LEO CLUBS
April Leo
Advisory Panel
Symposium
Join us in Montréal

- Reuniting with fellow Lions and Leos from around the world
- International Parade of Nations
- Annual flag ceremony celebrating every Lion nation
- Special Sessions just for Leos
- Inspiring talks from Lion leaders and special guests
- Immersive, world-class entertainment
- A bright, interactive Exhibit Hall
- The sights, sounds, and tastes of Montréal city culture
- Opportunities to grow and strengthen your service
April is...

LEO CLUB

awareness month

Leos clubs are in 151 nations.

In 2021, Leos served over 15 million people.

There are more than 7600 Leo Clubs worldwide.
LEO CLUBS
April Leo Advisory Panel Symposium
Video from IP Doug
Fernando Plachicoff
2021-22 Leo Advisory Panel Chairperson

Khamisi Grace
Department Manager, Young Lions and Leos
Leo-Lion Board Liaisons
2021-2022

Ulrike “Ulli” Herrmann
Schwentinental, Germany
Technology Committee

Shefanie Vin
Paramaribo, Suriname
Membership Committee
2022 LEO-LION VIRTUAL TOWN HALL: 
The Art of Multigenerational Collaboration

Hosted By: Leo-Lion Board Liaisons
Shefanie Vin and Ulrike “Ulli” Herrmann

May 4, 2022
11:00 am. – 12:00 pm. CDT

Special Guest
Douglas X. Alexander
Lions International President

Panelists
ILO President Letizia Vanelli, Italy
Leo-Lion Veronica “Vero” Caballero, Colombia

Register Today!
https://attendee.gotowebinar.com/register/2406008940679440143
Leo Advisory Panel

• 32 Panelist, two Leos and two Lions from all 8 Constitutional Areas
• Appointed by the Lions Board of Directors
• Act as representatives, advisors, and resources
• Established in 2009
Committee Structure

- Membership Experience Committee
- Leo to Lion Transition Committee
- Recruitment Committee
Purpose of Symposium

- Promote Leo Club Awareness Month
- Share the 3 presentations created by the panel
- Share the 3 supplemental resources created
- Open up for any questions you have for the panel
Accomplishments of the Advisory Panel

- Hosted 8 Constitutional Area webinars in September
- 2nd Leo Advisory Panel symposium
- Improvement in Leo Membership Reporting
- Increased Reported Leo Advisors
- Served as guest speakers at Local, Regional and Constitutional Area-Wide Events
Advisory Panel Resources

The Advisory Panel is separated into three committees, Recruitment, Membership Experience and Transition. On their committees, panelists use their combined knowledge and experience to create resources on best practices for Leo clubs. Check out their resources below:

**Recruitment**
- Starting a Community-Based Leo Club (ppt)
- Starting a School-Based Leo Club (ppt)
- Recommendations for Leo Club Integration to Board (ppt)

**Membership Experience**
- Leo Club Officers Overview (pdf)
- Leo Club Program Awards Handbook (pdf)

**Transition**
- 5 Reasons to Create a “Former Leo” Lions Club Branch (pdf)
- Leo Advisory Panelists’ Talk Leo to Lion Transition (video)
- Preserving the Future – Leo to Lion Transition (pdf)

Panelists also write individual blogs on success stories from their Constitutional Areas. Check out the Lions Blog to see what they’ve been up to.
What’s NEW

Criteria:
• Net growth of 5 new members in MyLCI
• Reported 5 service projects in MyLion
• Reported all Leo officers for the fiscal year
What’s NEW

- New Leo Leadership website pages
- Leo Club Pride Page
- MyLCI access to Leo District Officers
- Continuing the Journey Powerpoint
- Lions Share Pin for Leos
- Lions Learning Center Track for Leos
- Leo/Leo-Lion Cabinet and Council Liaisons in MyLCI
- Developed Reporting Resources
Leo Awareness Month

Take a picture of you wearing your Leo swag and use the hashtag #LoudandProudLEO on Facebook and Instagram with new social media templates

Lionsclubs.org/LeoPride
Recruitment Committee
Chair: Leo Luis Alvarez
Co-chair: Leo-Lion Akshit Bagla
Leo Club Program Advisory Panel Webinar
Recruitment Committee (2021-22)

