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- Due to the size of the group, this webinar will begin promptly at the start of the hour
- This webinar is being recorded; the recording and PowerPoint will be available afterward.
- Your microphone has been muted and will remain so for the duration of this webinar.
- Please enter any questions in the chat
- If you are asking a specific presenter, please include their name
- We will answer questions from the chat live at breaks throughout the workshop
- If your question is not specifically addressed, we will reach out to follow-up via the email address you registered with





CA7 Specialty Club Workshop

PID Sheryl Jensen

GAT Constitutional Area 7 Leader
Host





Presenters



DG Jessica Budiman

MD 307

**District 307A1 District
Governor**



IPDG Margaret Gill

MD 202

**New Club Consultant
GMA – New Club Team Leader**



PDG Pat Mills

MD 201

**Specialty Club
Program Coordinator**



Presenters



Jeanne Ewert

**Membership Development
Specialty Clubs
Program Specialist**



Carolyn Hall

**Global Action Team
Senior Regional
Specialist**



Guy Schmale

**Global Action Team
Regional Specialist**

Specialty Clubs!

Specialized Service
from the Heart



*Jeanne Ewert
Specialty Clubs Program Specialist
Membership Development Division*



The Specialty Clubs Program is an internationally successful membership development resource



Sanjay Khetan

*Past International Director, Nepal
Specialty Clubs Program International Coordinator*





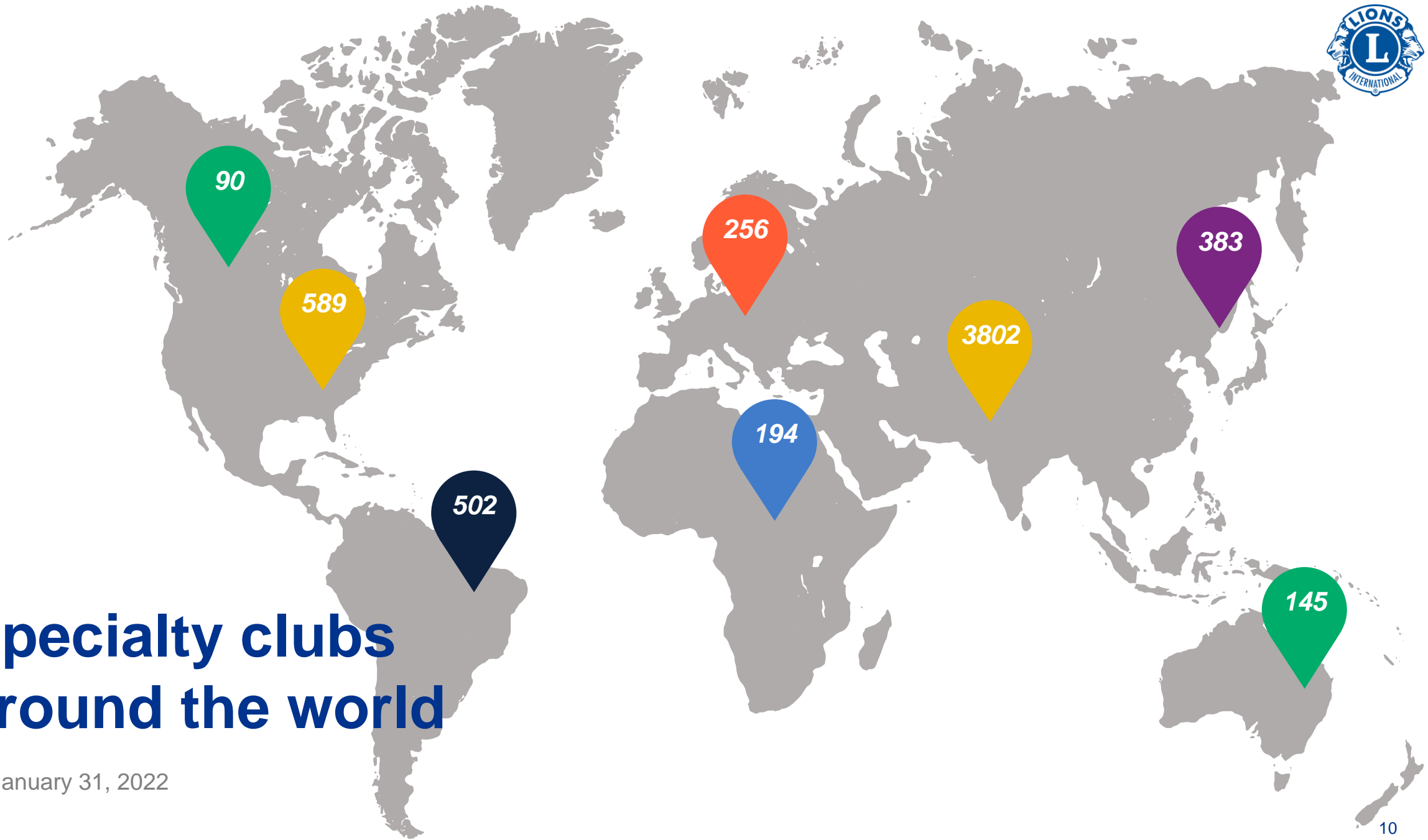
Specialty clubs are groups of people who turn their shared passions into rewarding service that directly benefits their communities.



