



Club Officers Team Manual

2014-2015

English

Lions Clubs International Purposes

TO ORGANIZE, charter and supervise service clubs to be known as Lions clubs.

TO COORDINATE the activities and standardize the administration of Lions clubs.

TO CREATE and foster a spirit of understanding among the peoples of the world.

TO PROMOTE the principles of good government and good citizenship.

TO TAKE an active interest in the civic, cultural, social and moral welfare of the community.

TO UNITE the clubs in the bonds of friendship, good fellowship and mutual understanding.

TO PROVIDE a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

TO ENCOURAGE service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

Lions Clubs International Vision Statement

TO BE THE GLOBAL LEADER in community and humanitarian service.

Lions Clubs International Mission Statement

TO EMPOWER VOLUNTEERS to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

Lions Clubs International Code of Ethics

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS to bear in mind my obligations as a citizen to my nation, my state and my community, and to give them unswerving loyalty in word, act and deed. To give them freely of my time, labor, and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not to destroy.



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INTRODUCTION

Congratulations! Serving as a club officer is a privilege and honor bestowed upon you by club members. Through your election, your peers have recognized your leadership skills and potential to manage the club effectively. Your term in office will offer many opportunities to learn new skills, enhance the experience of others and grow as a leader. By taking advantage of the many opportunities to learn and grow, your term can have personal and professional development benefits that will last a lifetime.

All of the members of your club are part of your team, and it is the club officers' responsibility to guide members toward reaching the club's goals. *Having goals and making plans to achieve them are two key steps to being successful.* Achieving the **Club Excellence Award** should be one of your club goals. Every member has his/her important role to fill, and by working together, your club will be able to meet its full potential and serve a vital role in your community.

This manual contains helpful information to guide you through your year as a club officer. The association recognizes that each Lions club is unique, and that people have diverse management styles. To accommodate these facts, there is a great deal of latitude in how you choose to manage your club as long as you follow the basic club requirements set forth in the Standard Form Lions Club Constitution and By-Laws (LA-2).

TEAMWORK

In today's rapidly changing world, individuals must blend their family demands, work commitments and volunteer work. While the responsibilities of an individual club officer may be demanding, he/she is able to share challenges, ideas and perspectives with fellow officers. This *club officer team* concept fosters collaboration and provides a shared focus and approach to club administration.

The club president, secretary and treasurer comprise the core of the club officer team, working together to provide effective club leadership. The club president, in addition to supervising overall club operations, is responsible for developing team strategies, coaching and motivating the team members, and monitoring overall performance of the team.

This collaborative team approach not only can improve club administration, but it also enables each officer to be more confident and effective. Collaboration ensures more effective use of individual talents. No individual Lion possesses all of the knowledge, skills and experience required to effectively operate a club alone. By working together, the effectiveness of the club officers can be maximized as they take advantage of the special knowledge and skills of each person.

Collaboration is a source of stimulation and creativity. Open, consistent communication and sharing of challenges, opportunities and ideas can generate new insight or perspectives that an individual would not have discovered. Club officers can assist each other as they tackle challenges and address issues.

Collaboration supports the achievement of goals in a timelier manner. By club officers communicating their specific objectives to each other, each, while focusing on their own responsibilities, can supplement the efforts of the other. The result can be attainment of club goals in a shorter time frame.

As the key leader in each club, the president can be extremely busy. Effectively delegating responsibilities as appropriate to club officer team members can enhance the management and general operations of the club, while preparing them for future leadership roles.

In the club officer team, like all effective teams, each member has been assigned specific responsibilities and tasks for which they are accountable. An overview of each of these positions is in the pages that follow.

CLUB LEADERSHIP

Teamwork is one of the keys to successful club management. Club officers can collectively shape the way in which they work together that will be best for all concerned. Regardless of the way your club officer team works together, the leadership team should ensure that the club has leadership development goals and plans to achieve them. Your zone chairperson and other members of the district GLT can be a resource for your officer team in creating and implementing a leadership development plan.

There are, however, specific responsibilities and areas of authority for each club officer. Using these as a guide, your leadership team can determine the most effective way to manage your club throughout the year.

President

He/she is the chief executive officer of the club who presides at all meetings of the board of directors and the club. The president issues the call for regular meetings and special meetings of the board of directors and the club, and appoints the standing and special committees of the club while cooperating with chairpersons to ensure regular functioning and reporting of such committees. He/she sees that officers are elected as provided for by the constitution and by-laws, and cooperates as an active member of the district governor's advisory committee of the zone in which this club is located.

The club president has no absolute authority. The president's authority to act must come from directives from the board of directors, the club as a whole, the club's constitution and by-laws, or the Standard Form Lions Club Constitution and By-Laws (LA-2).

Immediate Past President

He/she with the other past presidents officially greet members and their guests at club meetings and represent the club in welcoming all new service-minded people in the community served by the club.

Vice President(s)

If the president is unable to perform the duties of his/her office for any reason, the vice president next in rank shall occupy his/her position and perform his/her duties with the same authority as the president. Each vice president shall, under the direction of the president, oversee the functioning of such committees of the club as the president designates.

Secretary

He/she is under the supervision and direction of the president and the board of directors, and is the liaison officer between the club and the district (single or sub and multiple) in which the club is located, and the association. The secretary:

- Submits regular monthly membership reports, service activity reports and other reports specified by the association

- Submits reports upon request to the district governor's cabinet
- Cooperates with and serves as an active member of the district governor's advisory committee of the zone in which the club is located
- Has custody of and maintains general records of the club, including minutes of club and board meetings; attendance; committee appointments; elections; member information, addresses and telephone numbers of members; members club accounts
- Arranges for issuance, in cooperation with the treasurer, of quarterly or semi-annual statements to each member for dues and other financial obligations owed to the club, collects and turns dues over to the club treasurer and obtains a receipt
- Gives bond for the faithful discharge of his/her office in the sum and with surety as determined by the board of directors
- Delivers in a timely manner, at the end of his/her term, the general records of the club to his/her successor

Treasurer

He/she shall:

- Receive all monies from the secretary and deposit the currency in a bank or banks recommended by the finance committee and approved by the board of directors
- Pay the club's obligations authorized by the board of directors. All checks and vouchers shall be signed by the treasurer and countersigned by one other officer, determined by the board of directors
- Have custody of and maintain general records of club receipts and disbursements
- Prepare and submit monthly and semi-annual financial reports to the board of directors of the club
- Give bond for the faithful discharge of his/her office in the sum and with surety as determined by the board of directors
- Deliver in a timely manner, at the end of his/her term, the financial accounts, funds and records of the club to his/her successor

Membership Chairperson

For more detailed guidance, refer to the Club Membership Chairperson Guide.

His/her responsibilities include:

- Development of a club membership growth program and presenting the program to the board of directors for approval
- Regular encouragement at club meetings of recruiting new quality members
- Ensuring implementation of proper recruitment and retention procedures
- Preparing and implementing member orientation sessions
- Reporting to the board of directors ways to reduce the loss of members
- Coordinating with other club committees in fulfilling these responsibilities
- Serving as a member of the zone level membership committee

Board of Directors

The members of the board of directors are the president, immediate past president, vice president(s), secretary, treasurer, Lion tamer (optional), tail twister (optional), membership chairperson, branch coordinator, if designated, and all other elected directors.

What the board of directors can and cannot do by itself is set forth in the Standard Form Lions Club Constitution and By-Laws (LA-2). This information is published on the association's Web site. Similar information may be referenced in the club's constitution and by-laws.

Any club rule, procedure, by-law or constitutional provision that is contrary to the constitution and by-laws of the club, district, multiple district or the International Constitution and By-Laws is not valid.

