



Lions Clubs International

CAMPUS CLUB Specialist's Manual



A guide for district and multiple district
campus club specialists.

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About Campus Lions Clubs

Campus Lions clubs enable students, faculty, administrators, alumni and people from the surrounding area serve the campus community together. While campus clubs differ somewhat from traditional clubs, members have the same rights and responsibilities.

As the campus club chairperson, considerable time, effort and guidance are essential to maintaining an active and thriving campus club. The faculty advisor (if applicable), guiding Lion(s) and sponsoring club will be critical to the success of the club. As you get started developing campus clubs, keep in mind the following:

- Consider identifying a community focus activity to help attract members and organize a club. A club's focus can be blood drives, working with the disabled, sports camps, providing assistance to area youths or a campus club mission.
- Campus clubs, by nature, experience high turnover as students transfer or graduate; continual membership recruitment is a priority.
- It is recommended to collect dues payments and elect officers in advance since students are often on break when dues are due and a new fiscal year begins. This will prevent a lapse in payment of dues and election of officers.
- Campus Lions clubs receive an extended billing adjustment period. Therefore, for students that do not return to school following the semester or break, clubs may receive reimbursement if the student is dropped before the designated deadlines (see page 10).
- Due to budgetary limitations, campus club meetings will likely not include meals. It is suggested to provide a snack for the students at the meeting instead.
- Club officers may need guidance with club management and membership reporting.
- Campus clubs should be encouraged to plan activities with other Lions clubs in the area to gather fund-raising and project ideas and to become more familiar with the association. However, it is important to let the members of the campus club determine the types of projects the club will initiate and the way those projects will be implemented. Do not allow district Lions to control the project. Remind the Lions that you are thankful for their help and guidance to campus club members, but that the campus members might have their own ideas for how to do things, and we should welcome them.
- Encourage campus club members to set up a free e-Clubhouse Web site (<http://lionwap.org/eclub/index.php>) and use e-mail and social networking sites such as Facebook and Twitter. These sites are excellent for sending club announcements about activities or projects and to update members who may not be able to attend a meeting.

Responsibilities

District Campus Club Specialist's Responsibilities

1. Oversee campus club development throughout a three-year term.
2. Take direction and guidance from the GMT district coordinator, district governor and LCI.
3. Establish goals for campus club development and action plans to attain such goals. These goals should include a timeline for chartering new campus clubs and plan for ongoing membership recruitment for existing campus clubs. A copy of these goals should be sent to the district governor and GMT district coordinator.
4. Conduct research to identify areas of possible campus club extension activities.
5. Offer educational seminars and provide instruction about campus club development for members of the district and for area college educators and administrators.
6. Communicate monthly, or more if needed, with the district governor and GMT district coordinator.
7. Develop articles on campus club extension for district, multiple district and international publications.
8. Report progress to the district governor and GMT district coordinator. Encourage them to become involved in campus club growth.
9. Provide encouragement, coaching and motivation aids for all Lions actively involved in campus club extension and development activities.
10. Work with the campus club guiding Lion to assure graduating members of the campus Lions are encouraged to transfer into community-based clubs.

Preparing for Your Term

There are numerous resources you may call upon to ensure the success of your term as the campus club specialist. Before you begin your responsibilities, take some time to thoroughly review and understand the resources available.

Materials

Campus Lions Club Kit (KITCC): This kit has all the materials necessary to charter a Campus Lions club. Items include:

- Guide to Developing Campus Lions Clubs (EX-517)
- See a Difference on Your Campus: Information for Faculty Advisors (EX-514)
- Campus Club Brochures (EX-537)
- Campus Club Posters (EX-538)
- Student Member Certification Form (STU-5)
- Instructions for Completing the Lions Club Charter (TK-2)
- Lions Club Charter Application (TK-38A)
- Report of Charter Members (TK-21A)
- Lions Club Charter Member Applications (STU-7)

New Club Extension Kit (KITEXT): This kit offers a step-by-step guide for chartering a new club, charter night guide and club project development guide. While there are some differences in forming a campus club, the New Club Extension Kit is an excellent reference to have on hand for your extension activities.

Club Branch Kit (KITBR): This kit contains all necessary materials to form a club branch. If the recruitment of 20 campus members is unlikely, 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” club but hold independent meetings and facilitate their own projects. This is a great option to maintain interest and keep a campus community project moving forward.

Lions Clubs International Web Site (www.lionsclubs.org): The association’s Web site is filled with vital information and resources to assist you with your extension efforts and includes downloadable materials. It is quite extensive and it is to your advantage to take some time to familiarize yourself with its helpful content.