More than 60% of new clubs chartered annually are specialty clubs.



Lions Clubs International



Specialty clubs around the world

At January 31, 2022



**There are 145 specialty clubs and
2 SCP coordinator2
on record in Constitutional Area 7**





Why specialty clubs?

The benefits of specialty clubs

- ▶ Bonded network of like-minded individuals
- ▶ Meeting the needs of modern communities
- ▶ Common thread enhances the engagement of club members
- ▶ Specializing provides a means for connecting regionally or globally with other clubs who share similar passions



Why specialty clubs?

Volunteers' service passions and preferences are changing.

- ▶ The influence of clubs in making communities stronger, more interesting and more engaged is in decline.
- ▶ The definition of “community” has changed from a physical *place* to shared *affinities*—groups with similar qualities.
- ▶ The invitation must change from “Come do what we do,” to “What do *you* want to do?”
- ▶ Flourishing clubs offer opportunities for curiosity, openness, inspiration and leadership development.

Why specialty clubs?

**Specialty clubs
provide a flexible
framework for
serving.**



- ▶ By promoting collaboration through shared regional and/or global service passions
- ▶ By offering club branch opportunities for specialized service
- ▶ By diversifying the ways and means of meeting evolving community and global concerns



Diabetes



Environment



Hunger
Relief



Pediatric
Cancer



Vision

Diversity of Ideas!

Chartering a Specialty Club

- Global causes
- Life Stage/Experience
- Profession/Educational Pursuits
- Culture
- Hobbies/Sports
- Partnerships
- Local needs assessment





We Serve



DG (& Team) and SPECIALTY CLUBS





DG & Team's Role

What Can We Do?

**Think Big
Start Small
Act Now**



THINK BIG

▶ From formal to fun:

- ▶ Professional Entertainers to Medical Doctors
- ▶ Alumni Associations to Dance Groups

▶ Find something in common:

- ▶ Passion for the environment
- ▶ Young Entrepreneurs

▶ Dare to Dream: 2 New Clubs from 1 Alumni Association



START SMALL

- ▶ **Accommodate small groups :**
 - ▶ Personalized Orientations
 - ▶ Multiple Introduction Sessions
- ▶ **Utilize the different types of Clubs :**
 - ▶ Branch Clubs
 - ▶ Virtual Clubs
- ▶ **You never know who's got the spirit of **A** Lion**



ACT NOW

▶ Team work :

- ▶ GMT – different types of presenters
- ▶ VDGs
- ▶ ZCs RCs
- ▶ Specialty Club Coordinators

▶ Low-hanging fruits :

- ▶ Friends
- ▶ Hobbies
- ▶ Passion



ACT NOW

▶ Approach other Organizations :

- ▶ Alumni associations
- ▶ Professional organizations

▶ Be flexible :

- ▶ Work with the Leader
- ▶ Integrate into their “culture”
- ▶ Allow them to show their organizations’ colors
- ▶ Give them room to express themselves



ACT NOW

- ▶ **Preparing for the 1st Meeting :**
 - ▶ Due diligence
 - ▶ Tailored Lions Intro / Orientation
 - ▶ Assign the right team
- ▶ **Introducing Lions Clubs :**
 - ▶ Come prepared
 - ▶ Connect with the group
 - ▶ Speak to their needs (or build a need)
 - ▶ Share stories



ACT NOW

- ▶ **Don't stop half-way :**
 - ▶ Follow-up with the Organizer
 - ▶ Invite prospects to meetings / service activities
- ▶ **Welcoming them into Lions Clubs :**
 - ▶ Don't wait until you have 20
 - ▶ Make them feel at home
- ▶ **HAVE FUN**