The board of directors shall have the following duties and powers:

- (1) It is the executive board of the club and is responsible for the execution, through the club officers, of the policies approved by the club. All new business and policy of the club shall be considered and shaped, first, by the board of directors for presentation to and approval by the club members at a regular or special club meeting.
- (2) It authorizes all expenditures and shall not create any indebtedness beyond the current income of this club, nor authorize disbursement of club funds for purposes inconsistent with the business and policy authorized by the club membership.
- (3) It has the power to modify, override or rescind the action of any officer of the club.
- (4) It ensures that the books, accounts and operations of the club are audited annually or, at its discretion, more frequently and may require an accounting or have an audit made of the handling of any club funds by any officer, committee or member of the club. Any member of the club in good standing may inspect the audit or accounting upon request at a reasonable time and place.
- (5) It appoints, on recommendation of the finance committee, a bank or banks for the deposit of the funds of the club.
- (6) It appoints the surety for the bonding (insurance) of any officer of the club.
- (7) It shall not authorize, nor permit, the expenditure, for any administrative purpose, of the net income of projects or activities of the club by which funds are raised from the public.
- (8) It shall submit all matters of new business and policy to the respective standing or special club committee for study and recommendation to the board.
- (9) It appoints, or designates a committee to appoint, subject to approval of the club membership, the delegates and alternates of the club to district (single, sub- or multiple) and international conventions.
- (10) It maintains at least two (2) separate funds governed by generally accepted accounting practices. The first fund to record administrative monies such as dues, tail twisting fines and other internally raised club funds. A second fund is to be established to record activity or public welfare monies raised by asking support from the public. Disbursement from such funds is to be in strict compliance with item (7) above.

Lion Tamer (*Optional*)

The Lion tamer is responsible for the property and paraphernalia of the club, including flags, banners, gong, gavel, song books, etc. He/she puts each item in its proper place before every meeting and returns the items to the proper storage area after each meeting. He/she acts as sergeant-at-arms at meetings, seeing that those present are properly seated, and distributes bulletins, favors and literature as required at club and board meetings. He/she ensures that new members are welcomed to the club and sit with a different group at each meeting so that the new members become better acquainted.

Tail Twister (*Optional*)

He/she promotes harmony, good fellowship, and enthusiasm in the meetings through appropriate stunts, games and the judicious imposition of fines on club members. There shall be no appeal of his/her decision in imposing a fine, provided, however, that no fine shall exceed an amount fixed by the board of directors of the club, and no member shall be fined more than twice at any one meeting. The tail twister may not be fined except by the unanimous vote of all members present. All monies collected by the tail twister shall be immediately turned over to the treasurer and a receipt shall be given.

Committees

Committees contribute to the success of a club by concentrating on a specific area and making sure that the club's goals in that area are met. Typically, committees are formed to focus on areas such as club meeting programs, community service, fundraising projects, club finances, leadership development, membership, public relations and constitution and by-laws. Clubs are encouraged to appoint an information technology chairperson to coordinate the club's use of technology. Clubs may form additional committees as deemed necessary.

LEADERSHIP DEVELOPMENT

Club Officer Orientation at the District Level

Districts are mandated to offer orientation programs for club officers. These programs are beneficial to skill development and personal growth. Club officers are encouraged to attend these programs, which often take place during district conventions or special district, region or zone meetings. Contact the zone chairperson, district governor or other member of the district Global Leadership Team (GLT) for details. In addition, training resources presenting the responsibilities of the club president, the secretary and the treasurer are available in the Leadership Resource Center on the LCI Web site at <http://www.lionsclubs.org/EN/member-center/leadership-development/news-train-club-officers.php>

As club officers, developing and nurturing leadership skills of club members is very important. Club members will be looking to you for guidance, motivation and to help

solve problems, if necessary. Together, your leadership team will help keep the club moving towards its goals by involving members actively on committees and/or service projects and providing opportunities for leadership experience.

The Leadership Division at International Headquarters provides several resources to the district Global Leadership Team (GLT) to assist you in developing critical leadership skills. The Lions Leadership Resource Center, accessible via the association's Web site, offers easy access to leadership development tools and resources. Visit the center at <http://www.lionsclubs.org/EN/member-center/leadership-development/index.php>

Developing Members' Leadership Skills

As a club officer, you should make efforts to identify potential leaders and encourage their development. The Leadership Development committee should set leadership development goals and make plans to achieve them during the year. Once future leaders have been identified, the committee should develop plans to mentor, to provide training opportunities and Lionism experience both within and outside the club for those future leaders. As an effective leader, you will want to identify and develop your successor. LCI offers a variety of leadership development opportunities for Lions club members.

Lions Learning Center offers all Lions the opportunity to sharpen their knowledge of Lions fundamentals and leadership skills through [online, interactive courses](#). Available through the Leadership Resource Center, courses related to public relations, motivating members, managing meetings, public speaking and managing service projects are included. The overall purpose of these courses is to develop more effective Lions leaders.

Webinars are interactive, online trainings sessions that use the Internet to connect the participants and instructors. A variety of topics are addressed through LCI's webinars each year. Check the Leadership Resource Center on the LCI web site to determine which [webinars](#) would be beneficial to you as an officer and to the members of your club. <http://www.lionsclubs.org/EN/member-center/leadership-development/development-programs/webinars.php> (English and Spanish only)

MEMBERSHIP

Membership Eligibility

Any person of legal majority of good moral character and reputation in their community is eligible for Lions membership. Lions club membership is by invitation only. When inviting members, use the [Membership Application](#) and submit to the club membership chairperson or secretary, who, after investigation by the membership committee submits to the board of directors for approval.

Membership Categories

There are seven categories of membership:

- Active

- Affiliate
- Associate
- Honorary
- Life
- Member-at-Large
- Privileged

Please refer to the [Standard Form Lions Club Constitution and By-Laws](#) (LA-2) for a description of each membership category. No individual can simultaneously hold membership, other than honorary or associate, in more than one Lions club.

Transfer Members

Clubs may grant membership on a transfer basis to a Lion who has terminated or is terminating his/her membership in another Lions club, provided that:

1. The member is in good standing at the time of transfer requested.
2. No more than twelve months has elapsed between termination of his/her membership in another club.
3. The transfer is approved by the club board of directors.

Both clubs involved in the transfer of a member must report the member on their MMR or use online reporting of MyLCI. It is no longer necessary to send the *Transfer Member Form* to International Headquarters.

Reinstated Members

Any member dropped from membership in good standing may be reinstated by the club's board of directors. The Reinstated Lions Service Credit allows Lions who have had previous breaks in Lions membership to claim their time served, "in good standing," and apply it to their current Lions membership record as prior years. This benefit does not apply to former members who were dropped for "non-payment of dues."

Recruitment and Retention

[Membership recruitment](#) and retention are vital to the success of a Lions club. Planning and implementing recruitment and retention strategies can help your club thrive. To aid clubs, Lions Clubs International offers several resources.

- The [Just Ask! New Member Recruiting Guide](#) outlines a five-step process for membership development and is intended for clubs looking to recruit new members and do more service.
- The [Membership Satisfaction Guide](#) teaches clubs how to provide a meaningful experience and meet the expectations of its members.
- The [Club Excellence Process](#) guides clubs through a four-step workshop process to evaluate the club and the direction in which it leads its members. Through this process, clubs conduct the [How Are Your Ratings? Survey](#) and [Community Needs Assessment](#) to learn more about their club and the community they serve. Clubs can choose between two versions of the program: CEP Pro and CEP Lite.

Types of Members

Every club needs members in order to achieve its service goals. That's why LCI offers several ways to become a Lion and serve.

