Achieving Club Excellence
Our Presenters

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Coming together is a beginning. Keeping together is progress. Working together is success.

- Henry Ford
Global Membership Approach for Clubs

1. Build a Team of Club Leaders
2. Build a Vision, Assess Needs and Set Goals
3. Build a Plan to Achieve our Goals
4. Build Success

Lions Clubs International
Build a Team of Club Leaders

**Current Leaders:** Identify who can carry out and lead the development of the strategy.

**Future Leaders:** Include Lions who can serve as future leaders. Lions who have held leadership positions, who can provide insight, support and are interested in the future of the club.

**Poll the Members:** To gain a full perspective of your club’s needs. Look for a cross section of members who represent the club or in smaller clubs involve as many members as possible (established members, new members, young Lions, professionals) to both understand their needs and engage their talent.
Build a Vision, Assess Needs and Set Goals

1. Rejuvenate your club with new members
2. Revitalize your club with new service opportunities
3. Excel in leadership development and club operations
4. Share your club’s achievements with your community

Grow membership within the club
Focus Area 1
Rejuvenate Club with New Members

Discussion Questions

1. What opportunities exist to expand membership?
2. What do we need to do to better recruit members?
3. Why are members not joining our club?
4. Why do people join our club?
Focus Area 2
Revitalize Clubs with New Service Opportunities

Discussion Questions

1. Are the club’s service projects relevant to current community needs?
2. Are members enthusiastic and actively involved in service projects?
3. Is club leadership receptive to members’ ideas for new service ideas?
4. Do our service projects attract new members?
Focus Area 3
Excel in Leadership Development and Club Operations

Discussion Questions

1. Do club officers participate in training for their positions?
2. Are members encouraged to take leadership positions?
3. Do members regularly attend and participate in club functions?
4. Do you need to reconsider the format of club meetings?
Focus Area 4
Share your Club’s Achievements with your Community

Discussion Questions

1. Is the club active on social media (Facebook, Instagram, Twitter)?

2. Does your club have an e-Clubhouse or website?

3. How are you keeping the public informed of your events?

4. Do we include welcoming messaging that encourages people to join?
SWOT Analysis

- Leverage our Strengths
- Manage our Weaknesses
- Take advantage of Opportunities
- Minimize impact of Threats
RESOURCES TO SUPPORT FOCUS AREAS
Plan for Your Club’s Success Webpage
Resources

Club and Community Needs Assessment

All Lions Clubs are autonomous, meaning that each Lions club is an independent entity responsible for conducting its own events and complying with local laws and regulations. This resource is intended to provide recommendations and should not be considered legal advice or legal guidance; the activities within may or may not be appropriate for your community. Please consult a legal professional to ensure compliance with all laws and regulations, policy guidelines, and best practices.

Lions Clubs International

Your Club, Your Way!

Customizing Your Club Meeting

Club Quality Initiative

This workbook has been designed to lead you and your fellow club members through a number of steps to help you discover new ways to improve the way your club operates.

Lions Clubs International

Club Membership Chairperson’s Guide

Lions Clubs International
Resources

Membership Satisfaction Guide
How to keep members engaged, happy and coming back

Just Ask!
New Member Recruiting Guide for Clubs

Marketing Communications Chairperson Guide
Get Ready for Your Role

Marketing Communications Chairperson Guide
Three Steps to Success

No one knows your club better than you. Here are three ways you can promote the key activities of your club.

Quick Tip
When planning an event, make sure it’s a success and keep it simple.

Quick Tip
Celebrate the growth and success of your club.

Quick Tip
Make sure your club’s activities are visible to the community.

The Service Journey
The Service Journey is an approach to living and serving well. To making a real difference people can see and feel. It encompasses four simple phrases: Learn, Discover, Act, and Celebrate. We love those words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leo.

If the past 100 years have taught us anything, it’s that as we serve, we grow. And we were never meant to stop. Service is our journey. Let’s explore it together.
Troubleshooting Guide for Clubs
ESTABLISH GOALS
Specific
Ensure that the objective is clear.

Measurable
Benchmarks and progress must be measurable.

Actionable
Each goal must be achievable.

Realistic
Challenging but not unrealistic.

Time Bound
Timeframe that outlines a schedule of progress.
Goal Statement Form

District: ____ Club Name: ______________________ Club Number: ________

Rejuvenate Your Club with New Members: ____________________________

Rejuvenate Your Club with New Service Opportunities: ________________

Excel in Leadership Development and Club Operations: _________________

Share your Achievements with your Community: ________________________

Resources to help establish goals

- Goal Setting On-Line Course
- Goal Statement Form
- Club Excellence Award
- LCI Website
BUILD A PLAN TO ACHIEVE OUR GOALS
DEVELOP YOUR ACTION PLAN by outlining the steps you will take to achieve your goals.

