



Orientation Part Two Lions Clubs International

Origin of name “Lions”

On June 17, 1917 at the invitation of Melvin Jones, delegates met in Chicago. The only point of contention was the selection of a name for the new organization. Melvin Jones researched the idea of calling the new organization Lions. The name Lions was chosen on a secret ballot over several others because the lion stood for strength, courage, fidelity and vital action. The official name of the association is “The International Association of Lions Clubs” or simply “Lions Clubs International.”

Logo

The Lions emblem (or logo) is a recognized and respected symbol around the world. Although it has been modified and modernized, the basic design dates back to 1919. It consists of a gold “L” on a blue field sur- rounded by a gold circle. On either side of the circle is the profile of a Lion’s head, one looking back upon a proud past and the other looking optimistically toward the future.

Various forms of the emblem may be downloaded for member and club use from the LCI Web site. You should know, however, that the emblem is a registered trademark in most countries and should only be used in accordance with the Lions Clubs International Trademark Policies, which may be found on the LCI Web site.

Organizational Structure

International officers, consisting of the international president, first and second vice presidents and immediate past president, are charged with implementing policy and serving as inspirational leaders of the world’s Lions. International officers are elected two years prior to their terms and serve as second vice president, first vice president and then president.

The International Board of Directors is the governing body of the association. Its 34 members from all parts of the world meet four times each year to set association policy. The board also:

- Monitors ongoing programs of the association
- Supervises the international officers and committees of the association
- Manages all association business, property and funds
- Prepares and approves a budget for each fiscal year (July 1 - June 30)

Board members are elected to two-year terms and are designated first or second year directors during their service.

The international officers and directors are assisted by board appointees; distinguished Lions authorized by the international president to join or chair certain committees and carry out specific assignments.

As an individual, you belong to the club. It is the club that belongs to the association. This means that when it comes time to elect directors and international officers, or to amend or change the

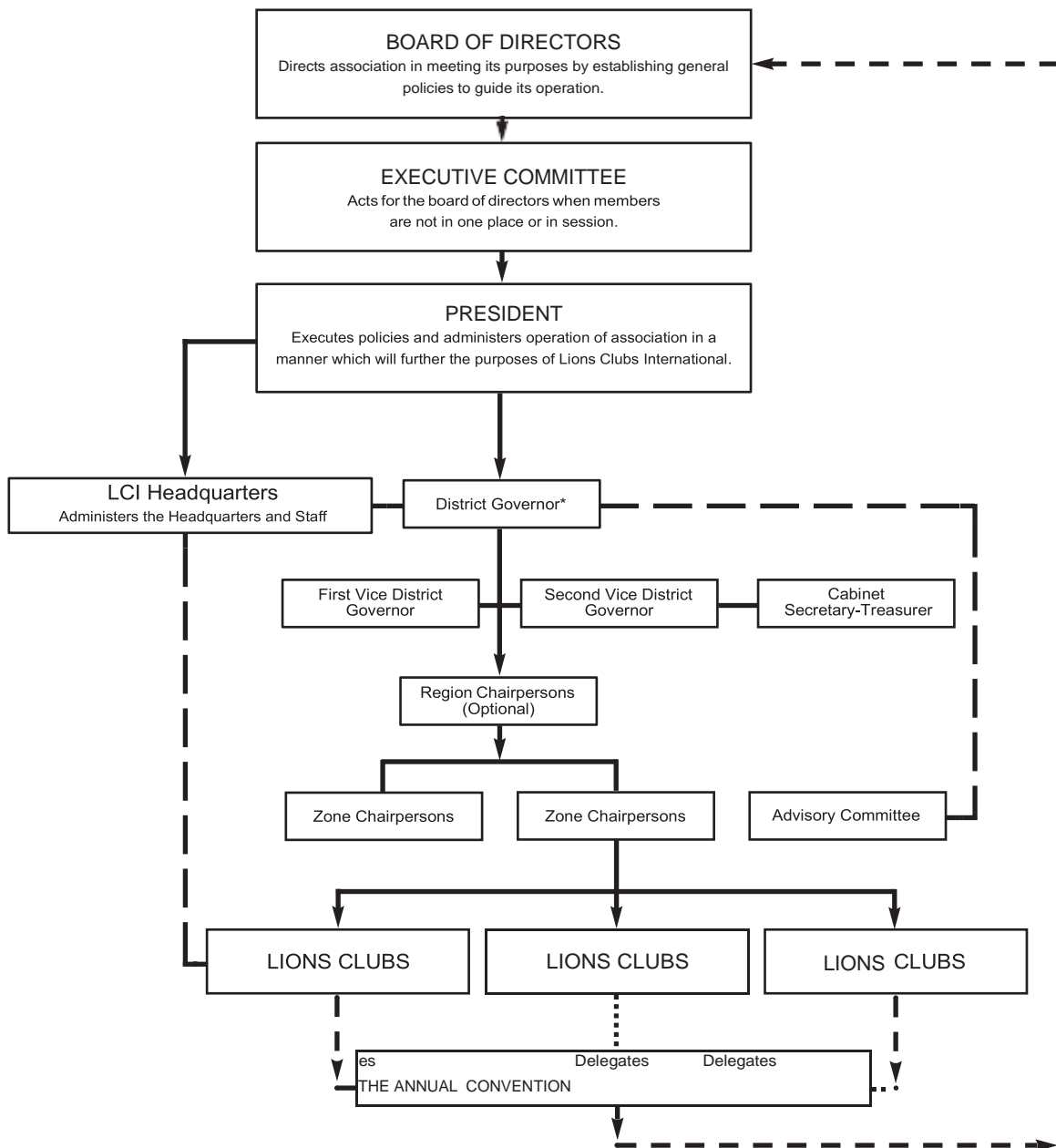
International Constitution and By-Laws, it is the club that casts the necessary votes through its authorized delegates.

