

LIONS of VIRGINIA

Multiple District 24



Dear Incoming Club President,

We stand at the doorway to a new Lions Year. And if this year has been any example, it will be an exciting one. I would like to take this opportunity to lay out my goals for the upcoming year and my plans for achieving them.

Service

I would like to see all Lions Clubs in District 24D develop a mission statement in July/August. The mission statement is what your Club is about or what does the Club do for service. Our motto is "We Serve". Our incoming International President, Lion Al Brandel talks about "Miracles through Service". Younger prospective members want to "do" community service, not simply raise funds. They want to be visible in the communities in which they live. These projects develop leadership skills in new Lions and maintain enthusiasm and energy. Recognizing that not all of our current or prospective members can participate as actively as they would like in all service projects, consider that they can be valuable as fundraisers or with projects that do not require hard labor such as reading at an elementary school. Or use them to work on your Club Bulletin or Web Site. Every person has value and can contribute to the mission. **Everyone.**

Membership

The Mission Statement is the heart of the Membership Plan. Once you know what you are going to do in the area of service you can then begin to plan to gain the resources required to execute the plan. How many people will it take to complete the service project? What funds will the project require and how many people will it take to raise them? Some Lions are better at raising funds or working on service, but not necessarily both. What other needs does the Club have, people to operate the Club, recruit new members, build a newsletter or web site? These numbers are your membership goals. This is the membership destination. The route that you take to arrive at the goal is the action plan. The District MERL Team has a vast array of resources to assist you in planning the route, the Membership Action Plan (MAP)

My personal goal for District 24D is that each club will end the year at least Net+1 in membership. That is to say that whatever your membership is on June 30th, it will be one more by the end of June 2009. This would be a tremendous victory for us and cause for celebration.

Communication

Communication is a key element of success. You must know the mission, the goals and action plan in order to contribute. We have a District web site that is being updated. The Knights Vision will be distributed in hard copy to every Club President and Secretary. You will receive mailings and emails. We need to push the information out to our Club membership and listen to their comments. And communication works both ways. Your District Leadership wants to know what you need from us. We are tools for you to use, but we can not help if we do not know what you want and need. Please communicate with us.

Participation

As I have said, all members and prospective members have something of value that they can contribute. Our maturing Lions offer years of experience in Lionism and community service. They are willing to sit and work a Wal-Mart entrance during fundraising or complete sign-in paperwork at a vision screening event even though they may not be as able to paint a house or build a ramp. Newer or younger Lions bring enthusiasm injections. They have new or revisited ideas. They are eager to get their hands into a project, swing hammers, paint brushes and run the Sight & Hearing Unit testing equipment. Not only should we allow them to explore new projects and fundraisers, we should put them in charge of them. Ownership builds motivation.

Participation extends to District projects and meetings as well. 24D is your Lions District and it can only be as good as you make it. Attend the Zone, Region and District meetings. Actively participate in the business meetings of Lionism. And as always, enjoy the social parts of the meetings and the fellowship of other Lions in the District.

My challenge to you

So much for the pep-talk. Now for the challenge. I am asking each President, along with each Secretary and every Cabinet Member, including myself, to bring at least one prospective member to a club meeting and to invite them to join Lions. That alone would bring us over 200 prospective members. Set aside one meeting during the upcoming year to have a program on Lionism, a mini-orientation. Mentor your new Lions members; involve them in committees and projects quickly. And ask the Cabinet for help when you think we can. There are nearly 100 Lions on the Cabinet and they have all volunteered for the positions that they hold. Let them help you arrive at our destination of renewed Service and through that, increased membership.

You, Lion President, are the leader of your Club. Members will look to you for direction and to set the tone for your year just as the District will look to me. Let's go forward together and achieve victory for our Great organization.

Yours in Lionism,


Lion Doug

**Right Things –
- Right Reasons**