- **Regular Member**
Regular membership is for people interested in volunteer programs, community service and making our world a better place. Regular members pay an entrance fee (US\$25) and full international dues (US\$43). Additional district, multiple district and club dues apply.
- **Family Member**
The [Family Membership Program](#) provides families with the opportunity to receive a special dues discount when they join a Lions club together. The first family member (head of household) pays full international dues (US\$43), and up to four additional family members pay only half the international dues (US\$21.50). All family members pay the one-time entrance fee (US\$25). The program is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage or other legal relationship. To certify family members, complete the [Family Unit Certification Form](#) and submit it with the paper MMR (c23a), or complete certification by creating the family unit on the MyLCI Web site <http://mylci.lionsclubs.org>
- **Student Member**
[Student membership](#) allows students to make new friends – and help others in their community at the same time. Students enrolled in an educational institution and between the age of legal majority and through age 30 pay no entrance fee and half international dues (US\$21.50). Students over age 30 and joining a Campus Lions club pay a US\$10 entrance fee and full international dues. To certify a student member, complete the [Student Member Certification Form](#) and submit it with the paper MMR (c23a), or complete certification on the MyLCI Web site <http://mylci.lionsclubs.org>
- **Leo to Lion Member**
[Leo Lion membership](#) allows current or former Leos to continue doing volunteer work with LCI as a Lion. All former Leos pay no entrance fee when joining a Lions club. Former Leos between the age of legal majority and through age 30, who have been a Leo for at least a year and a day and joining a Lions club, pay half international dues (US\$21.50). To certify a former Leo or Leo Lion, complete the [Leo to Lion Certification and Years of Service Form](#) and submit it with the paper MMR (c23a), or complete certification on the MyLCI Web site <http://mylci.lionsclubs.org>
- **Young Adult**
Young adults, between the age of legal majority and through age 30, receive an entrance fee waiver and pay half international dues (US\$21.50) when joining a Leo Lions club. To certify a young adult member, complete the [Leo to Lion](#)

[Certification and Years of Service Form](#) and submit it with the paper MMR (c23a), or complete certification on the MyLCI Web site <http://mylci.lionsclubs.org>

New Club Development:

Organizing or sponsoring [a new Lions](#) club in nearby areas is an effective way to bring additional people into the association. New clubs increase the number of Lions to help those in need, and they create new opportunities to complete joint service projects together. The association offers a variety of options for forming new clubs. Visit the LCI [Web site](#) for more information on the different types of clubs. Contact the [Membership and New Club Development Department](#) for more information on new club development or to order a club organization kit.

For questions related to membership, contact the Extension & Membership Division at extension@lionsclubs.org.

CLUB MANAGEMENT TIMELINE

As a club officer, you will want to plan your work. The suggested timeline includes some (not all) of the key action items for each time period:

Beginning the Year

Preparation

Most officers begin preparation for their term before taking office, so the beginning of your term is the time for any final preparation. Use the many available resources to learn more about your club, its members, and the international association. The outgoing officers can be most helpful during this time; however, make sure that you support their leadership until you officially take office.

The most effective Lions clubs regularly identify ways to expand their humanitarian service impact, develop leaders, and meet club members' needs and expectations. They take care to ensure they continually bring value to the community and to club members. It is important to develop and implement a plan or a "blueprint" to guide your actions. The plan may change over time as new needs arise and opportunities are identified, but following a well thought out plan is critical to club success. The *Blueprint for a Stronger Club* is a tool that provides a simple process for developing a strategic club plan with an emphasis on four core dimensions: club operations, service, leadership development and membership. For details, refer to the *Blueprint for a Stronger Club* on the LCI Web site.

Setting Goals

Most people will agree that setting goals and developing a plan to achieve those goals is one of the keys to success. Involving members in creating the goals increases the motivation to achieve the goals. Review the requirements of the Club Excellence Award before setting your goals. Working with your leadership team, consider creating a strategic plan outlining your club's goals for the year and how you intend to reach them.

Refer to the *Blueprint for a Stronger Club* on the LCI Web site for guidance on how to develop a strategic plan. Resources on setting goals can be found in the [Leadership Resource Center](#).

Make Committee Assignments

One of the most important responsibilities of a club president is making committee chairperson assignments. Serving on a committee prepares members to become a chairperson, and serving as a committee chairperson prepares members to become a club officer. Experience worldwide shows that a member who is actively engaged in club activities will continue to be a club member.

Presidents should confer with their vice president(s) before assigning chairpersons since the vice president(s) may work closely with committees throughout the year. Consider matching committee assignments to your members' skills and knowledge when choosing chairpersons. If the current club president agrees, your chairperson appointments may be announced before you officially take office.

Throughout the year, the club's leadership team should encourage two-way communication with the committee chairpersons to keep them informed, encouraged and motivated.

During the club president's term, he/she will need to form the Nominating Committee. Please note that, according to the Standard Form Lions Club Constitution and By-Laws, the committee should be functional by March, and club elections must take place by April 15. The elected officers are to be reported on the Club Officer Reporting Form (PU-101) or through the MyLCI membership reporting area of the association's Web site.

Determine Record Keeping Methods

There are many ways to keep records for the club. It is a good idea for club officers to meet and determine how meeting minutes, and financial and membership records will be kept. At the end of the year, records should be turned over to the succeeding officers.

Fiscal Responsibilities

There are several important financial issues that should be addressed as you begin your year.

- **Preparing the Budgets:** Developing the club's administrative and activities budgets is one of the most important responsibilities of the treasurer. He/she works with the Finance Committee and club president to prepare them. It is important to anticipate revenue and income carefully and prioritize spending needs when developing the budgets. Monitoring them throughout the year will help ensure your club remains solvent.

- **Handling Banking Issues:** The treasurer and Finance Committee will recommend a banking institution to the board of directors, as well as suggest officers for signing and co-signing checks. It is also recommended that a signature card be on file with the bank, limits set regarding the amount of petty cash the club will handle and a system for reimbursement established.
- **Establishing Club Dues:** The treasurer, in cooperation with the Finance Committee and upon approval of the board of directors and club members, establishes the amount for the annual club members' dues. When determining this amount, consider how much money will be needed to maintain the financial health of the club. The club dues should also include district, multiple district and international dues. Club dues are typically collected in advance, semiannually or annually. Invoices are usually sent to club members approximately 10 days before the start of the dues-paying period.

Throughout the Year

Conduct Meetings

The club president presides at all meetings of the club. Preparing and following an agenda as well as using a recognized system of parliamentary procedure (such as *Robert's Rules of Order*) will ensure the meetings run smoothly and productively. Parliamentary procedure will also help you assert yourself when necessary and handle disharmonious behavior. Handling problems that occur during meetings is not always easy. Your members expect and have confidence in the club president to lead during these times.

Agenda formats vary from club to club and may be tailored to meet your club's individual needs. A typical club meeting or board of directors meeting format:

- Call to order by president
- Introduction of guests
- Program (guest speaker, entertainment, etc.) may either precede or follow the business portion
- Reading and approval of minutes of previous meeting
- Treasurer's report
- Old or unfinished business
- New business
- Adjournment

The club secretary typically has numerous duties for these meetings:

- Creating an agenda in conjunction with the president;
- Notifying participants of the time and location of the meeting;
- Recording minutes during the meeting;
- Recording attendance, makeup meetings and awards presented.

Communicate Effectively

For a club officer, it is vital that the lines of communication remain open among members of the leadership team as well as between the leadership team and the board

of directors, club members, district officers and the community. Keeping these people up to date on club news, issues, etc. and helping them work through challenges will be an important part of your year. If disputes arise between any member or members, and the club, consult the dispute resolution provision in the [Standard Form Club Constitution and By-Laws \(LA-2\)](#).

Handle Correspondence

Club officers often handle an abundance of correspondence. Correspondence should be answered promptly and professionally to ensure the efficient running of the club.

Attend Zone Meetings

Zone meetings are very helpful for club officers. These local gatherings allow clubs to exchange ideas regarding programs, projects, fundraising, and membership issues, and offer a forum for establishing cooperative relationships between clubs. In addition to the club officers, encourage other potential future leaders to attend zone meetings since they are informational and are an opportunity to meet other Lions from clubs in your area.