Recruitment in a Glance
Luis Cuevas  
Constitutional Area 3  
Committee Chair

Akshit Bagla  
Constitutional Area 6  
Committee Co-Chair

Know your committee
Diana Grise
Constitutional Area 1

Alicia Beer
Constitutional Area 2

Know your committee
Guilherme Manenti
Constitutional Area 3

Massimiliano Manera
Constitutional Area 4

Know your committee
Calina Cheung
Constitutional Area 5

Ranjit Bhagat
Constitutional Area 6

Know your committee
Know your committee

John Clare
Constitutional Area 7

Kellie Bryan
Constitutional Area 7
Olajide Ogunsola
Constitutional Area 8

Know your committee
Leo Club Statistics

7,684 Total Leo Clubs
3,089 Alpha Leo Clubs
4,595 Omega Leo Clubs
153 Nations and Territories
181,731 Reported Leos

As of 25th March 2022
## Leo Club Program Members Statistics

<table>
<thead>
<tr>
<th>CA</th>
<th>Region</th>
<th>As of July 2021</th>
<th>As of January 2022</th>
<th>Net Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>15,418</td>
<td>17,349</td>
<td>2,021</td>
</tr>
<tr>
<td>2</td>
<td>Canada</td>
<td>1,113</td>
<td>1,256</td>
<td>143</td>
</tr>
<tr>
<td>3</td>
<td>S &amp; C America, Mexico &amp; Caribbean</td>
<td>13,795</td>
<td>13,766</td>
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<tr>
<td>4</td>
<td>Europa</td>
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<td>8,351</td>
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<td>OSEAL</td>
<td>12,553</td>
<td>13,466</td>
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<td>6</td>
<td>ISAME</td>
<td>93,297</td>
<td>104,968</td>
<td>11,671</td>
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<tr>
<td>7</td>
<td>ANZI</td>
<td>2,829</td>
<td>2,896</td>
<td>67</td>
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<tr>
<td>8</td>
<td>Africa</td>
<td>10,148</td>
<td>10,640</td>
<td>492</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>157,489</strong></td>
<td><strong>172,692</strong></td>
<td><strong>15,293</strong></td>
</tr>
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</table>

As of January 2022 Net Growth

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Total 157,489 172,692 15,293
# Leo Club Program Club Statistics

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<tbody>
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<td>USA</td>
<td>1,696</td>
<td>1,658</td>
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<td>1,094</td>
<td>1,088</td>
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<tr>
<td>4</td>
<td>Europa</td>
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<td>1,138</td>
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<td>5</td>
<td>OSEAL</td>
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<tr>
<td>6</td>
<td>ISAME</td>
<td>1,968</td>
<td>2,156</td>
<td>188</td>
</tr>
<tr>
<td>7</td>
<td>ANZI</td>
<td>201</td>
<td>199</td>
<td>(-2)</td>
</tr>
<tr>
<td>8</td>
<td>Africa</td>
<td>555</td>
<td>553</td>
<td>(-2)</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>7,492</strong></td>
<td><strong>7,618</strong></td>
<td><strong>126</strong></td>
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Ways of Recruiting Members

Online Techniques

Traditional Techniques
Online Techniques of Recruiting Members

- Social Media
- Club Website
- Online events
- Advertisements
- Influencers

Make effective use of Social Media to attract more members
Online Techniques of Recruiting Members

- Social Media
- Club Website
- Online events
- Advertisements
- Influencers

Create your own website or use the E-Leoclubhouse
Online Techniques of Recruiting Members

- Social Media
- Club Website
- Online events: Invite prospective members to the Online events
- Advertisements
- Influencers
Online Techniques of Recruiting Members

- Social Media
- Club Website
- Online events
- Advertisements
- Influencers

Advertise your events on the social media to create awareness
Online Techniques of Recruiting Members

- Social Media
- Club Website
- Online events
- Advertisements
- Influencers

Increase awareness by involving Social Media influencers to promote your club
Story of 900 to 5,000
Traditional Techniques of Recruiting Members

Engage the youth in the community by involving them in activities

- Engage community youth
- Ask One
- Campaigns
- Fellowship events
- Community Impact
Traditional Techniques of Recruiting Members

- Engage community youth
- Ask One
- Campaigns
- Fellowship events
- Community Impact

Asking the members to motivate others to join
Traditional Techniques of Recruiting Members

- Engage community youth
- Ask One
- Campaigns
- Fellowship events
- Community Impact

Newspaper and other advertisements inviting youth to join
Traditional Techniques of Recruiting Members

Engage community youth

Ask One

Campaigns

Fellowship events

Community Impact

Inviting prospective members to Fellowship events before service events
Traditional Techniques of Recruiting Members

- Engage community youth
- Ask One
- Campaigns
- Fellowship events
- Community Impact

Increased visibility through impacting the needs of community
District 301-A2
Leo Philippines, MJF