**By working together,
pooling our resources
and building our
strengths, we can
accomplish great
things.**

Ronald Reagan







Specialty Club Categories

- Cause-Specific:
 - ✓ Diabetes
 - ✓ Vision
 - ✓ Hunger
 - ✓ Environment
 - ✓ Childhood Cancer
 - ✓ Other: _____
- Cultural: _____
- Life-Stage/Experience:
 - ✓ Academic focus: _____
 - ✓ Profession: _____
 - ✓ Retiree: _____
 - ✓ Other: _____
- Partnership: _____
- Sport or Hobby: _____
- Other: _____



Service Needs and Networking

Specialty Club Model Mapping Worksheet

Download from the Specialty Club Toolkit

COMMUNITY

- Is there a local or regional need that is not being met?
- Is the community the recipient of a service, the provider of a service or both?

NETWORKS

- Existing groups whose mission overlaps with local needs and/or special interests
- Personal or professional relationships to leverage
- People who want to serve others, but need support or structure

CATEGORY

- Cause - LCI global causes
- Life stage
- Profession/Education
- Hobby/Sport
- Culture
- Other ???

Using Available RESOURCES

- Membership grants
- Explore websites
- Mission statements and vision statements
- Local experts and community leaders



Specialty Club:
A Lions club whose members share cultures, common skills, a life stage or interests united by a shared passion for service, yet diverse in ideas and approaches.

Specialty Club Program:
A structured program which supports the organizing and chartering of specialty clubs through multiple resources and through engagement of Specialty Club Coordinators.



SPECIALTY CLUBS IN ACTION

Supporting membership development as a part of the Global Action Team

Global Action Team and Specialty Clubs Program

Hand in hand!

ACHIEVE GOALS

- Engage Specialty Club Program (SCP) Coordinators to support district **new club development** goals!
- Contact your District GAT for a list of **local SCP Coordinators**.
- Increase **district resources** through SCP program features and benefits.

EMPOWER MEMBERS

- Promote SCP features and benefits through **seminars and workshops**.
- Consider **virtual** workshops to reach **larger audiences**.
- Inspire Lions to apply for the **SCP Coordinator** role.



PROMOTE NETWORKING

- Share **success stories** on social media and MyLion.
- **Connect** with other **Specialty Clubs** to broaden service impact.
- Exchange **best practices** locally and globally.

ENCOURAGE DIVERSITY

- Broaden Lions' volunteer base by welcoming **unique qualities** and ideas.
- **Research** new ways to serve and meet changing needs locally and globally.
- Ask, "How can Lions Clubs support **your** service passions?"

For more information:
Contact specialtyclubs@lionsclubs.org or visit lionsclubs.org/specialtyclubs



Global Membership Approach

Where there's a need, there's a Lion—when our membership grows, our communities grow. Our service strengthens. Our future brightens. The Global Membership Approach provides a process and resources for districts to achieve this growth.

► [Overview](#) ► [4-step process](#) ► [Resources](#)



**Include Specialty Clubs
and SCP Coordinators
In 4-step planning**

A 4-step process

Step 1

BUILD A TEAM

Build a team to support the Global Membership Approach.

[Presentation \(PPT\)](#)

Step 2

BUILD A VISION

Conduct an analysis of your district and develop goals to best serve its needs.

[Presentation \(PPT\)](#)
[SWOT Worksheet \(DOC\)](#)
[SWOT Worksheet \(PDF\)](#)

Step 3

BUILD A PLAN

Build a plan as a team to achieve the established vision.

[Presentation \(PPT\)](#)
[Action Plan Template \(DOC\)](#)
[Action Plan Template \(PDF\)](#)

Step 4

BUILD SUCCESS

Execute your plan, maintain accountability and adjust as necessary.

[Presentation \(PPT\)](#)



Start a new club!