Support and Guidance

There are several individuals available to assist you with your extension efforts on a district level. Call on them when you have questions or need advice and motivation. Also, keep them informed of all your campus club extension activities.

District/Multiple District Support

- **District Governor** – As the district representative of Lions Clubs International, your district governor has the responsibility to actively participate and inspire you to administer and promote effective membership growth and new club organization.
- **GMT District Coordinators** – Coordinators are responsible for area analysis, goal setting/action plan development, communication and mentorship, all guides by a strategic plan.

International Headquarters Support

The Membership and New Club Programs Department can provide materials and guidance to help you plan a successful term as the district or multiple district campus club chairperson. Contact them to order Campus Lions Club Kits and other materials, check on the status of recently submitted charter applications or answer extension-related questions.

- **Pride Newsletter** – Published bi-annually, the Pride Campus Club Newsletter provides students, faculty and other campus club members with valuable information regarding project ideas, Lions Clubs International updates and much more.

Planning/Reporting Forms

At the end of this manual, reproducible forms are provided to help organize your goals and report successes. Included are the following:

- **Campus Club Specialist's Checklist** (page 12) to keep track of annual responsibilities.
- **Campus Club Status Chart** (page 13) to record the status of all campus clubs in your district.
- **Campus Club Development Form** to start planning the formation of a new campus Lions club.
- **Campus Club Specialist's Progress Report** to track the progress of each club.
- **Campus Club Specialist's Annual Goals/Action Plans** to formulate yearly goals, plan steps for achieving them and track results.

Secrets to Extension Success

The following suggestions will help lead you to optimal campus club extension success.

Explore Opportunities

A good place to begin your term is to research all the college and university campuses in your district or multiple district. Consider looking for colleges or universities that require students to complete service activity hours. Use the Campus Club Status Chart (page 13) to record the status of clubs in those locations. This chart will be very helpful as you set yearly goals.

Create Annual Goals and an Action Plan

Physically writing down your goals is a beneficial exercise. Not only does it help articulate what your district needs to accomplish, but gives you a mechanism for measuring success. Creating an action plan to achieve those goals will help make them a reality. For your convenience, a helpful form is included at the end of this manual.

Take Advantage of Resources

Numerous resources, including materials and Lion leaders, are available to help make your extension efforts a success. Be sure to use them to your full advantage.

Be Enthusiastic

A positive attitude is infectious. Whether working with campus personnel or Lions in your district, maintaining a positive attitude will motivate those around you to get involved. If you, or the Lions in your district/multiple district encounter any frustrating experiences, your continued enthusiasm will help carry you through any challenges.

Stay on Track

Once you set goals and create action plans, be sure to keep your activities organized and follow up with the efforts of those around you. Lack of focus or follow-through could lead to a missed opportunity.

Be Available

Make yourself available to offer assistance and advice to the Lions in your district/multiple district who might need it. Regularly communicate with them to provide encouragement and support.

Communicate Results

Keep Lion leaders in your district/multiple district informed of your progress by regularly completing and distributing the reporting forms included in this manual. Write articles for district and multiple district publications and make presentations at appropriate district and club functions.

Know Your Product Inside Out

Be the campus club expert for your district/multiple district! Be familiar with available marketing materials and be prepared to answer frequently asked questions.

Follow-up

Get feedback from students in campus clubs each year. Also, encourage graduating students to find a local Lions club upon graduation using the Lions Campus Graduate Form on our Web site.

Guide to Developing Campus Lions Clubs

As the district campus club specialist, it is important that you are familiar with the Guide to Developing Campus Lions Clubs (EX-517). You may be asked specific questions about the benefits of a campus Lions club, how to form a campus Lions club, the role of a club sponsor and charter fees/dues structure.

Why organize a Campus Lions Club?

Students will gain valuable leadership and business skills that will benefit them for a lifetime. In addition to numerous programs aimed to serve the visually impaired, Lions Clubs International offers programs and guides for hands-on service projects, going green, disaster relief, services for children and so much more. Members choose their own projects, activities and fundraisers to fit their interests and make a difference in people's lives both locally and throughout the world. Join nearly 500 Campus Lions clubs around the world making a difference on their campus.

Support for Campus Lions Clubs

Campus Lions clubs may need more support than a traditional Lions club due to their unique needs. Faculty advisors, club sponsors and guiding Lions are a great support line for students.

Faculty Advisor

Although not required by Lions Clubs International, it is recommended to organize a campus club with a faculty advisor to serve as a liaison between the club and the school to ensure the continuance of the club from year to year. An advisor is not required to become a Lion; they can simply oversee meetings and activities of the club. Responsibilities of the faculty advisor can be found in the See a Difference on Your Campus (EX-514) flyer. Each year, confirm the faculty advisor is still working with the club. If not, take time to identify a new faculty advisor.