Every Lions club in good standing is entitled to send at least one delegate and one alternate to vote at the international convention, regardless of the number of members it has. Most clubs are entitled to more than one vote, since the rule provides for one delegate or alternate for each 25 members or major fraction thereof. Delegates can be appointed by the club's board of directors, or elected by the membership.

At the international convention, delegates elect international officers and directors who will act for them during the coming fiscal year (July 1-June 30). Officers elected include the international president and first and second vice president. Constitutionally, a contest exists only for the office of second vice president with the other officers advancing one step each year until elected international president. The immediate past international president is also an officer of the association and serves as chairperson of the Lions Clubs International Foundation Board of Trustees.



Lions Clubs International Organization Chart



- - - Organizational Governance
- Policy Development and Implementation
- Administrative Assistance

International Constitution and By-Laws

LCI has an International Constitution and By-Laws to govern the operations of the association, establish the rules of guidance by which the association is to function. This document guides the issuance of the standard club by-laws.

International Convention

The Lions Clubs International Convention is the association's premier event taking place in late June or early July. Each year the convention brings together thousands of Lions from around the world for a week of business, education, celebration and fellowship.

Attending an international convention provides members with a wonderful opportunity to rekindle their dedication to those in need, meet Lions from all over the world, learn new tips and techniques for being the best Lion he/she can be, elect international officers and directors and obtain valuable resource materials. Attendees may choose from a wide variety of workshops and seminars designed to help improve their club and become more effective Lions. International fellowship is celebrated in colorful ceremonies, informal get-togethers and highlighted by a festive parade through the host city.

International Headquarters

Lions Clubs International Headquarters is located in Oak Brook, Illinois, USA, just outside Chicago. There, approximately 275 professional staff members, led by the executive director, work closely with the association's international officers and International Board of Directors to help Lions clubs advance their mission of local and global service. International Headquarters serves as the association's central administrative and information source.

Many services are provided to Lions through this office, including issuing charters to new clubs, providing brochures, activity guides and newsletters to members and maintaining all association records. Services and support are provided in the 11 official Lions languages: Chinese, English, Finnish, French, German, Italian, Japanese, Korean, Portuguese, Spanish and Swedish.

Eleven operating divisions divide the administrative responsibilities of International Headquarters. They are: Club Supplies and Distribution, Convention, District and Club Administration, Extension and Membership, Finance, Information Technology, Service Activities, Leadership, Legal, Lions Clubs International Foundation and Public Relations and Communication.

International Headquarters is open to Lions and the general public Monday through Friday from 8:00 a.m. to 4:30 p.m. Central Standard Time.