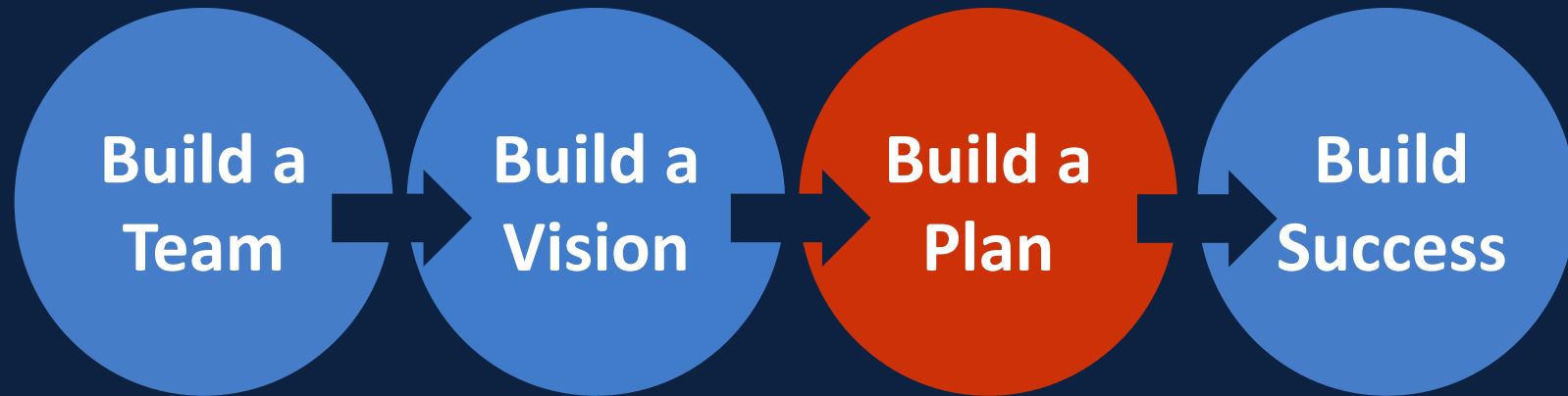


Search [Start a new club](#) on LCI's website to access a variety of "how to," informational and promotional resources for new club development



We Serve

The Global Membership Approach and Specialty Clubs





Sample Organization Chart



District Governor

Global Membership Approach Support Lead



Consider having your team lead or a team member apply to become a specialty club coordinator

Encourage the New Clubs team to review Specialty Club resources and investigate if there is a group in your district with potential for a Specialty Club!



Focus Area 1

Rejuvenate districts
with new clubs

Discussion questions

- ▶ Why are new clubs valuable?
- ▶ Where can we start new clubs?
- ▶ What Specialty Clubs would be most successful?
- ▶ What training / resources are needed?

GOAL 1

By the end of the _____ FY, our district will charter _____ new clubs.



Building a Plan to charter a Specialty Club

Area of Focus				
<input type="checkbox"/> SERVICE ACTIVITIES <input checked="" type="checkbox"/> MEMBERSHIP DEVELOPMENT		<input type="checkbox"/> LEADERSHIP DEVELOPMENT <input type="checkbox"/> LCIF		<input type="checkbox"/> CUSTOM GOAL
Goal Statement				
By the end of December 2021, our district will charter 1 new Specialty Club.				
Action Step	Responsible Party	Required Resources (team members, technology, funding, etc.)	Date to Begin	Due Date
Create a club extension team	District GMT Coordinator	List of interested members, email	June 5, 2021	June 7, 2021
Select a location for the new club	Club Extension Team	Club and Community Needs Assessment, virtual meeting platform	June 10, 2021	June 20, 2021
Choose a theme for the new club based on the needs of the location selected.	Club Extension Team	Specialty Clubs website, virtual meeting platform	June 10, 2021	June 20, 2021
Promote new club on social media and other online platforms	Club Extension Team	Social Media post templates, New Club Event Communications, New Club Development Guide, Budget \$100 online advertising	July 1, 2021	August 1, 2021
Assessment		Alterations		

- 1 Approach an existing group of people who already share a common connection
- 2 Explain how humanitarian service through Lions Clubs will not only enrich their existing group's relationships, but provides leadership and learning opportunities within a global community
- 3 Assist the group in determining a service focus and outlining an approach
- 4 Utilize LCI's new club development resources for club recruitment and chartering
- 5 Supply the group with ideas and resources for promotion, awareness and training available through Lions Clubs International
- 6 Maintain a relationship with the new specialty club to ensure their success and satisfaction

Sharing Successes



- Collect quotes from Lions, service beneficiaries and public leaders
- Capture pictures and short videos, preferably showing Lions in action
- Share through district newsletters, social media, traditional media and our website
- Document how-to information, so others can replicate the success





New Club Applications

- Process and requirements same as a regular club
- Use forms to gather member & officer information
- Submit application on MyLCI and finish all five steps
- Application may be started by:
 - District Governor
 - District GMT Coordinator
 - Sponsoring club President or Secretary



