the age of legal majority in the jurisdiction in which they reside and through age 30, pay only half international dues and are exempt from any entrance fees. The Leo to Lion Certification and Years of Service Transfer Form (LL-2) must be submitted with the charter member application for each graduating Leo.

Qualifying Young Adults

Leos can charter a new club and recruit their peers. Young adults between the age of legal majority in jurisdiction in which they reside, and through age 30, also receive a charter fee waiver and pay only half international dues as long as at least 10 new club charter members meet the qualifications above as a graduating Leo under 30. The Leo to Lion Certification and Years of Service Transfer Form (LL-2) must be submitted with the charter member application for each eligible young adult.

IMPORTANT: Full payment of charter fees is required in order for International Headquarters to process and approve your Lions club application. Please see the payment instructions that accompany the charter application for more information.

Charter Approval

Once the charter application is approved, new club supplies and charter member materials, including charter member pins and certificates, will be sent to the new club's guiding Lions.

The charter, accompanied by a congratulatory letter from the international president and a sponsor patch, is sent to the district governor to be presented during the Charter Night celebration. Other supplies may be purchased from the Club Supplies Department at Lions Clubs International.

Is Your District Chartering Ten or More Clubs in a Single Year?

Districts who charter ten or more new clubs in a fiscal year must provide verifications that the new clubs will be supported for long-term growth.

Additional requirements are as follows:

- Submit a detailed plan outlining the support that the new clubs will receive.
- Provide payment of one-half annual international dues upon submission of the charter application.
- Receive charter application certification from both the district and the first vice district governors.
- Receive approval from the membership development committee

IMPORTANT: The charter application, along with any corresponding extension awards, must be received at LCI headquarters before the close of business on June 20 to be credited to the current fiscal year's annual records.

Please allow **45 days** from the date the application is received at International Headquarters to process charter application and also to receive the official charter and club supplies.

Completing the Club Branch Application

Complete the Club Branch Application (CB-1) and Report of Branch Membership with at least five members (CB-2) and collect the US\$25 entrance fee from each new member. Submit the forms to Lions Clubs International and add the branch members to the parent club roster.

Continued Club Development

Sponsoring Club Assistance

Once the new club has received its charter, the sponsoring club should continue to offer support where needed. Sponsoring club officers often visit new clubs during regular meetings, provide assistance with activities and meet with the officers so they become familiar with Lion policies and procedures. Some sponsoring clubs will co-host a meeting or two for the new club until the new club officers feel comfortable holding meetings on their own.

Successful sponsoring clubs continue to support club officers through personal contact and by offering counsel and advice when needed. These sponsors also know when to step back and let the new club find its own way.

Guiding Lion Support

Guiding Lions support the new club throughout the first two years. The Certified Guiding Lion Program provides an outline for training club officers to help the new club build a strong foundation. The training is available in the Certified Guiding Lion Program Course (CGL-1) guide, available at www.lionsclubs.org.

Transition of Power

The goal is to develop a strong, self-sufficient Lions club. As the officers are elected, the sponsoring club, guiding Lions or other mentor should begin encouraging them to take control of meetings and activities and delegate responsibilities to other club members to get them involved. However, be careful not to overwhelm them. Gauge their leadership ability and offer support and guidance only when needed.

New Club Development Awards

Participating in the development of new clubs is a significant achievement. To underscore the importance of new club development, Lions Clubs International offers a number of special awards to recognize the valuable service of extension-minded Lions.

Extension Awards

Extension Awards are presented to the two Lions, who, in the opinion of the serving district governor, provided the greatest assistance in the organization of a new club.

A maximum of two extension awards may be presented for each new club. Lions nominated for the Extension Award receive a medallion for each of the first five clubs chartered, and greater awards for chartering 10, 15, 20, 25, 30, 40, 50, 75, 100 and 150 clubs.

Any Lion may receive the award, including transfer charter members, but with the exception of the district governor, new charter members and international representatives. Recommendations should be noted on the charter application or reported within six months of the charter approval.

Extension Awards will be presented after the club has been chartered for a year and a day. The Extension Award will be sent to the district governor for presentation to the club organizer(s).

District Governor Extension Award

The District Governor Extension Award is awarded to district governors who charter one or more clubs within their district. The prestigious pin is personalized to display the number of clubs chartered during their year.

District Governor Extension Awards will be issued to the immediate past district governor after June 1 following their fiscal year. The award will indicate the number of new clubs formed in the previous fiscal year that are still in good standing as of May 31 of the next fiscal year.

Family Membership Banner Patch

The Family Membership Banner Patch is awarded to new clubs adding 10 or more new family members at the time of charter. The banner patch is sent with the new club charter.

New Club Sponsor Banner Patch

Clubs that sponsor a new club receive a patch to proudly display on their club banner. The patch is usually presented to the sponsoring club during Charter Night.

Guiding Lion Patch

Guiding Lions receive a Guiding Lion Patch to proudly display on their club banner. This patch is typically presented to during Charter Night.

Guiding Lion Award

Guiding Lions are recognized with a prestigious pin after they have served the new club successfully for one year. This pin is sent to the charter club president after the guiding Lion submits the one-year report to the Membership Programs and New Clubs Marketing Department.

Certified Guiding Lion Award

The Certified Guiding Lion Award is presented to Lions who complete the Certified Guiding Lion Program training and successfully serves the new club for two years.

Campus Banner Patch

A Lions club that sponsors a new Campus Lions club receives a distinctive banner patch. The patch is sent to the district governor and usually awarded during the Charter Night celebration.

Campus Award Pin

An award pin is presented to up to two Lions who help charter a Campus Lions club, as determined by the district governor. The award is sent with the Campus Banner Patch and also presented to recipients during the Charter Night celebration.

Club Branch Banner Patch

Clubs that sponsor a branch receive a Club Branch Banner Patch. The patch is mailed to the parent club president once the branch is received and approved by Lions Clubs International.

Club Branch Award

Club branch liaisons are recognized with a prestigious pin when the new branch is formed. This pin is sent to the parent club president with the banner patch for presentation.

Closing Note

This manual holds a vast amount of information. While we have included as much information as possible, please also know that our staff is always available to provide support and guidance.



Lions Clubs International

Membership and New Club Operations Department
Lions Clubs International
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Phone: 630.203.3831
Fax: 630.706.1691