

Lions Clubs International



CERTIFIED GUIDING LION PROGRAM



A Course for Success



Certified Guiding Lion Program Objectives

- Help the club determine its mission and purpose
- Improve retention of members
- Assimilate new club members into Lions
- Improve relationship between sponsoring club and new club
- Extend support system for longer period of time
- Improve the knowledge of the Guiding Lion



Why is Training Needed?

- Better understand your role as a Guiding Lion
- Develop a club officer training plan
- Develop a Club Officer Mentor Team
- Provide tools to help the new club officers manage their club
- Locate the resources available to you and the new club



The *Certified Guiding Lion* may be the single most important factor to the success of a new club.

But to be successful, the Guiding Lion must commit the time to conduct training, attend meetings and support the development of club officers (and potential club officers).



THE CERTIFICATION PROCESS

- Complete Course
- Meet with DG or Leadership Chairperson
- Send the completed ***Completion Verification Form and Test for Certified Guiding Lions to LCI Headquarters***



LCI mails certificate to you

Receiving the Presidential Certified Guiding Lion Award





After receiving certification Certified Guiding Lion must complete a successful two-year term, which includes:

- Successfully complete this revised course
- Submit Quarterly Reports
- Attend New Club Meetings
- No change in club officers without acceptable cause
- New Club has a net membership growth
- New Club Conducts Service & Fundraising Activities
- New Club Participates in District Activities
- New Club Officers and Members Visit Other Clubs
- New Club Officers confirm that the Guiding Lion assisted with the clubs development.
- New Club Remains in Good Standing





Certified Guiding Lion Program Design

Section One: Skills of a Successful Guiding Lion

Section Two: Getting off to a Good Start – Become an Information Expert

Section Three: Develop a Club Officer Mentor Team

Section Four: Design Club Officer Training

Section Five: Guiding Lion Resources

Can be taken as a correspondence course or with a group



Course Workbook

**By this time, you should have completed
the Certified Guiding Lion Workbook**





Pre-Assignment:

As part of the pre-assignment, you should have reviewed:

- Leadership Resource Center – Club Officer Orientation
- Club Resource Center
- WMMR Site
- Key Publications
 - Standard Form Constitution and Bylaws (LA-2)
 - Club Officers Manual (LA-15)
 - Orientation Guide (ME-13)
 - Charter Night Planning Guide (TK-26)
 - Club Membership Chairperson's Manual (ME-12)
 - Making it Happen, Guide to Project Development (TK-10)
 - Community Needs Assessment (MK-9)
- Local Materials



Section One: Skills of a Successful Guiding Lion

EXERCISE 1

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Skills of a Successful Guiding Lion

Table Discussion:

What are the skills needed to be an effective Guiding Lion?

Which skills do you possess?

Which skills should you improve?

Discuss with your table and determine as a group the top 5 skills



Six Elements of a Successful Club

1. The club members have conducted services projects that are meaningful to them.
2. The club has achieved a net growth in membership and involves new members in meaningful activities quickly.
3. The club communicates effectively with the members and the public.
4. Meetings are held regularly and are meaningful and positive.
5. Club Officers participate in zone and district leadership training.
6. The club is in good standing and reports regularly.



Are there others?

But most of all remember...

**The club belongs to the
members and should always
focus on their goals.**



How do we get there?



**Section Two:
Getting Off to a Good Start
Become an Information Expert**



Get Off to a Good Start – Become an Information Expert!

Leadership Development Section

of the Member Center

Organized under Training Materials

Club Officer Orientation On-Line Course

- Club President Course
- Club Secretary Course
- Club Treasurer Course

EXERCISE 2

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Key Points to include in your Training

What are the key concepts from the on-line Club Officer Orientation that should be shared with the new club officers?

What should be shared with the President?

What should be shared with the Club Secretary?

What should be shared with the Club Treasurer?

Are there other on-line courses that would be helpful?



Get Off to a Good Start – Become an Information Expert!

Club Resource Center at www.lionsclubs.org

This webpage includes links to the following:

- Access to the Club Resource Center to download frequently used forms, publications and information.
- PR Tools to help communicate the club's activities
- Helpful resources you can use to sponsor a Leo Club.
- Finance information you need to manage club funds.
- Strategies you can use to strengthen membership.
- A free E-Clubhouse Web site for your new Lions club

EXERCISE 3

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Important Materials in the Club Resource Center

What are the most important materials in the Club Resource Center that are useful to promote excellence in club management?

What should be shared with the President?

What should be shared with the Club Secretary?

What should be shared with the Club Treasurer?

What other materials would be helpful?