Step 1: Submit for DG approval

- ✓ Proposed club name
- ✓ Officer(s)
- ✓ Location
- ✓ Sponsoring club
- ✓ Type of club → Specialty
- ✓ Estimated Charter Member count



Step 2: Submit for DG approval

- District Governor must approve the application in MyLCI before LCI staff will even see the application

DG APPROVED



Step 3: Pending LCI authorization

- New Clubs Team assigns application to a coordinator
- Coordinator reviews:
 - Proposed name
 - Proposed officers
 - Number of expected charter members
- Grants authorization or follows up w/ organizing officer(s)



Step 4: Pending completion

- Enter additional officers; must include:
 - President
 - Secretary
 - Treasurer
- Enter all charter members (minimum of 20)
 - Side note: *Branch clubs only needs 5 members*
- District Governor enters:
 - 1-2 Guiding Lions – Look for good fit to specialty club
 - 1-2 Extension award recipients



Step 5: Pending LCI final approval

- Coordinator will approve or reach out for more information
- Once approved charter materials will ship to the DG
- Charter fees still waived through end of this Lion Year
- Dues invoiced to club account one month after charter
- Send questions to newclubs@lionsclubs.org



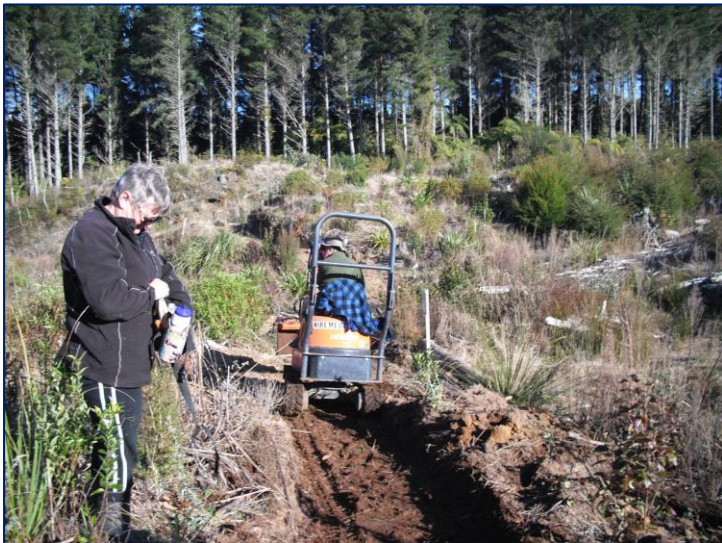
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Bay of Plenty Tree Grove Lions Club





The Tree Grove Project



- **Started in 2012**
- **2.4 hectares / 6 acres**
- **Regional collaboration**
- **Objective to replant in NZ native forest**
- **Accessible to the public**



The Tree Grove Project Now



Trees are starting to get established



What Next ?

BOP Tree Grove Lions Club

- Single focus
- Minimal club administration and meetings
- Resonates with young people
- Ensure future maintenance for the tree grove



BOP Tree Grove Lions Club

Tree Grove 10th birthday celebration event

- Use event to launch new club
- Media opportunity
- Extensive use of social media



BOP Tree Grove Lions Club

The work of our new club is a testament to 10 years of dedication to rebuilding a native forest

Preparing and Planning for our Planets future



The one who plants trees knowing that they will never sit in their shade, has at least started to understand the meaning of life

Rabindranath Tagore



 **LIONS
TREE
GROVE**



**An Exciting NEW
Lions Club for
environmentally
minded people**



**Key Marketing Point -
It's all about the trees**





The SCP Coordinator

Specialty Clubs Program coordinators are passionate Lions committed to pursuing and promoting new club growth through the organization of new specialty clubs utilizing the support of SCP resources.

SCP coordinators obtain their role through an application process which requires the signatures of district/local Lion leaders to ensure collaboration and long-term success of the club.





SCP Coordinators



All Lions* in good standing are eligible to apply for the role of specialty clubs program coordinator

*with the exception of acting district governors or Lions serving in another capacity which would cause conflict or the inability to be successful in achieving their approved

Specialty Clubs Program development plan

Apply to become a program coordinator at lionsclubs.org/scpc



SCP Program Support

2 new specialty clubs AND 40 new members

- ✓ Up to (maximum) US\$1,000 reimbursement for each successful development plan
- ✓ Districts can have up to 4 approved SCP coordinators





SCP Program Support

3+ new specialty clubs AND 100+ new members

- ✓ Up to (maximum) US\$2,000 reimbursement for each successful development plan
- ✓ Districts can have up to 4 approved SCP coordinators