This step outlines how the goal will be achieved (action steps), when each step will be completed, who will be responsible for the step, and how you can determine each step has been completed. The Action Plan Worksheet is a tool you can use as you develop a plan to achieve each goal. Together, the plans for each goal comprise your Vision.

For Each Area

- What? (Goal Statement)
- How? (Action Steps)
- When? (Deadline for Completion)
- Who? (Person (s) Responsible for Action)
- How Will You Know? (How Will You Know It’s Accomplished)
3 Build a Plan to Achieve Our Goals

DEVELOP YOUR ACTION PLAN by outlining the steps you will take to achieve your goals. This step outlines how the goal will be achieved (action steps), when each step will be completed, who will be responsible for the step, and how you can determine each step has been completed. The Action Plan Worksheet is a tool you can use as you develop a plan to achieve each goal. Together, the plans for each goal comprise your vision.

Make a copy of this form and complete one for each goal.

ACTION PLAN WORKSHEET

WHAT? (Goal Statement)


HOW? (Action Steps):


WHEN? (Deadline for Completion):


WHO? (Person(s) Responsible for Action)


HOW WILL YOU KNOW? (How Will You Know It’s Accomplished):


BUILD SUCCESS
To be Successful:

• SHARE
• SUPPORT
• RECOGNIZE
• EVALUATE
• CHANGE
REMEMBER TO
CELEBRATE
Remember to Celebrate

• The LCI Store is an easy way to order certificates, plaques and more to celebrate. If you have further questions regarding club supplies, please email orderdetails@lionsclubs.org.

How will you celebrate?

•
•
•
•
Club Excellence Award

Roadmap to success

Club Excellence Award

As Lions and Leos continue to seek out opportunities to Learn, Lead and Grow, Lions Clubs International offers resources that support Lions and Leos in achieving their goals throughout their leadership journey. Whether the journey is to Learn and enhance leadership skills, to Lead and mentor others by becoming a trainer, or to Grow and develop future leaders, there are Leadership Development Institutes and programs targeted specially for each purpose. These institutes teach the skills needed to become a great leader and transition those skills to the next generation.

Application process

Use the qualifications outlined in the Club Excellence Award Application as your road map to excellence.

Applications must be signed by the current district governor. If sent from the district governor’s email, it qualifies as signature on application submitted electronically.

2022-2023 Applications Due by: August 31, 2023
Send to: clubexcellenceaward@lionsclubs.org

2022-2023 Awards mailed to: 2023-2024 District Governor

For questions, inquiries or to submit your Club Excellence Award Application you may contact us by email clubexcellenceaward@lionsclubs.org or phone (630) 468-6828.
Club Excellence Award

2022-2023
CLUB EXCELLENCE AWARD APPLICATION

Club Name: ____________________________

Club Number: _________________________

District: ______________________________

2021-2022 Club President’s Name: ______

2022-2023 Club President’s Name: ______

Member Number: _______________________

Email Address: _______________________

1. MEMBERSHIP

☐ Maintained club membership count (closed the year with the same number of members as at the start of the year or less) with positive membership growth.

☐ Charterd new Senior Club, Leo Club or Club Branch.

Name of Senior Club, Leo Club or Branch: ____________________________

2. SERVICE

☐ Contributed to GSDP

☐ Started a new service project. Consider one of our Global Causes.

☐ List three service activities your club participated in that were reported in MyLCI or your regional reporting system:

1. ____________________________
2. ____________________________
3. ____________________________

3. LEADERSHIP & ORGANIZATIONAL EXCELLENCE

☐ Club in Good Standing: Not in Status Class or Financial Suspensions. District dues paid and no unpaid invoices with LC greater than US$10,000 outstanding. RO-RO officers in place.

☐ Reported Club Officers in LC

☐ Mayor of Lions participates in club officer training.

4. MARKETING

☐ The club has publicized its service activities through local media or social media.

Lions Clubs International

District and Clubs Administration
Lions Clubs International
304 W 22nd St
Oak Brook, IL 60523 USA
WWW.LIONSCLUBS.ORG
LCI Contact Information

• Phone: (630) 468-7084

• Email: clubofficers@lionsclubs.org

• Websites:
  Plan for Your Club’s Success
  COMING SOON

  Improving Club Quality

• Facebook Group: Improving Lions Club Quality
  https://www.facebook.com/groups/317754885360703/
Questions ???
THANK YOU!