Get Off to a Good Start – Become an Information Expert!

WMMR Site

The site features a training section and a manual to inform club secretaries and president on how to use the site. The WMMR Site is useful for:

- Reporting membership changes
- Printing Club Rosters
- Completing Activity Reports
- More

Enter the training site without a password
Passwords are available from the IT Division

EXERCISE 4

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WMMR Site Materials and Functions

Before the class you were instructed to log into the site and test the programs.

Were you able to log onto the site and go to the training area?

Did you have any problems or challenges?

What information did you find that was helpful?



Get Off to a Good Start – Become an Information Expert!

Key Publications

- Standard Form Lions Club Constitution and Bylaws (LA-2)
- Club Officer's Manual (LA-15)
- Orientation Guide (ME-13)
- Charter Night Planning Guide (TK-26)
- Club Membership Chairperson's Manual (ME-12)
- Making It Happen Guide to Club Project Development (TK-10)
- Community Needs Assessment (MK-9)
- WMMR Guide Material

This material will be referred to later as we cover the officer training sessions in greater detail



Section Three: Develop a Club Officer Mentor Team



Develop a Club Officer Mentor Team

Club Officer Mentor Team

- Two Certified Guiding Lions
- District Governor Team
- Zone Chairpersons
- Club Officer Mentors

EXERCISE 5

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Develop Your Club Mentor Team

Identify individuals who serve in the following roles and discuss their main responsibility to the new club:

District Governor Team:

District Governor

First Vice District Governor

Second Vice District Governor

Zone Chairpersons

Develop a Club Officer Mentor Team

Club Officer Mentor: Pairing new officers with outstanding examples!

Checklist designed to facilitate training

President Mentor Checklist

Secretary Checklist

Club Treasurer Checklist

Club Membership Chair Checklist

Club President Mentor Checklist

The following training should be conducted by the Club Officer Mentor within 30 days of the new club formation.

New Club Name: _____

New Club President Name: _____

New Club President's Contact Information: _____

Roles and Responsibilities:

The club president is the club officer who:

1. Presides at all meetings
2. Issues the call for meetings
3. Appoints the standing committee members
4. Encourages regular attendance
5. Is an active member

Resources: Material may be covered over multiple sessions.

Introduce the new club president to the club website and cover in detail the following materials:

Standard Form Club Constitution and Bylaws

Member Center: Leadership Development

Provide the new club president with a thorough understanding of the club's role and responsibilities.

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Member Center: Leadership Development

Club Secretary Mentor Checklist

The following training should be conducted by the Club Officer Mentor within 30 days of the new club formation.

New Club Name: _____

New Club Secretary Name: _____

New Club Secretary's Contact Information: _____

Roles and Responsibilities:

The club secretary is under the supervision of the club officer who:

1. Submit regular monthly membership reports
2. Submit to the district governor's office
3. Be an active member of the district
4. Have custody and keep and maintain club and board records, attendance, addresses and telephone numbers
5. Arrange for insurance, in cooperation with the board of directors
6. Give bond for the faithful discharge determined by the board of directors

Resources: Material may be covered over multiple sessions.

Introduce the new club secretary to the club website and cover in detail the following materials:

Standard Form Club Constitution and Bylaws

Member Center: Leadership Development

Provide the new club secretary with a thorough understanding of the club's role and responsibilities.

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Member Center: Leadership Development

Club Treasurer Mentor Checklist

The following training should be conducted by the Club Officer Mentor within 30 days of the new club formation.

New Club Name: _____

New Club Treasurer Name: _____

New Club Treasurer's Contact Information: _____

Roles and Responsibilities:

1. Receive all monies, from the district, recommended by the finance committee
2. Pay out monies in payment of club dues and expenses
3. Have custody and keep and maintain club and board records, attendance, addresses and telephone numbers
4. Prepare and submit monthly and quarterly reports to the board of directors
5. Give bond for the faithful discharge determined by the board of directors

Resources: Material may be covered over multiple sessions.

Introduce the new club treasurer to the club website and cover in detail the following materials:

Standard Form Club Constitution and Bylaws

Member Center: Leadership Development

Provide the new club treasurer with a thorough understanding of the club's role and responsibilities.

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Member Center: Leadership Development

Club Membership Chairperson Mentor Checklist

The following training should be conducted by the Club Officer Mentor within 30 days of the new club formation.