Sharing their Secret to Success
The New Normal

Path Ahead

- Effective Use of Social Media
- Build your Image by showing your impact
- Engage community youth
- Invite to fellowship or service events
- Involve the children of Lions to serve
- Membership Drives & campaigns
- Create your own website
Improve the Social Media presence of your club
Build your image in the community

Engage the community youth in service projects
Invite prospective members to fellowship or service events

Involve children of Lions members and win their trust
Launch membership drives and announce recognition initiatives

Create your own website or use the E-Leoclubhouse
Tips for Good orientation Session

Available on website

Or

Scan QR

01 MAKE THEM FEEL COMFORTABLE
Before beginning, make everyone feel comfortable with a short round of introduction

02 KNOW THE ORGANISATION
Brief Introduction about Lions and Leos including meaning of acronym

03 SHOWCASE OUR NUMBERS
Show them our diversity by informing the numbers and division into 8 Constitutional Areas

04 ORGANISATIONAL STRUCTURE
Teach the organisation’s structure and importance of Club officers

05 WHO ARE WE? WHAT WE DO?
Inform about the types of events done by us – Service, Leadership Development, Fellowship, Sports etc. with examples

06 BENEFITS OF JOINING
Communicate the benefits of joining – Global recognition, Personality development, Enhancing Resume, Networking, Fun & Learning etc.
RECRUIT new Leos and REPORT your members
Thank you!
Membership Experience Committee
Chair: Leo-Lion Joane Ngo
Co-Chair: Leo Katie Townsend
LEO CLUB ADVISORY PANEL

Connecting Leos

Please Use Headphones to Avoid Sound Feedback
Meet the Team

Analaura Gregorio
CA1- USA

Angela Li
CA1- USA

Joane Ngo
CA2- Canada
Membership Experience Chairperson

Fernando Plachicoff Rochner
CA3-Uruguay
Advisory Panel Chairperson

Luc Debois
CA4- Belgium
Meet the Team

Bruno Silva Soares
CA4- Portugal

Noriko Mori
CA5- Japan

Hasitha Srimurali Warnakulasuriya
CA6- Sri Lanka

Katie Townsend
CA7- New Zealand Membership Experience Co-Chairperson

Amine Lehna
CA8- Morocco
Project data (both Leos and Lions)

Activity Count in FY by CA

- CA7-ANZI 27K (3.41%)
- CA4-Europe 39K (5.06%)
- CA5-DSEAL 73K (9.34%)
- CA1-USA and Affiliates 98K (12.61%)
- CA3-FOLAC 143K (18.34%)
- CA6-ISAME 362K (46.54%)
- ICLC (0%)

Service Metrics

- 778,198 Overall Activity Count in FY
- 227,523,815 Overall People Served in FY
- 36,505,943 Overall Volunteer Hours in FY
- 51% Clubs Reporting in FY
Your Leo club is only a small part of a bigger Leo family
Benefits

Individual
- Confidence
- Friendships
- Social skills
- More understanding of diversity

Club
- Collaboration
- New service project ideas
- Outside perspective of club dynamics
- Appreciation of diversity
- Shared interests
## Barriers

<table>
<thead>
<tr>
<th>Local</th>
<th>District/Multiple District</th>
<th>International</th>
</tr>
</thead>
</table>
| ● No other Leos clubs in area  
● No access to internet  
● Unaware of other leos clubs in area | ● Distance  
● age/ maturity (Alpha/ Omega)  
● Communication (Community/ school based clubs) | ● Cultural differences  
● Language barriers  
● Time zones |
Social Media

Facebook, instagram, whatsapp, etc

- Allows clubs to promote events and any important dates.
- Can give inspiration for new ideas
- Gain new members

Leo Club of Kandy
Leo Club of Colombo Knights
Leo Club of Rangiora High School Leos
Leo Pen Pal

- Learning about the pen-pal’s country and culture
- Creates friendships through shared interests
- Teaches you key skills in communication
  - empathy
  - Patience
  - Mutual connection

Finding a Leo-Pal

CONSTITUTIONAL AREA V - OSEAL

REGISTER NOW!
Youth Exchange/ Lions International Youth Camp

- For youth aged 15-22
- Initiate, grow and maintain international relationships
- Promote cultural education
- Make memories
- Share experiences in both life and Leos
Leos Conference

- Workshops helps develops skills Leos can use for their club
- Participate in fun activities to encourage teamwork
- Meet fellow Leos from all over the district

Learn more at Lionsclubs.org/leos
CA7: Western Australia State Leos Conference
Sports tournament

- Develop teamwork within the clubs while competing against other clubs
- Good for mental and physical well-being
- Creating partnerships between clubs/districts/multiple districts
Leos Get-Together