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Lions Clubs International Foundation

Since its humble beginnings in 1968, Lions Clubs International Foundation (LCIF) has raised and distributed hundreds of millions of US dollars to help Lions tackle global problems like blindness and hearing loss and respond to major catastrophes like earthquakes and floods. Today, the foundation grants an average of US\$30 million annually. LCIF gives Lions Clubs International its greatest global impact, but it also serves communities by providing local Lions with the means to build schools, health clinics, vocational rehabilitation, training centers and other large scale humanitarian projects that address community needs. In fact, the vast majority of LCIF funds come from Lions and go to Lions projects where they are needed most. LCIF is also a partner with likeminded corporations and non-governmental organizations to maximize its impact on world problems.

LCIF is particularly proud of its SightFirst program, launched in 1990 to reduce and eliminate blindness worldwide. The program targets the leading causes of preventable blindness which affects millions of people each year. Since its inception, Lions have raised over US\$415 million for this initiative, making LCIF the world's largest blindness prevention organization. The size, scope and remarkable effectiveness of SightFirst has helped LCIF rank number one among non-governmental organizations (NGOs) worldwide in the Financial Times of London's Corporate Citizenship and Philanthropy special report in 2007. Much of the funding for LCIF comes from its Melvin Jones Fellowship program which recognizes gifts of US\$1,000 or more.

For more information about LCIF visit www.lcif.org.

Leadership

Lions Clubs International provides a variety of training and development opportunities for current and future Lion leaders. The Global Leadership Team (GLT) is the driving force behind these programs and is the team responsible for promoting healthy clubs, increasing member satisfaction, and ultimately, expanding our capacity to provide needed service in our communities.

Primary development opportunities include:

- **Emerging Lions Leadership Institutes** builds the skills of Lions to prepare them for leadership responsibilities at the club level.
- **Advanced (Senior) Lions Leadership Institutes** develops the skills of Lions in preparation for leadership positions at the district level

- **Faculty Development Institutes** enhances the instructional skills of Lions faculty.
- **Regional Lions Leadership Institutes** provides curriculum and funding to support Lions Leadership Institutes at the multiple district and single district levels.
- **District Governors-Elect Seminar** provides an interactive, multi-cultural seminar designed to prepare incoming district governors to serve as the key leader in their respective district.
- **Multiple District Leadership Development Funding** provides funding to support training of the first and second vice district governors at the multiple district level.
- **GLT District Funding Support Program** offers limited funding to support the delivery of specific, critical training and development programs to support clubs.
- **Webinars** provides an interactive, virtual training sessions that are conducted with a group of participants using the Internet. Webinars provide the opportunity to learn and exchange ideas on a variety of topics with Lions from around the world.
- **Lions Learning Center** offers Lions the opportunity to sharpen their knowledge of Lions fundamentals and leadership skills through online interactive courses. Search our Web site for Lions Learning Center to take advantage of these courses.

The online Leadership Resource Center makes LCI's training and development tools and resources accessible to Lions worldwide. Program information, institute applications, online training courses, webinar registration information and job specific training packages for use at all levels provide Lions with opportunities for personal growth and leadership development. Learning is a lifelong process and Lions Clubs International believes all leaders can benefit from ongoing development.

Service Activities

Because Lions seek to serve wherever the need is greatest, our activities are as varied as the needs of the communities we serve. However, service activities generally fall into the following categories:

- **Community Services:** Lions community services encompass a broad range of resources to help Lions plan activities to meet the needs of their communities. Specific adopted programs include Lions Crew at Work and Lions Cultural and Community Activities. The Community Needs Assessment (MK-9) is a great resource to determine the types of service projects your community needs.
- **Disaster Preparedness and Relief:** Whenever disaster strikes, Lions stand ready to help. We can mobilize worldwide resources and manpower to help local Lions care for their neighbors. Through the Lions ALERT Program, Lions prepare for their role in emergencies.
- **Environmental Services:** Lions environmental service projects are among the top five areas of service in clubs worldwide. Programs include Lions Green Team, which are hands on projects to protect the environment, and the Lions Environmental Photo Contest, which showcases the beauty of local environments.
- **Health and Wellness:** Lions began saving people's eyesight in 1925 and it's still a priority. But Lions also focus on hearing and raising awareness about the dangers of diabetes. Recently, Lions in various parts of the world have also taken it upon themselves to raise breast cancer awareness and provide emergency medical equipment to war-torn countries.
- **International Relations:** Clubs are encouraged to plan service activities focused on building inter-national understanding and cooperation. Lions can even participate in Club Twinning, a voluntary and mutual agreement between clubs in different countries which provides an opportunity to learn about another club and its culture.
- **Lions Opportunities for Youth:** Numerous programs exist to assist Lions in fulfilling the needs of the youth in their communities. These programs include the:

International Peace Poster Contest: The Peace Poster Contest was created to give young people the opportunity to creatively express their feelings for world peace and to share their visions with the world. Approximately 350,000 children from 75 countries participate in the contest annually. Lions clubs sponsor the contest, open to children ages 11 - 13, in local schools or organized, sponsored youth groups, such as Scouts and Boys & Girls Clubs. The contest provides Lions with the chance to interact with young people in their communities, introducing the youth to international understanding, as well as giving Lions a vehicle for obtaining positive publicity for their clubs.

Youth Camp and Exchange Program: The Lions International Youth Camp and Exchange Program is a life-changing experience. Participants experience a unique cultural learning experience whether in their own country or traveling to another, living with a host family and taking part in a camp. Exchanges can be arranged in the hundreds of countries where there are

Lions clubs. Most exchanges last between 4-6 weeks during which the participants (ages 15-21) stay with one or more host families in another country. Participants experience life as part of their host family. Camps are typically 1-2 weeks long and bring together young people (ages 16-22) from around the world. Camps usually also include a family stay. More than 100 Lions camps are held each year in almost 50 countries. Activities include visits to places of cultural or natural interest, service activities, sporting events and country presentations by the camp participants.

Leo Club Program: Leo clubs are sponsored by Lions clubs and provide youth with an opportunity to serve others in their community – and around the world. Leo clubs can be school affiliated or community based. Leo club activities include meetings, organizing and conducting community service projects and social functions. The Leo motto – Leadership, Experience, Opportunity – is fulfilled as members work together to respond to the needs of others. Participating in Leo activities and projects helps young people prepare for the future by developing leadership, organization and social skills. Through their service efforts, Leos grow as they meet new challenges and responsibilities. There are approximately 150,000 Leos and 6,100 Leo clubs in nearly 140 countries worldwide.

- **Lions Services for Children:** Lions care about children. Wherever children are in need of food, medical care, educational materials or other necessities of life, Lions are there to help. We make growing up safer and healthier for some of the world's poorest and most at-risk children and young adults. We help young people cope with today's complex world with an international life- skills program and help children make international friends at our youth camps. Our annual Peace Poster Contest makes it possible for children around the world to express their most fervent hope for us all: peace.
- **Global Service Action Campaigns:** Through service, Lions have impacted the lives of millions of people. Now more than ever, we are in a position to extend our network of care. To show this strength, Lions have the opportunity to participate in four special service action campaigns.

August – Engaging our Youth: Invite Leos and youth in your area to help organize and participate in a service project. Projects may include school or community facility cleanups or a visit to a home for senior citizens or a children's hospital. Allowing youth to develop and lead a service project enables them to learn skills while emphasizing the role of service.

October – Sharing the Vision: Plan vision health projects and work with the visually impaired. Many Lions already celebrate World Sight Day in October. This is a great month to organize a vision screening, volunteer at a nearby Lions Eyeglass Recycling Center, organize an eyeglass collection or an activity to benefit the visually impaired in your community.

December/January – Relieving the Hunger: Organize food drives and projects to feed the hungry. With the downturn in the global economy,

many hunger relief organizations are finding it difficult to keep up with demand. Help alleviate hunger by planning events around the end and beginning of the calendar year to collect and distribute food.

April – Protecting our Environment: Implement projects that improve and protect the environment. Organize a highway clean up, plant trees or plan a community “Earth Day” event to collect recyclables such as aluminum cans, plastic bottles, used cell phones and batteries.

Your club likely does or will participate in some of these projects, in addition to creating its own projects to meet the specific needs of your community. Undoubtedly, you can find an area that excites your passion for service and you may wish to focus your energy in that direction.

The Lions Club Service Activity Report is an important means to measure the global impact Lions are making through service to their communities. The report is a better tool for clubs to plan service activities and share information with others. The report application allows clubs to:

- Provide a narrative description for each activity and upload photos.
- Search for project ideas.
- Share service activity information with other clubs.
- Set service objectives and track progress toward achieving them.
- Generate custom reports.