New Club Name: _____

New Club Membership Chairperson: _____

New Club Membership Chairperson's Contact Information: _____

Roles and Responsibilities:

1. Develop a growth program specifically for the club and presented to the board of directors for approval
2. Encourage club members to recruit new quality members
3. Ensure implementation of proper recruitment and retention procedures
4. Prepare and implement orientation sessions
5. Report ways to reduce the loss of members to the board of directors
6. Coordinate with other club committees in fulfilling these responsibilities
7. Serving as a member of the zone level membership committee

Resources: Material may be covered over multiple sessions.

Introduce the new club membership chairperson to the club resource center and the Lions Learning Center on the LCI website and cover in detail the following materials:

Standard Form Club Constitution and Bylaws - Review the sections of the Constitution and Bylaws and review the sections in detail, noting when the information might be applied.

Club Membership Chairperson's Guide (MC-44) Details how to establish membership goals and strategies for achieving membership growth.

Club Membership Chairperson's Guide (ME-13 series) The series provides an outline of information that may be presented over a series of meetings.

Membership Applications - the application can be filled out on-line or printed and provided to potential members.

Member Center: Managing a Club: Club Resource Center, Administrative Committees, Membership

Review the resources listed in the Club Resource Center and how they can be applied to membership development.

Provide additional resources, sample club brochures, promotional materials, letters and other

EXERCISE 5 (continued)

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Develop Your Club Mentor Team

Identify individuals who are qualified to serve in the following roles and discuss their main responsibility to the new club:

Club Officer Mentors:

Club President Mentor

Club Secretary Mentor

Club Treasurer Mentor

Club Membership Chair Mentor

Club Mentors should be currently serving in the position



Section Four: Design Club Officer Training



Club Officer Training Outline

Divided into four sessions, focused on the initial keys to success:

Session One– Introduction to Lions Clubs International, Club Responsibilities, the Charter Night Ceremony, Club Officer Mentor Team.

Session Two – Club Officer Responsibility and Initiating Meaningful Projects

Session Three – The importance of Recruitment and Retention and Developing a Recruiting Plan

Session Four – Hosting Productive and Meaningful Meetings

EACH SESSION SHOULD LAST APPROXIMATELY 60 MINUTES



Training Session One

- Introduction to Lions Clubs International (12 minutes)
- Club Responsibilities (23 minutes)
- Charter Night Ceremony (15 minutes)
- Club Officer Mentor Team (10 minutes)



Introduction to Lions Clubs International (12 minutes)

Resource: Orientation Guide

Orientation Guide Includes:

- History of Lions Club International
- Structure of the Club, Zone, Region etc.
- Zone and district level positions and how they can assist the club
- Support from the International Association – Training available, e-clubhouse and other programs that might be helpful.
- International service projects
- Reaffirm that each club is autonomous.



Understanding Club Responsibilities (23 minutes)

Resource: Standard Form Club Constitution and Bylaws

While some materials are included in the Orientation Guide, the Constitution and Bylaws includes:

- Purposes, motto, etc.
- Membership eligibility and types of Memberships
- Officer Responsibilities and the Board of Directors
- Fees and Dues
- Managing Funds
- Meetings and quorums
- Elections and filling vacancies



Organize Charter Night (15 minutes)

Resource: Charter Night Planning Guide

The Charter Night Planning Guide includes many helpful tips for organizing the charter celebration including:

- Charter Night Checklist
- How to organize an effective committee
- Room layout and diagrams
- Sample letters and announcements
- Sample speeches

Note that the sponsoring club, and the district, should offer assistance to help the new club organize the event



Club Officer Mentor Team (10 minutes)

Resource: Club Officer Mentor Checklists

Introduce the club officers to their Club Officer Mentors

- Each officer should be assigned a mentor who is currently fulfilling the same officer role
- The Mentor should be experienced, available and able to communicate/train the new officer effectively
- Provide each pair a copy of their respective checklist
- Ask them to meet with their mentor to go through the checklist prior to the next training session

EXERCISE 6

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Training Session One:

Training Session One is an overview of LCI, why is that important?

What do you consider the three most important objectives of the first training session?



Training Session Two

- Club Officer Responsibility (20 minutes)
- Initiating Meaningful Projects (30 minutes)
- Follow-up Mentor training (10 minutes)



Club Officer Responsibilities (20 minutes)

Resource: Club Officer Manual and on-line training

The Club Officer Manual can help new officers plan their term and provides general information on the clubs daily operations with information such as:

- Setting goals
- Managing club activities through the year
- Record keeping
- Transitioning to the next team

Job specific information can be found in the Leadership Resource Center under training materials and then Club Officer Orientation. Refer them to the site. Their mentor should be covering the details specific to their position with them on an on-going basis.