- Make friendships with Leos from other clubs
- Recruiting tool for prospective Leos
- Share ideas about projects
- Participate in activities
- But most of all…fun!
CA1: Great American Bash, Beach Party, and Barbeque
Collaboration project

- For clubs with shared interests
- Everyone uses their knowledge and strengths to organise a project for the community
CA4: Leos fight hunger
Activity ideas for connecting Leos

Sports tournament
- What you need:
  - sports equipment (depending on sport)
  - sports field/s court
  - games implements
  - temporary phone lines
  - catering arrangements
- Prior to event:
  - invite clubs and authentics
  - define discipline, not only physical sports but also cards and board games to be included
  - define how the teams will be formed or if clubs will compete with each other
- During/after the event:
  - warm up games, get people to know each other
  - have all the games clearly marked
  - fun activities for the audience
  - food and drink
  - prizes for winning teams, spot prizes

Leos Conference
- What you need:
  - support from Lions/Leo districts
  - audio/visual equipment
  - speakers
  - facility to hold conference
- Prior to event:
  - apply for lion leadership grant to support funding
  - set up responsibilities, budget, schedule
  - arrange time and location
  - promote the conference
  - set up power points for workshops
- During/after the event:
  - provide food and beverages
  - ensure keynotes for Leos to write notes in
  - arrange certificates for completion of sessions at conferences
  - make sure everyone is interacting with each other

Leos Get-together
- What you need:
  - food and drinks (depending on the event/season)
  - materials for the get-together
  - game materials
  - location
  - catering arrangements
  - Prior to event:
  - invite prospective Leos to the event to learn more about Leos
  - arrange competitive but fun prizes for games and activities and refreshes
  - line-up program/volunteers who can start (time)
  - incite interest posters before the event in the clubs to increase Leos

Collaboration Project
- What you need:
  - location to do project
  - catering arrangements
  - volunteers
  - equipment (depending on type of project)
  - food/drinks for event
- Prior to event:
  - determine the need in the community
  - apply for Leos Service grant a grant associated with a cause
  - arrange budget, responsibilities, equipment, location, and time
  - invite Lions, Lions and Prospective Leos to reference
  - promote the project

During/after the event:
- photos/skkips for promoting the event
- provide food and water alongside equipment
- arrange groups and set up group with refreshments
- set up activities for when volunteers need a break
Thank you!
Transition Committee
Chair: Lion Berk Bulgurlu
Co-chair: Geila Wills
LEO CLUB ADVISORY PANEL

2021/2022

Transition Committee Webinar 09/04/2022

Please Use Headphones to Avoid Sound Feedback
Transition Committee Topics 2021-2022

What is the Leo-Lion Program? (Hygor & Claude)

Statistics About Transition (Bernard & Wilson)

Success Stories (Berk & Javishaa)
Transition Committee Topics 2021-2022

Ways to Increase Motivation (Davin & Pamela)

Fun Reasons to be a Leo-Lion (Geila & Sandeep)

Test Your Knowledge with Kahoot (Maylyn)
What is the Leo-Lion Program

• **Who can be a Leo-Lion?**
  • Served as a Leo for over a year
  • Legal age of majority through age 35

• **Opportunity to serve with special advantages**
  • 50% discount on international dues and entrance or charter fee waiver
  • Credit for years of service as a Leo
  • Eligible to serve as a Leo-Lion board liaison
  • “LinkedIn Professional Networking Group
  • Exclusive Leo-Lion Membership Pin!
  • Scholarship Opportunities
Statistics about Transition

Total Transition for all Areas for the Last Three years

Number of Active Leo-Lions

- 2018-19: 500
- 2019-2020: 1,500
- 2020-2021: 2,500
Statistics about Transition

Leo to Leo-Lion Transition for last 3 years

Number of Leo-Lions

Constitutional Area

Success Stories

• Two former Leos, currently serving as Leo-Lion

• Alper Koçulu MD 118

• Elena Carradori MD 108
Fun Reasons

• Stay in the Family

• Friendship, Network and Leadership
Fun Reasons

• Share Ideas and Learn New Skills

• Travel and Socialize
Fun Reasons

- Make an Impact and Difference
Ways to Increase Motivation

- Positive relationships
- Mentoring
- Awards
Kahoot Quiz

Game Pin:
QUESTIONS?
Thank you for attending!
Please email leo@lionsclubs.org with any questions.
Join us in Montréal

• Reuniting with fellow Lions and Leos from around the world
• International Parade of Nations
• Annual flag ceremony celebrating every Lion nation
• Special Sessions just for Leos
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