Membership Development

Equally as important as lending a hand to club service activities is participating in the growth of your Lions club. Recruiting new members into your club ensures that there will be a continual influx of enthusiastic members to serve those in need and identify new service that can be done in your community.

There are many excellent membership programs to help stimulate this essential growth, as well as foster quality members. They include:

- **Family Membership Program** encourages families to volunteer together by offering a special dues structure to family members and programs to include children and adolescents in club activities.
- **Student Member Program** offers a special dues discount to students to encourage student participation in campus-based and traditional Lions clubs and ensure the dynamism of student involvement in Lions.
- **Leo to Lion Program** provides an easy transition to former Leos becoming Lions by offering a special dues discount to qualifying former Leos and young adults in a Leo Lion club.
- **Lions Worldwide Induction Day** gives Lions the opportunity to welcome new members, stimulate membership growth and increase public awareness. Each year on a designated day in April, over one hundred districts tribute this day to the strength and importance of Lions.

Likewise, forming new Lions clubs helps bring the dedication and services Lions are known for to a new or underserved area. While community-based clubs are our tradition, one size does not fit all. That's why Lions Clubs International offers several club types to consider:

- **Traditional Lions clubs** are ideal for bringing together a group of community-minded people to serve the needs of their community in any way – and can be formed anywhere.
- **Club branches** enable a small group of people to form a Lions club and start making a difference in their community sooner. Members become part of an existing "parent" Lions club, but select their own projects and activities.
- **Campus Lions clubs** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and organizational skills.
- **Leo Lions clubs** provide an easy transition for graduating Leos by offering a charter/entrance fee waiver and half international dues to qualifying Leos and peers, through age of 30.
- **Lioness Lions clubs** enable former Lionesses to honor and acknowledge their proud past while enjoying the benefits of the Lioness Bridge Program and Lions membership.

You may also consider starting a traditional Lions club based on shared interests or circumstances:

- Perhaps community members have a hobby they enjoy, a community project they'd like to work on or want group volunteer opportunities to do with business colleagues. If so, a **Special Interest Lions club** could be right for the community.
- Maybe you'd like to organize a club that includes members from distant geographic areas – or holds club meetings online for convenience. If so, a Cyber/Internet-based Lions club will help members conduct club business through the Internet.
- Members might prefer to work on projects that serve people with intellectual disabilities. If so, a **Champions Lions club** in support of Special Olympics might be a good choice.
- Perhaps the desire to help children succeed is the common element that brings community members together. If so, consider a Lions Quest Lions club.

The Extension Workshop Program is designed to help Lions start new clubs. Lions learn key strategies for identifying potential club locations and how to approach and recruit important community leaders into a new Lions club.

Workshops focus on proven methods for recruitment and incorporate fieldwork to build confidence and share skills. The goal for each workshop is to form at least one new club, near the training site, while simultaneously training 10 to 30 Lions per session. Contact the Membership and New Club Development Department for information and program locations (membershipdev@lionsclubs.org).

Communications

LCI communicates with its members in many different ways. In addition to important updates, the following communications allow you to learn about what other Lions clubs are working on and connect with Lions from around the world:

- **LION Magazine:** The official magazine of Lions Clubs International is LION Magazine, established in November 1918. The magazine is published ten times a year in 21 languages, and as a Lion, you receive a subscription as part of your international dues. The magazine showcases exceptional Lions and club projects around the globe, includes messages from the international president and provides inspirational stories about Lions Clubs and members' impact on the community. Read it thoroughly and share with your family and friends. When you're finished with your issue, consider putting it in the waiting area of your office or place of business.
- **E-mail Messages:** LCI sends regular e-mail messages to its members, such as monthly messages from the president and other helpful information. To ensure you get these important e-mail updates, be sure the club secretary has given LCI your most current e-mail address.
- **Web Site:** The official LCI Web site, www.lionsclubs.org, contains a wealth of information about the association and its programs. There are also downloadable materials, online club supply items, a club directory and online report filing. Additionally, the site has various newsletters, an online version of LION Magazine, message boards and online training courses. Lions are encouraged to visit often to learn the latest news and updates.
- **Social Networking:** LCI posts daily updates to our members using social networking. Like us on Facebook and follow us on Twitter for important updates, links to blogs, photos and videos. In addition, you can subscribe to our channel on YouTube and see photos from Lions around the world on Flickr.