District Governor's Club Visit

The district governor or his/her designee visits clubs in the district to evaluate the operations of the clubs and discuss Lions business matters. Clubs are encouraged to use this visit to strengthen their relationship with district officers. After setting a date for the visitation, clubs should give him/her time on the agenda to address members. Throughout the year, clubs are encouraged to inform the district governor about major activities. A governor or his/her designee may visit clubs in the districts individually or jointly at the zone level.

Attend Conventions

Attendance at conventions—including district, multiple district and international—is a wonderful way to learn more about the association, get motivated and meet fellow Lions. Have a club goal for a number of members to attend, who have been identified as future leaders.

Finishing the Year

Transition to the Next Leadership Team

Just as you may have looked to the sitting club officers for advice before you took office, the incoming members of the leadership team may look to you for advice. If asked, brief them regarding the status of the club, and any other pertinent information. The transfer of club records to the next leadership team is necessary and important. Discuss any plans or projects that are not completed that will continue into the next year.

Year End Recognition

Make sure to thank those who supported your club's efforts during the year. Recognizing club members, community residents and those who have been helpful to your club is a wonderful way to end your year in office.

Apply for the Club Excellence Award: The application should be completed by the club secretary, signed by the respective district officers, and returned to the LCI English Language Department for processing. Applications received after the deadline will not be considered for the award. The deadline date is printed on the application. The application can be downloaded from the association's [Web site](#) in the Club Resource Center.

CLUB OPERATIONS

Excellence in club operations leads to member satisfaction and retention. As a leader, you have the opportunity to ensure that the club meeting and the overall club experience is meaningful and rewarding. Whether it is how the meetings are hosted or how effectively service activities are managed, every event or communication is part of the overall member experience. To assess your club members' overall satisfaction, use the *How Are Your Ratings?* survey which is available on the LCI web site. Your club can also participate in the *Club Excellence Process* which includes the member survey.

Club Meetings:

Club meetings are a key aspect of member satisfaction. Club meetings provide a platform of involvement, camaraderie, and recognition. They should be positive and informative as well as inclusive. Encourage everyone to participate. Remember to include social time and opportunities to network and exchange business cards.

For additional material regarding preparing for effective club meetings, take the online course *Managing Meetings* in the [Lions Learning Center](#)

Club Meeting Program Ideas:

Most general meetings feature a program for the benefit of their members. Club programs can inform or entertain. They can enrich your members personally and professionally. And, while political and religious discussions should be avoided, the general meeting is a perfect opportunity for members and guests to learn about the community and issues that might relate to the interests of the club members.

There are many places to find good programs, including:

Local Community Leaders – such as a mayor, member of government, police or fire chief, school superintendent, etc. Not only will your club benefit from their programs, but you will have the opportunity to introduce these influential people to your club.

Local Business People, such as representatives from your members' companies, the chamber of commerce, or convention and visitor's bureau – programs from these diverse groups can offer variety.

Recipients of Club Service – Hearing from those who have benefited from club efforts is a great way to motivate members to continue their dedication to serving those in need.

Cultural Organizations, such as museums, theaters and orchestras – interesting and informative programs from these organizations are a good way to add variety.

Organizations that Help the Disabled – Such as Special Olympics, local blindness assistance organizations, agencies for the disabled, groups that provide assistance to the elderly and others. While these groups will usually request funding from the club, they may also provide opportunities for hands-on involvement.

District Committee Chairpersons – Learn about the status of your district’s important projects to encourage club support.

Backup Programs– Have a few programs ready that can be put on quickly and easily in the event of a last minute cancellation. Some ideas for quick programs include: presenting the International Program video and discussing how your club is contributing to the association’s goals for the year, holding a membership recruitment “summit” and brainstorming creative ways your club can recruit new members, or having your public relations chairman report on the status of publicity efforts and your club’s perception in the community. Keep a list of these “emergency” programs on hand, and you’ll be prepared to act quickly.

Increasing Meeting Attendance

- ✓ Make sure meeting dates, time and location are convenient to the members.
- ✓ Make sure the meeting place is comfortable and meets the needs of your members.
- ✓ Use multiple communication methods to encourage attendance, including email, letters and phone calls. Communications should be upbeat and include a positive description of the meeting program and emphasize the importance of their involvement in the club’s activities.
- ✓ Invite members and potential members and encourage them to bring friends. Even if they miss a meeting, continue to keep them on your invitation list. Make phone calls to members who miss more than one meeting to find out the reason they are not attending meetings. Keep them informed of the developments and the progress made on service projects.
- ✓ Provide a detailed status report of each club project and encourage members to get involved.
- ✓ Feature an interesting program or presentation at each meeting.

Monitor & Recognize Attendance

It is the responsibility of the club officers to monitor and record attendance of members, establish make-up rules and verify that members have fulfilled attendance requirements. Members who are not attending meetings should be encouraged to become more involved. It is equally important to recognize members who are active members so they continue their involvement. Perfect attendance awards are available for members who have attended every regularly scheduled meeting for twelve months or more, making up missed meetings in accordance with the club's policies. The period may begin with any given month. Awards that recognize attendance as well as recognition awards for outstanding service are available in the Club Supplies Catalog.

Reporting & Forms

Reporting is important to every organization and LCI has worked very hard to make reporting easy with the introduction of the MyLCI Web site.

Once your position as the club secretary or club president has been reported to LCI headquarters, you will receive an email message to welcome you to MyLCI. This generally occurs in the latter part of May. From the end of May to July 1, officers new to MyLCI will have access to the MyLCI training area. The officer (secretary or president) will be asked to create a password to use the MyLCI site. Beginning July 1, you will have full access to MyLCI depending on the club position you hold. Refer to the Support Panel when you are online for answers to questions about the function you are using. Questions about passwords or membership reporting can be directed to mylci@lionsclubs.org.

To access the MyLCI Web site, follow this path below or click <http://mylci.lionsclubs.org/>

- Go to the LCI home page at www.lionsclubs.org or <http://www.lionsclubs.org/EN/index.php>
- Click the **MyLCI** link in the top, center of the page

Take time to familiarize yourself with the various forms clubs submit on a regular basis and the information available. Please note that paper versions of these forms are available, to download, online via the association's Web site [Managing a Club](#) or [Club Resource Center](#).

- **Monthly Membership Report (MyLCI) - (C-23-A):**
All Lions clubs are required to report any membership changes each month. Even when there are no changes in membership, clubs should report "No changes for the Month." Monthly reporting ensures accurate statement billing, magazine and miscellaneous mailings, award(s) criteria and other benefits.

Club secretaries and presidents can submit their monthly membership changes using the MyLCI Web site. Membership changes reported using MyLCI are

recorded immediately and available to view by LCI headquarters, district and multiple district officers and chairpersons. The current reporting month is open for submission of reports throughout the entire month – from the 1st through the last current day of each month.

When "No Changes for the Month" has been selected, subsequent reporting entries are permitted for that month. Related reports will be updated accordingly. The reporting month closes on the last calendar day of each month at 12:00am (midnight) Central Standard Time (CST/CDT).

If you are reporting your monthly membership, online, the MyLCI site only accepts the current calendar month's report. You may backdate transactions only up to two (2) months but, they will be displayed in the detail section of the current calendar month's report. For reports dating back further than two (2) months, you will be required to submit a paper MMR form (c23a) to the Club & Officer Record Administration Department at LCI Headquarters, 300 W. 22nd Street Oak Brook Illinois, 60523 USA / Fax 630-706-9295 / Email stats@lionsclubs.org

Please note: Membership reports cannot be submitted, in advance, of upcoming months.