Campus Club Sponsor

Each new Lions club is required to have a club sponsor to help guide new club formation and ensure the new club maintains a high level of commitment, activity and enthusiasm. A list of sponsoring club requirements is available in the Guide to Developing Campus Lions Clubs.

Guiding Lions

District governors are encouraged to appoint two guiding Lions or certified guiding Lions to assist and advise the new club during its first two years. The guiding Lions are typically members of the sponsoring club and chosen before the organizational meeting. A list of guiding Lion requirements is available in the Guide to Developing Campus Lions Clubs.

Charter Fees and Dues

Although fees for Campus Lions clubs are available in the Guide to Developing Campus Lions Clubs, the information included is important for campus club specialists to understand. The structure may be confusing, so if you have any questions please contact the Membership and New Club Programs Department.

Student Member Program

The Student Member Program is available to students enrolled in an educational institution and between the age of legal majority and through age 30. Eligible students receive a charter/entrance fee waiver and pay only half international dues (US\$20.50 in the 2012-2013 fiscal year and US\$21.50 thereafter), billed semi-annually.

Students in Campus Lions clubs, and clubs with a majority of students, are required to prepay one year international dues at the student member rate of (US\$20.50 in the 2012-2013 fiscal year and US\$21.50 thereafter) at the time of charter.

Once the club is chartered, students joining the club, through age 30, do not have to prepay dues and will be billed for prorated international dues.

To receive the dues discount, the current district governor, guiding Lion or club secretary must complete and sign the Student Member and Leo to Lion Certification Form (STU-5) for each student to verify student status and age and submit with the charter application. Established clubs submit the certification form with the Monthly Membership Report (MMR) when adding the new student, or may complete certification online using MyLCI by selecting “student” from the membership type drop down box.

International dues are billed semi-annually in July and January. Charter students under age 30 who have prepaid international dues will owe nothing for the subsequent semi-annual billing following the club’s charter. However, charter students will owe prorated dues for the second semi-annual billing following the club’s charter unless the club has a charter date in either December or June.

For example: If a campus club is chartered in February 2010, charter students will owe nothing for the July 2010 semi-annual dues invoice. For the January 2011 invoice, charter student members will owe prorated dues to cover the remaining billing period from March 2011 through June 2011.

Besides international dues, student members may need to pay district, multiple district and club dues. Lions Clubs International encourages districts and multiple districts to either lower or exempt students from paying local dues as deemed appropriate. The district governor can provide the current local dues required. Club dues, if any, should be established as soon as possible.

Students Over Age 30

Students over the age of 30 and in a Campus Lions club pay a reduced one-time charter/entrance fee of US\$10 and full international dues. To receive the charter discount, complete the student member certification form (STU-5). Prepayment of international dues is not required for students over age 30.

Students over age 30 will be billed pro-rated international dues for the remaining months of the semi-annual period ending June 30 or December 31, as the case may be, following the charter of the club.

Future Dues

Consider a one-time collection of dues to cover two billing cycles at the beginning of the school year. This will ensure that bills are covered when school is not in session.

Non-Student Dues

Faculty, staff, community members and other non-student members pay a one-time charter fee of US\$30, or an entrance fee of US\$25 when joining an established club, and full international dues - plus district, multiple district and club dues. International dues total US\$41 (2012-2013 fiscal year) and US\$43 thereafter. Prepayment of international dues is not required for non-students.

Non-students will be billed pro-rated international dues for the remaining months of the semi-annual period ending June 30 or December 31, as the case may be, following the charter of the club.

Extended Billing Adjustment Period for Campus Lion Clubs

To accommodate the typical school schedule, campus clubs receive an extended billing adjustment period for the semi-annual billing. Campus Lions clubs are billed normally for the semi-annual dues in July and January, and payment is due to the international office no later than July 21 and January 21 respectively, however, Campus clubs have through April 15 for the January per capita billing and through October 15 for the July per capita billing to amend the club roster. Lions Clubs International will give credits to campus clubs for roster adjustments submitted within this time period without penalty.

International Per Capita Tax

It is understood that the semi-annual per capita tax shall be pro-rated for the remaining months of the semi-annual period ending June 30 or December 31, as the case may be. The dues of each member shall begin on the first day of the month following the month that his/her name is recorded by the International Office as a new member. Please contact the district governor or Lions Clubs International for the current dues amount.