Initiating Meaningful Projects (30 minutes)

Resource: Making it Happen

Meaningful Projects are key to the health and sustainability of new clubs. “Making It Happen” guides the new club members through four key steps:

- Identify potential projects
- Develop a task force (and involve interested members)
- Conduct research (and identify the members you need)
- Determine action steps needed to implement the plan



Follow-up Mentor Training (10 minutes)

At the end of the session check to make sure that each officer is receiving sufficient support and training from their Mentor.

Ask the officers if they are having any challenges or questions.

If needed, replace the mentor

EXERCISE 7

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Reference Material: Making it Happen – Guide to Club Project Development

Training Session Two:

Training Session Two is more focused on the roles and responsibilities of the club.

What do you consider the three most important objectives of the second session?



Training Session Three

- The Importance of Recruitment and Retention and developing an ongoing Membership Plan. (45 minutes)
- Follow-up Mentor training (15 minutes)



Creating a Membership Recruiting Plan (45 minutes)

Resource: Club Membership Chairperson's Guide

The Club Membership Chairperson's Guide has information that can help a new club design an ongoing membership plan.

- Designed to be given directly to Membership Chair
- Includes timelines and program ideas
- Lists the membership information available from LCI
- Designed to help the club develop a plan

Take a few minutes (longer if needed) to discuss and plan how new members may be recruited.

EXERCISE 8

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CREATING A MEMBERSHIP RECRUITING PLAN

Describe successful ideas for recruiting new members that you would share with the new club officers.



Follow-up Mentor Training (again!)

At the end of the session check to make sure that each officer is receiving sufficient support and training from their Mentor.

Ask the officers if they are having any challenges or questions.

If needed, replace the mentor



Training Session Four

- Hosting Productive and Meaningful Meetings (20 minutes, if needed)
- How to Increase Attendance at Meetings (20 minutes, if needed)
- Continue to follow-up Mentor training



Hosting Productive and Meaningful Meetings

Resource: Focus on Meetings and Club Program Meeting Ideas

“Focus on Meetings” and the “Club Program Meeting Idea” flyer include information on how to host a successful meeting.

Club officers may also be referred to “Meeting Management”, an on-line course in the Leadership Development section of the LCI web site.

Discuss ways the meetings can be positive, effective and how to increase attendance at meetings. The officers should set up a plan. Usually, the president is in charge of effective meeting management and the membership chair is in charge of increasing attendance.



Increasing Meeting Attendance

If meeting attendance is not increasing, discuss ways to boost meetings attendance. The list in the workbook includes.

- ✓ Make sure the meeting date, time and location meets your members and your potential member's needs
- ✓ Send invitations to current and potential members noting the activities that will take place
- ✓ Make personal calls to invite current and potential members to the meetings who may need additional encouragement. Tell them how their support is needed by the club and by the community.
- ✓ Invite an interesting and relevant speaker to each general meeting to give members and potential members a reason to attend.
- ✓ Make sure each member who attends the meeting is involved in a project that is meaningful to them.

EXERCISE 9

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POSITIVE AND PRODUCTIVE MEETINGS

What elements are key to a positive and productive meeting?

What can be done to increase attendance?



Future Guidance and Training

As Guiding Lion, meet with the club officers to make sure they are striving to achieve club success by focusing on **the Six Elements of a Successful Club**.

Address the weak areas as needed with the material covered. If you run into a challenging situation, contact the Certified Guiding Lion Hotline at 630-468-6919 or by email at Englishlanguage@lionsclubs.org for additional guidance and support.



Six Elements of a Successful Club

1. The club members have conducted services projects that are meaningful to them.
2. The club has achieved a net growth in membership and involves new members in meaningful activities quickly.
3. The club communicates effectively with the members and the public.
4. Meetings are held regularly and are meaningful and positive.
5. Club Officers participate in zone and district leadership training.
6. The club is in good standing and reports regularly.



Section Five: Guiding Lion Resources



Reports

Club Health Assessment – measures the progress of the club in the area of membership gain/loss, reporting, payment of dues and balances and donations made to LCIF

Quarterly Report – The report completed by the Guiding Lion and given to the District Team and LCI to report the progress made by the club.



TOOLS TO HELP NEW CLUB BECOME SELF RELIANT

Club Officer Training Checklist – to ensure the information has been shared and effectively communicated to the new club officers

Transition to Independence – A checklist to gauge the club's progress as the club becomes more self reliant.



Recapping the Session



REMEMBER TO:

Complete the “Test for Certified Guiding Lions on pages 35 and 36, meet with District Governor or Leadership Chairperson to obtain their signature and send signed Program

LCI will mail a certificate to you





CERTIFIED GUIDING

LION PROGRAM

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Thank You!