Club presidents and secretaries can also submit their monthly membership changes using the paper MMR form (c23a). Membership reporting forms received by the 20th calendar day of the month (for example, July 20, August 20) will be entered in that same month. Club secretaries who report by paper form will receive a supply of blank MMR forms (c23A) by bulk mail. The paper MMR form is also available to download by searching for MMR or c23a on the LCI association Web site at www.lionsclubs.org.

Paper MMR forms can be submitted by mail, fax or email to the Club & Officer Record Administration Department at LCI Headquarters, 300 W. 22nd Street Oak Brook Illinois, 60523 USA / Fax 630-706-9295 / Email stats@lionsclubs.org

- **Monthly Club Service Activity Report:**

Club secretaries are asked to report the club's service activities as they occur. Service activity reporting helps us measure the impact of our service and helps our leaders at the district, multiple district and international levels understand the needs and interests of the local club, helps inspire fellow Lions with our success stories and provides a searchable record of the year's activities. Club secretaries can report their club's service activities online by following these simple steps:

- Go to the LCI Web site: www.lionsclubs.org
- Click on: [MyLCI](#) at the top of the home page
- Enter a member number and password to enter the MyLCI site
- After logging in, click on "My Lions Club" at the top and select "Service Activities" from the drop-down menu.

- Click on “Add Activity” at the top of the page and complete the various fields.
- Click “Save” once all the necessary information is entered. The activity should now appear on the summary page. If you check **Share this story**, other clubs will be able to view the details of your service activity.
- Repeat the last two steps to add additional activities

By completing the monthly service activity report online, club secretaries are able to:

- Keep a descriptive, searchable record of their club’s service activities
- Upload up to two photographs for each service activity
- Use the “signature activity” tool to report re-occurring service activities
- Enter service goals and track their club’s progress toward achieving them
- Use the support center panel for additional instructions and tools related to a specific functional area of the report
- Search for activities (including photos and project descriptions) that are being shared by other clubs and districts worldwide

Secretaries should use the MyLCI online reporting to ensure that their club’s service activities are included in the Association’s annual State of Service Report and the various summary reports that are available to district officers through the MyLCI system. LCI no longer accepts service activity reports via mail, email, or fax. Once reported, service activity information is automatically made available to district officers, including the governor, vice governors, and the cabinet secretary/treasurer.

Service Activities can be reported throughout the year and ends on July 15 of the next fiscal year. The activities reported by the clubs remain available online for 2 years following the year of service.

For more information on service activity reporting, visit the LCI Web site at www.lionsclubs.org and search by keyword “activity report.” For technical assistance, contact LCI’s support center via email at mylci@lionsclubs.org or by phone at (630) 468-6900.

- **Club Officer Report (PU-101):**
Each year following the election of the club officers, clubs are required to report their new officers to International Headquarters by May 15. Remember to include current unique email addresses to facilitate establishing club officer passwords. Once the new officers are reported, those officers will begin to receive correspondence and have appropriate access to MyLCI and other resources. For the same reason, clubs should also report any officer changes that occur during the year.

Club secretaries, without access to the MyLCI Web site, will receive a paper Club Officer Reporting form by post mail. The paper PU101 form is also available to

download by searching Club Officer Reporting form or PU101, on the LCI association Web site at www.lionsclubs.org.

Paper Club Officer Reporting forms can be submitted by mail, fax or email to the Club & Officer Record Administration Department at LCI Headquarters, 300 W. 22nd Street Oak Brook Illinois, 60523 USA / Fax 630-706-9295 / Email stats@lionsclubs.org.

- **Club Supplies Order Form (M74):**

This form may be used to order club supplies from International Headquarters. Remember to allow plenty of time for orders needed by a certain date. Club officers and/or members may place orders through the Lions Clubs Online Store and/or download the order forms at www2.lionsclubs.org but only the club president, secretary or treasurer may bill orders to the club account using your MyLCI login and password.

Phone: To place a US telephone order including Alaska, Hawaii, Puerto Rico, U.S. Virgin Islands and Canada toll free call 1-800-710-7822 between 8:00 a.m. and 4:30 p.m. central standard time excluding holidays. Calls from the 800 number cannot be transferred to other departments.

Fax: To place a fax order, dial 1-630-571-0964 – 24 hours a day, 7 days a week. For security purposes and to safeguard your privacy we do not accept credit card orders via fax.

Mail Orders To:
Lions Clubs International
Club Supplies Sales Department
300 W 22nd Street
Oak Brook, Illinois 60523-8842
USA

E-Mail : An electronic printable order form is available online at www2.lionsclubs.org (clicking on Forms). E-mail the completed form to clubsupplies@lionsclubs.org. For security purposes and to safeguard your privacy we do not accept credit card purchases via e-mail.

On Line: Internet orders can be placed online at www2.lionsclubs.org. Payment can be made with a credit card. The order confirmation will be e-mailed automatically.

Club Name Changes

Club name changes must comply with the requirements established in Board Policy. Requests should be sent to the English Language Department at International Headquarters. To request a club name change use [form DA 980](http://www.lionsclubs.org/EN/common/pdfs/da980.pdf) on the LCI Web site. <http://www.lionsclubs.org/EN/common/pdfs/da980.pdf>

Replacement Charters

Clubs that are in good standing and have misplaced their charter may order a replacement charter from the Membership and New Club Operations Department. There is a US\$25.00 fee for this service.

Club Mergers

Two or more clubs may merge together, provided that both clubs are in agreement with which club will be cancelled and the name, officers and committees of the remaining club. Each club's membership and the district cabinet must adopt a resolution supporting the merger. The remaining club must submit a Merger Request Form (DA-979) and required documents to the English Language Department. The request form and club merger procedures can be found on the association's Web site at <http://www.lionsclubs.org/EN/common/pdfs/da979.pdf>

Lions Clubs International Trademark Policies

Lions Clubs International has a legal obligation to protect its registered trademarks. To address this need, the Board of Directors adopted the [Lions Clubs International Trademark Policies](#). These policies define the association's trademarks and provide members, clubs and districts (single, sub and multiple) with guidelines on how and when they can use the association trademarks.

Under these policies, Lions members, clubs and districts are automatically granted permission and license to use the association trademarks in the promotion and furtherance of Lions Clubs International's purposes and club or district operations, such as sponsored programs, projects, community service and other events, so long as such use is done in accordance with the policies adopted by the International Board of Directors, and the trademarks are not used on any item to be sold or otherwise available from the Club Supplies and Distribution Division and official licensees. For a complete copy of the association's trademark policies, please refer to the Lions Clubs International Web site, www.lionsclubs.org or contact the Legal Division at legal@lionsclubs.org or (630) 203-3847. For any questions on licensing, approval for specific use on products, goods, etc., please contact the Club Supplies and Distribution Division at clubsupplies@lionsclubs.org or (630) 571-5466, ext. 6798.

Status Quo and Club Cancellation

Unfortunately, sometimes clubs fall into status quo, which is a temporary suspension of a club's charter, rights and privileges, as well as obligations. Status quo clubs can not submit a Monthly Membership Report or submit changes in membership.

Justifiable conditions for placing a club on status quo include:

- Failure to comply with the purposes of the association or conduct unbecoming to a Lions club
- Failure to fulfill any obligations of a chartered club, failure to submit Monthly Membership Reports for three or more consecutive months, or failure to hold regular club meetings
- Failure to pay district or multiple district dues

- Verification of non-existing club
- Decision of club to disband
- Decision of club to merge with another club

Clubs that are placed in status quo will have the support of their zone chairperson, district governor, first vice district governor and second vice district governor to help the club regain active status. If you have any questions regarding status quo, the English Department at Lions Clubs International can also be of assistance.

Priority Club Status (effective July 1, 2014)

Priority status clubs are clubs that need special attention but remain in active status with all of the rights and responsibilities of an active Lions club. To place the club in priority status, the DG Team must indicate why rebuilding is necessary and provide a plan outlining the rebuilding activities. Each district can place up to five Lions clubs in priority status. Additional clubs may be placed in priority status with the approval of the District and Club Service Committee.