Campus Lions Club International Dues Structure

	Charter Fee (New Club)	Entrance Fee (Existing Club)	International Dues (Fiscal Year 2012-2013)	International Dues (Beginning July 1, 2013)	Certification Required
Students between the age of legal majority and through age 30	US\$0	US\$0	US\$20.50 (Prepaid for charter members)	US\$21.50	Student Member Certification Form (STU-5)
Students over age 30.	US\$10	US\$10	US\$41	US\$43	Student Member Certification Form (STU-5)
Non-student faculty, staff, alumni, community members, etc.	US\$30	US\$25	US\$41	US\$43	None

Campus Club Specialist's Checklist

- Research and identify areas of potential campus club extension activities using the Campus Club Status Chart on page 13.
- Establish annual goals and formulate action plans to achieve them using the Campus Club Specialist's Annual Goals/Action Plans at the end of this manual.
- Distribute the completed Campus Club Specialist's Annual Goals/Action Plans to the following individuals: district extension chairperson, district governor/council chairperson and vice district governor/vice council chairperson.
- Visit campuses to help establish new clubs or strengthen existing ones.
- Work with the campus guiding Lion or certified guiding Lion to encourage graduating members of Campus Lions clubs to transfer into community Lions clubs.
- Complete the Campus Club Specialist's Progress Report at the end of this manual on a quarterly basis.
- At the end of each quarter (September, December, March and June), distribute the completed Campus Club Specialist's Quarterly Progress Report to the district governor and GMT district coordinator.
- Hold meetings, at least annually, with the GMT district coordinator.
- Provide advice and support to Lions in your area involved in campus club extension efforts.
- Write articles about your areas successes for district, multiple district and international publications.
- Make presentations at club and district functions as appropriate.
- Contact the district orientation team, or other knowledgeable Lion, to educate the club members and officers.

Campus Club Status Chart

Use this form to identify opportunities! Record the college and university campuses in your district, whether or not they have an existing Lions club, the status of the club or the club chartering process, the primary contact for the club or chartering effort and next steps to ensure continued development.

Campus/Location	Existing Club?	Status	Primary Contact	Next Steps



Lions Clubs International

CAMPUS LIONS CLUBS

CAMPUS CLUB DEVELOPMENT FORM

Date: _____

Title: _____

Name: _____

Phone Number: _____

School: _____

E-mail: _____

How can the club benefit the school?

How can the club benefit the students and/or faculty?

What requirements must the club meet?

Is there a need for a faculty advisor? YES NO

If yes, who should be considered?

Name	Title	Phone/E-Mail

The membership should include (check all that apply):

- Students
 Faculty
 Staff
 Alumni
 Local Community Leaders

Other: _____

How can the new club be promoted on campus?

Dates for promotion

Manned display in student center or high traffic area

Rush week or spring and fall registrations

Special event

Campus newsletter

Campus newspaper

Campus Web site

Post on the University's Facebook page

E-mail

Posters on campus bulletin boards

Faculty announcements

Presentation to students

Announcements in classes

Other:

Comments: _____

Key students who can help form the club:

Name	Title	Phone/E-Mail

Date of Informational Meeting: _____

Notes: _____

Follow-Up: _____



Lions Clubs International

CAMPUS LIONS CLUBS

CAMPUS CLUB SPECIALIST'S PROGRESS REPORT

Copy as needed.

Name: _____

Date: _____

Title: _____

District: _____

Campus for Possible Lions Club: _____

Status

- Identified campus
- Met with appropriate school personnel
- Contacted prospective faculty advisor
- Identified core student group to help organize the club
- Promoted informational meeting
- Held informational meeting
- Held organizational meeting
- Completed charter application

Number of Members Recruited: _____ Completion Date: _____

Action Plan/Notes: _____

Signature

Title

Date

Campus for Possible Lions Club: _____

Status

- Identified campus
- Met with appropriate school personnel
- Contacted prospective faculty advisor
- Identified core student group to help organize the club
- Promoted informational meeting
- Held informational meeting
- Held organizational meeting
- Completed charter application

Number of Members Recruited: _____ Completion Date: _____

Action Plan/Notes: _____

Signature

Title

Date



Lions Clubs International

CAMPUS LIONS CLUBS

**CAMPUS CLUB SPECIALIST'S
ANNUAL GOALS/ACTION PLANS**

Copy as needed.

Name: _____

Date: _____

Title: _____

District: _____

List annual goals: : _____

Action Plan

Goal: _____

Priority: _____

Timeframe: _____

Steps	Who is Responsible	Date Completed

Results: _____

Action Plan

Goal: _____

Priority: _____

Timeframe: _____

Steps	Who is Responsible	Date Completed

Results: _____



Lions Clubs International

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