Coordinator FAQs

- Coordinators can begin activities to complete their development plan after LCI approval
- Coordinators can submit additional development plans after approved plans are completed
- Reimbursement must be within same fiscal year
- New club application deadline June 20



Specialty Clubs Program Workshop



Workshop objectives:

- Promotion/education of SCP program features and benefits
- Recruitment and empowerment of SCP coordinators
- Promotion of the importance of communication and collaboration between regional Lion leaders and SCP coordinators



SCP Workshop Funding

Funding Limits – subject to availability of funds:

- Constitutional Area – US\$10,000
- Multiple Districts – US\$5,000
- Districts/Undistricted Areas – US\$2,000

SCP workshop application in undistricted areas will require the signature of the GAT leader overseeing that area and/or GAT constitutional area.

**SCP workshop applications are available on request:
Email specialtyclubs@lionsclubs.org**



We Serve



Specialty Clubs Workshop

The Bouquets and the Challenges

The Bouquets and the Challenges

Positives

- More Lions Clubs/Membership increase
- Tapping into additional specialty skills
- Personal Development
- Providing a different level of service to the community

Challenges/Maneuvering and pivoting

- Ensuring each club includes diverse and neuro diverse individuals
- District/lions to accommodate the specialty clubs – more education

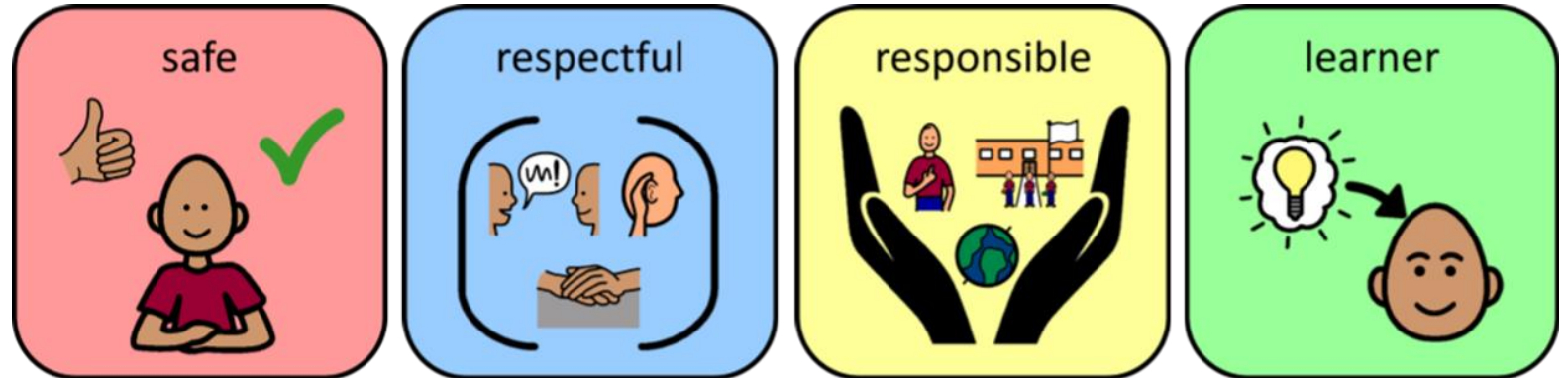


Why an Autism Lions Club?

This one of the very few clubs in Australia that helps people from the autism community to be **humanitarians!**



ETHICS



“People with Autism may not be able to control how they feel,
but they can control how they act.”

Thomas Edwards, Melbourne Autism Lions Club

Autism Clubs

- Melbourne Autism Lions Club
- North Lakes central Coast Lions Club
- North Queensland ASD Lions Club
- Sydney Autism Community Lions Club



Marion City Lions Club

Why has our club grown particularly during Covid?

- Focused on Humanitarian Projects
- Meetings are held at Lunch time once a month
- Our members have built the club through their family & friends
- To date we have not had a membership drive



Deaf and Hard of Hearing Lions Club

"To bring the communities of the Deaf, the Hard of Hearing and the Hearing together as we volunteer to support the community through Lions Humanitarian Projects".







Watch videos

Discover how Lions with shared interests are serving their communities at lionsclubs.org/scp-videos.



Visit the website

Go to lionsclubs.org/specialty-clubs to learn more about the Specialty Club Program.



For more information, contact:

specialtyclubs@lionsclubs.org

GAT.CA7@lionsclubs.org

www.lionsclubs.org/specialtyclubs



We Serve



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