The plan submitted in support of placing a club on priority status must be approved by the club, the district governor, and the first vice district governor and then submitted to the District and Club Administration Division. Measurable progress is required for a club to remain in priority status. If measurable progress or a net increase in membership is not achieved within six months, the club may lose its priority status.

Priority status allows members of the District Governor Team to make up to two additional club visits (by the district governor or an approved member of the DG Team) to the club which are funded by the existing district governor budget.

A priority club is considered an active club with all the rights and responsibilities of a chartered Lions club and shall:

- a. Assign a Guiding Lion to the club for two years and work closely with the district leadership toward rebuilding the club. The Guiding Lion must have the approval of both the club and the DG Team.
- b. Hold meetings to discuss ways to improve club management, develop leadership and increase membership.
- c. Report the progress toward regaining the status of good standing to the district leadership and the District and Club Administration Division.
- d. Conduct service activities and fund-raising activities.
- e. Participate in district, multiple district, or international functions or seminars, including voting and endorsing or nominating a candidate for district, multiple district and international office, sponsor a Lions club, or organize a Leo club.
- f. Submit the Monthly Membership Report and other report forms.

Clubs in priority status must continue to pay dues and fulfill their responsibilities of a Lions Club or may risk being placed in status quo and cancelled. A club is considered to have achieved success when it has reached the goals set by the club when priority status was granted.

FINANCE

Club Financing

Most clubs use the budget system of financing. This is a practice of anticipating in advance as accurately as possible the income and expenses of your club for a specific period and then preparing a budget on that basis. Budgets should be used as guidelines for spending.

Clubs should have two budgets for their fiscal year: (1) an administrative budget and (2) an activities budget. The administrative budget is what finances club operations. Its income comes mostly from club dues. The activities budget finances the club's activities and projects. Its income should come from special fundraising projects held by the club in the community. Income from the club's fundraising projects cannot be used to defray the club's administrative costs, even if the club advertises that funds raised will be used for the club's own purposes. The club can, however, deduct the direct operating expenses of the fundraising project from the funds raised.

Financial Responsibilities

The club treasurer is responsible for making payments for items purchased by the club, as well as district, multiple district and international dues.

Each month, the club treasurer will receive an itemized statement of charges and credits from International Headquarters, if transactions occurred, or if the club maintains a balance on its account. These charges and credits may include semi-annual international member dues, entrance fees, charter fees, and prorated dues for new members, fees for reinstated members, dues for transfer and life members, and club supplies. It is the responsibility of the club treasurer to review the statement for accuracy and submit the statement to the club's board of directors for approval. The treasurer should also monitor the billing statements for credit of payments received by LCI. If a payment is not shown on the next billing statement, resend the payment identification information to the Accounts Receivable and Club Account Services department email accountsreceivable@lionsclubs.org or by fax 630-571-1683

Payment is expected within the established terms for all club account balances. A club which has an unpaid balance in excess of US\$20 per member or US\$1,000 per club whichever is less, outstanding past 120 days will be automatically suspended, including the charter, rights, privileges, and obligations of the Lions Club. In the event the club does not reach an active status by the 28th of the following month, the club's charter will be automatically cancelled.

Club treasurers should comply with the following instructions to ensure that the club's account is properly credited with payments.

Lions Clubs International Payment Instructions

After the club's board of directors has approved the monthly statement, the club treasurer is responsible for submitting a payment to the association's bank account. If LCI does not have an account in the country, payment can be issued as noted in the payment instructions accompanying the statement.

In all instances, please write the complete club name, club number, and the purpose of the payment on the front of the check or deposit slip. **This is most important to ensure the payment is applied to the club's account. When making a deposit, it is very important to send a copy of this information to the Accounts Receivable and Club Account Services department by fax 630-571-1683 or email: accountsreceivable@lionsclubs.org**

Specific payment instructions by country are available on the association's Web site. These instructions are also included with clubs' monthly statements. Club treasurers should visit <http://lionsclubs.org/EN/member-center/resources/finance/resources-finance-instruct.php>

- **US DOLLAR PAYMENTS** - When making payment with a US dollar draft drawn on a United States bank or branch, the payment should be mailed to the association's lockbox (**Note:** Please do not write deposit information on the back of a check):

The International Association of Lions Clubs
35842 Eagle Way
Chicago, IL 60678-1358 USA

- **US DOLLAR WIRE TRANSFERS** - When making payment with a US dollar wire transfer, include the complete club name and club number in the transfer instructions, and wire the funds to the following association account:

JP MORGAN CHASE BANK, N.A.
10 South Dearborn Street
Chicago, Illinois 60603, US
Swift Number: CHASUS33
Routing (ABA): 021000021
Account Number: 00105732

Beneficiary name: The International Association of Lions Clubs
United States wire transfers require the routing ABA#. International wire transfers require the Swift Number.

Clubs submitting US dollar wire transfers or non-US currency drafts or wire transfers should fax deposit information to the Accounts Receivable Department to ensure accurate and timely crediting of payments. Include a copy of the wire or

deposit slip along with the club name, club number, amount to be credited to the club account and purpose of payment. Please fax information to 630-571-1683.

- **NON-US DOLLAR PAYMENTS** - When making a payment with a non-US currency draft or wire transfer, the funds should be deposited in a local country association bank account. The local country association bank account location and account number can be obtained from your district governor, Accounts Receivable Department or the association's Web site. If there is no local association bank account, refer to the payment instruction online or contact the Accounts Receivable Department at International Headquarters.
- **CREDIT CARD PAYMENTS** - Club Treasurers who have established a valid MyLCI User ID and password can pay by credit card via the Lions Clubs International website. By visiting www.lionsclubs.org, club treasurers may pay with Visa, MasterCard, Discover and American Express credit and debit cards. Please note: The exchange rate will be determined by the credit card company.

Direct any inquiries concerning the club's account to the Accounts Receivable Department. The fax number is 630-571-1683. The e-mail address is accountsreceivable@lionsclubs.org.

Lions Clubs International Foundation (LCIF) Payment Instructions

In order to ensure that your donation reaches LCIF, it is crucial to indicate that the donation is intended for LCIF.

- **US DOLLAR PAYMENTS** - When making a donation to LCIF with a US dollar draft drawn on a United States bank or branch, payment should be mailed to:

Lions Clubs International
Department 4547
Carol Stream, Illinois 60122-4547
USA

- **US DOLLAR WIRE TRANSFERS** - When making a donation to LCIF with a US dollar wire transfer, specify that the donation or payment is intended for LCIF and include complete payment or donor information. and wire the funds to the following LCIF account:

Lions Clubs International Foundation
JP Morgan Chase Bank, N.A.
10 South Dearborn Street
Chicago, IL 60603 USA
Account Number: 754487312
Routing ABA #: 0210 0002 1
Swift Code: CHASUS33

Notify LCIF via e-mail, lcif@lionsclubs.org or fax 630-571-5735 of an incoming wire transfer.

- **NON-US DOLLAR PAYMENTS** - The following options are available for non-US dollar donations or payments:
 - US dollar wire transfers
 - US dollar deposits made to an LCI US dollar bank account
 - Non-US currency deposits made to a local LCI bank account
 - Credit card payments charged in US dollars only

Other Financial Information

The association's web site at <http://www.lionsclubs.org/EN/member-center/resources/finance/index.php> contains additional valuable information about:

- Exchange rates
- Payment instructions
- Unidentified deposits

To access any of these pages, log on to www.lionsclubs.org and click on the Member Center, Resources, Finance, then select the page needed.

Exchange rates are updated on the 1st of every month and the unidentified deposits are updated on the 15th of every month.

Statements sent to club treasurers contain the monthly exchange rates established by the association. Remember, if a payment is made in subsequent months, the association's Web site posts the current month's rate of exchange.

Unique payment instructions, by country, are sent with the monthly statements of accounts. Payment instructions are also available on the association's Web site.

Sometimes a payment cannot be identified. The payment information is given to the district governor. Unidentified payments are also posted on the association's Web site. The club treasurer should confirm that each payment is credited to the club account. Contact the Accounts Receivable Department with proof of payment for payments that are not credited to the club's account.

Preparing Financial Reports

Most of a treasurer's time during a board meeting is spent presenting and explaining the financial report. It is important to choose a format for the report that is clear, easy to follow and accurate. Some items to include in the report:

- Itemized income and expenses for the period since the last financial report.
- The amount budgeted for expenses.
- The net monetary assets of the club at the beginning and end of the reporting period.
- A running total of the amount of money the club actually spent on community projects versus the same figures from the previous year.

Financial Suspension of Clubs

A Lions club, which has an unpaid balance in excess of US\$20 per member or US\$1,000 per club, whichever is less, outstanding past 120 days will be placed on financial suspension, including the suspension of the club's charter, and all the rights, privileges, and obligations of the Lions club. Suspended clubs can hold meetings to discuss the future of the club and to identify actions to take to regain an active status. Any club that has been approved for a payment plan by the Finance Division will not be cancelled, so long as it continues to fulfill its obligation per the approved payment plan.

In the event the club does not acquire an Active Status on or before the 28th day of the month following suspension, the club's charter will be automatically cancelled. The cancellation of a club for financial suspension may be rescinded within 12 months from the date of the cancellation, in the event the club has paid their account balance in full and a completed reactivation report is received filled out by the current district governor.

Clubs on Status Quo or Financial Suspension cannot:

- Conduct service or fund raising activities
- Participate in district and multiple district functions or seminars
- Participate in any voting procedures outside of the club
- Endorse or nominate a candidate for district, multiple district and international office
- Submit Monthly Membership Reports and report forms
- Sponsor a Lions club, or organize a Leo or a Lioness club

Clubs on Suspension shall:

- Hold meetings to discuss the future of the club and identify the steps needed to regain an active status
- Make payments to clear the existing outstanding balance, or request a payment plan

SERVICE

Lions clubs make local communities better places to live. People in your community know that they can count on your club to pitch in. Lions work on a diverse array of community service activity projects, and each club is responsible for the quality of that service.

Selecting Service Activities

Generally, considerations for choosing service activities fall into three areas:

- Activities must be relevant to the unique needs of your community.
- Activities may be ongoing and traditional activities supported by Lions Clubs International, such as blindness prevention, diabetes awareness, environmental services and youth programs

- Activities may relate to the priorities of the annual International Theme which details the international president's areas of emphasis

Most clubs try to achieve a balance between these three areas when selecting activities for the year. Involvement of members in selecting activities will generate new ideas, increase member participation in activities and improve member satisfaction. It is also a good idea to review your club's goals before choosing activities. Most importantly, look at your resources closely—time, budget and volunteer support—before committing to a project.

Planning Service Projects

Once you have selected a service activity, it is time for planning.

- Establish the goal of the project – what do you want to achieve?
- Give the project a name – this is valuable for promotional purposes
- Assemble the project team – consider what is needed to successfully complete the project, and seek out club members with those skills
- The project team leaders will then establish a work structure – deciding how the project will be done, and who will do what

Monitoring Service Projects

- Communicate – keep in touch with project team members
- Review progress and provide motivation along the way
- Encourage adjustments to the project team's plan as necessary – issues may arise that require modification. The important thing is to get the project done – and done well!

Evaluating Service Projects

- Upon project completion, compare your results to the goals established – do they line up?
- With the project team, analyze the process – what did the project team do well? What could be improved? An honest evaluation will help your club to do even better next time. Be sure to document key points and recommendations for future reference.

Celebrating!

- Acknowledge the contributions of all involved – as a club officer, recognition from you is important.
- Celebrate and take pride in knowing your club made a positive impact
- Be sure to report your activity through the Service Activity Report on-line and click **share** so other Lions Clubs can learn from your success.

Ideas for service projects and additional information related to conducting projects can be found on the LCI Web site.

PROMOTING YOUR CLUB

How your club is perceived in the community is essential to its success. Developing and implementing a comprehensive public relations program will help ensure that community members support your club. Public relations involves all forms of communication – written, verbal and non-verbal. It includes writing news releases and distributing promotional flyers. Equally important are actions often taken for granted, such as wearing a Lions lapel pin and marching in a parade.

Your PR program will encompass both ongoing club publicity, and promoting special events, such as fundraising and service activities. Good public relations will help foster community support and can support your club's membership efforts, as people want to belong to a successful and reliable organization. By actively promoting your club and its worthwhile activities, you'll be projecting a positive image in the community.

Equally important is internal communication. Many clubs worldwide find that preparing a club directory and publishing their own newsletter help keep their members informed. Another communications tool that is becoming essential is a club Web site. The site can reach your audiences—both internal and external.

Explore PR opportunities that are available through social media such as Facebook, YouTube, Twitter, Flickr and Instagram. You can share your news, videos and photos with captions with the public or with your club members as your club decides is appropriate.

E-Clubhouse

The e-Clubhouse enables clubs to build a free Web site and enhance their presence on the Web by using fill-in-the-blank fields and pre-formatted templates to make giving clubs a polished and tech savvy appearance easy. The e-Clubhouse also provides consistency with the new Lions branding while enabling clubs to preserve their individuality. The site includes a club calendar, club projects, photo gallery and contact us page to help tell others about their Lions club. Up to five more pages can be added. It's up to the club to key in information and to determine how it will be used for their club. Encourage clubs to develop their own Web presence with the e-Clubhouse by going to the LCI Web site: www.lionsclubs.org/EN/member-center/managing-a-club/e-clubhouse.php

For information related to club public relations, go to <http://www.lionsclubs.org/EN/member-center/managing-a-club/communicating-your-activities/index.php>

RECOGNITION

Recognition can be defined as, “acknowledgement with a show of appreciation.” It is important that club officers let members know their service is noticed and valued.

Lions Clubs International has an extensive formal recognition program to reward Lions for special achievement. Recognition can also be a more personal reinforcement that we call informal recognition. From a simple “thank you,” to buying lunch, to sending a note, to naming a club event in their honor, club leaders should be creative in their efforts to let others know they appreciate their hard work. For more ideas, refer to the publication *The Art of Recognition* on the LCI Web site.

- **Recognize Club Members:** Recognition is an excellent way to maintain morale in the club. Clubs may determine guidelines for honoring the service of its members. The secretary is responsible for maintaining accurate awards records and ordering awards. Suitable awards honoring outstanding service are available from the Club Supplies Catalog. Awards should be ordered as early as possible to ensure timely delivery.
- **Host Appreciation Dinners:** Many clubs choose to hold an appreciation dinner for all community residents who have helped their club. It is a good opportunity to say “thanks” to everyone.
- **Membership Awards:** Descriptions of the various [membership award programs](#) are available on the LCI Web site.

RESOURCES

There is an abundance of information, materials and people ready to assist you as you serve your term in office. You are encouraged to take advantage of these resources as needed.

Lions Clubs International Web Site

The association’s official Web site, located at www.lionsclubs.org, is an essential tool for club officers. There are hundreds of pages of information on the site. The Club Resource Center includes many documents that are useful to club officers. Club officers can visit the site at <http://www.lionsclubs.org/EN/member-center/managing-a-club/club-resource-center.php>

On the LCI Web site, you will find basic information about the association’s programs, contact information and e-mail links to International Headquarters, various directories and an online Club Supplies store. Many publications can be downloaded, which saves both time and money.

MyLCI Web site

The MyLCI Web site at <http://mylci.lionsclubs.org/> is a tool used by club officers to maintain member names, addresses and phone numbers, view and pay LCI statements, print membership cards, track the club's service activity, view miscellaneous reports, club rosters, create member mailing lists, designate the next year's officers and report monthly membership.

Access to functions and data on the Web site is based on the user's current role within the Lions organization and as such, requires the user to logon with a registered user name and password.

Five short English video segments are available to guide officers who would like to learn more about MyLCI.

[MyLCI Introduction](#)

An overview of the functions and basic features of the MyLCI Web site.

[LCI Logon and Registration](#)

Demonstrates how to create a username and password for the LCI Web sites.

[Using the MyLCI Web site](#)

Demonstrates how to navigate and use the help features of MyLCI Web site.

[MyLCI Membership Reporting](#)

Demonstrates how to add, drop and edit membership records.

[MyLCI Family Units](#)

Demonstrates how to create and edit a Family Unit.

After logging on to MyLCI, a training area is also available to new officers to help them become comfortable with using the Web site.

Support For MyLCI

For more information about MyLCI, or assistance with submitting online and paper forms for club-level reporting, contact the MyLCI Support Center at 630-468-6900 or by email at mylci@lionsclubs.org .

Club presidents, secretaries and treasurers need passwords to access this information. Club officers are able to choose their own password. Each officer must be registered with LCI with a unique email address. Therefore it is very important that clubs register their new officers in a timely manner, either online or with the PU 101 form, and that they include a unique email address for each officer. If a club reports only one shared email address for all the club officers, they will not have access to online reports. For more information regarding online report filing or passwords, visit the LCI Web site, or contact the Information Technology Division at International Headquarters or e-mail mylci@lionsclubs.org.

Standard Form Lions Club Constitution and By-Laws (LA-2)

This publication, available on the Web site, is another important item for club officers. <http://www.lionsclubs.org/EN/common/pdfs/la2.pdf> The Club Constitution and By-Laws outlines the structure, duties and responsibilities of Lions clubs and club officers, and is

the ultimate guide for club management. Information contained within this constitution is the club's primary governing guidelines. If your club has its own constitution and by-laws, it must conform to the Standard Form Lions Club Constitution and By-Laws.

Periodicals

Each Lions club member receives the LION Magazine. *Lions Newswire*, the monthly newsletter on the association's Web site, keeps members throughout the world informed of important events as well as Lions Clubs International policy changes and news of current Lions events and activities.

Encourage your members to visit *Lions Newswire* each month at <http://www.lionsclubs.org/EN/member-center/online-community/news-news-online.php>

International Theme

The annual international theme, which explains the international president's focus for the year, is available on the association's Web site and in the July/August issue of the LION Magazine. It is suggested that clubs choose some activities that would reflect the international theme priorities.

District Officers

Club officers are encouraged to work with district officers to achieve shared objectives. Your district governor, first vice district governor, second vice district governor and region and zone chairpersons can help you with questions and problems that may arise during your year. Many districts also have materials for club use, such as a video lending library, that may be helpful. Often, past officers can offer advice based on their experience. Districts often provide a directory of district and club officers, which is useful for communication with district officers and other club officers.

Lions Clubs International Foundation

Web site: www.lcif.org

E-Mail: lcif@lionsclubs.org

Located at International Headquarters, Lions Clubs International Foundation (LCIF) accepts donations from Lions and others, and uses those funds to provide grants to help meet crucial humanitarian needs of communities worldwide. It disburses grants in several categories for humanitarian projects, such as SightFirst, Standard, International Assistance, Core-4 and Disaster Relief. Please contact LCIF or visit the foundation's Web site www.lcif.org to learn more about the foundation's programs and how your club can become involved.

International Headquarters

International Headquarters is accessible to all clubs. The staff at headquarters is ready to assist Lions with their quest for information, supplies or answers to their questions. Clubs can visit the Lions Clubs International Web site, www.lionsclubs.org.

The following description of each division within International Headquarters can also enable clubs and members to contact the correct division. The general phone number for International Headquarters is (630) 571- 5466.

Club Supplies and Distribution Division

E-Mail: clubsupplies@lionsclubs.org

Manages the inventory, marketing and distribution of club supplies worldwide. Manages worldwide licensing programs. Coordinates assistance to other departments that procure, inventory, promote, ship and bill Lions club materials throughout the world.

Convention Division

E-Mail: convention@lionsclubs.org

Develops, manages and coordinates all logistics and major activities relating to the international convention, DGE Seminar, and International Board of Directors meetings.

District and Club Administration Division

E-Mail: districtadministration@lionsclubs.org

Assists the administration of districts and clubs worldwide. Provides language services in the association's official languages. Issues District Governor Team and Club Excellence Awards and supports club development by providing clubs with the Guiding Lions program and Club Rebuilding Awards.

Extension and Membership Division

E-Mail: extension@lionsclubs.org

Drives club and membership growth through the development, implementation and execution of strategies to promote new club formation, membership growth and retention initiatives.

Finance Division

E-Mail: finance@lionsclubs.org

Manages the association's resources, i.e., people and money. Directs the implementation of the association's financial policy, including banking, transfer of funds, general accounting functions, cost accounting and investments.

Information Technology Division

E-Mail: it@lionsclubs.org

Plans, organizes and controls the overall activities of technical services throughout the entire organization. This includes technical infrastructure, database, applications, process improvement, membership data administration, business intelligence and reports generation for membership, service activity, donations and financials. The division handles all membership reports and is responsible for maintaining all club and officer records.

Leadership Division

E-Mail: leadership@lionsclubs.org

Designs, develops, implements and evaluates leadership development programs, seminars, and conferences at the international, multiple district, district and club levels. Provides online learning opportunities ([Leadership Resource Center: http://www.lionsclubs.org/EN/member-center/leadership-development/index.php](http://www.lionsclubs.org/EN/member-center/leadership-development/index.php)) and curriculum tools and resources for local use. Supports and collaborates with the Global Leadership Team (GLT) to identify and satisfy Lions' training and development needs around the world.

Legal Division

E-Mail: legal@lionsclubs.org

Maintains the association's worldwide trademark registrations, global insurance program and risk management and litigation. In addition, the Legal Division provides guidance and advice to Lions on the association's constitution and by-laws and board policy, including district elections, international director endorsement inquiries, dispute resolutions and constitutional complaints.

Public Relations and Communications Division

E-Mail: pr@lionsclubs.org

Coordinates and integrates communication programs encompassing public relations, internal and external communications, social media, e-Districthouse and e-Clubhouse, and *LION* Magazine. Provides editorial support and services for all association information bulletins, guides, program manuals and audiovisual materials.

Responsible for overall production and manufacturing phases of English and Spanish editions of *LION* Magazine and all published literature emanating from the association.

Service Activities Division

E-Mail: programs@lionsclubs.org

Develops resources and helps Lions implement service activities and projects in the following key areas: Community Services, Disaster Preparedness and Relief, Environmental Services, Health and Wellness (includes Sight, Hearing and Diabetes), International Relations, Lions Opportunities for Youth (includes Leo clubs), and Lions Services for Children. Provides tools for Lion participation in the Global Service Action Campaigns, the Reading Action Program, Medical and Humanitarian Aid Missions and special service initiatives. Uses data received through the online Lions Service Activity Report to assess the impact of Lions' work and monitor global service trends to further enhance LCI programs and resources. The division's Government and Partnership Relations Department manages and supports LCI's relations with U.S. and international governmental and non-governmental entities/agencies in an effort to establish and strengthen alliances and increase visibility among key policy makers and governmental agencies worldwide.

Enjoy the opportunity to be one of the leaders of your club. You not only represent your club, but also the district and association as you work with club members and the community throughout the year. Your term as a club officer can be a rewarding experience, personally and professionally. Your efforts are highly valued and appreciated. Have fun and good luck!



We Serve

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