Important information about this webinar

- 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.
Specialty clubs around the world

At January 31, 2022
There are 145 specialty clubs and 2 SCP coordinator 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
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.

Volunteers’ service passions and preferences are changing.
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
Diversity of Ideas!
Chartering a Specialty Club

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

Diabetes
Environment
Hunger Relief
Pediatric Cancer
Vision
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:** ____________________________
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
Global Action Team and Specialty Clubs Program

Hand in hand!
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

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)

Include Specialty Clubs and SCP Coordinators in 4-step planning
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.
The Global Membership Approach and Specialty Clubs

Build Success
Build a Plan
Build a Vision
Build a Team

Life Stage
Cause
Professional or Education
Sport or Hobby
Culture

Lions Clubs International Specialty Clubs
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

<table>
<thead>
<tr>
<th>Area of Focus</th>
<th>LEADERSHIP DEVELOPMENT</th>
<th>CUSTOM GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SERVICE ACTIVITIES</td>
<td>MEMBERSHIP DEVELOPMENT</td>
<td>LCIF</td>
</tr>
</tbody>
</table>

**Goal Statement**

By the end of December 2021, our district will charter 1 new Specialty Club.

<table>
<thead>
<tr>
<th>Action Step</th>
<th>Responsible Party</th>
<th>Required Resources (team members, technology, funding, etc.)</th>
<th>Date to Begin</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a club extension team</td>
<td>District GMT Coordinator</td>
<td>List of interested members, email</td>
<td>June 5, 2021</td>
<td>June 7, 2021</td>
</tr>
<tr>
<td>Select a location for the new club</td>
<td>Club Extension Team</td>
<td>Club and Community Needs Assessment, virtual meeting platform</td>
<td>June 10, 2021</td>
<td>June 20, 2021</td>
</tr>
<tr>
<td>Choose a theme for the new club based on the needs of the location selected.</td>
<td>Club Extension Team</td>
<td>Specialty Clubs website, virtual meeting platform</td>
<td>June 10, 2021</td>
<td>June 20, 2021</td>
</tr>
<tr>
<td>Promote new club on social media and other online platforms.</td>
<td>Club Extension Team</td>
<td>Social Media post templates, New Club Event Communications, New Club Development Guide, Budget $100 online advertising</td>
<td>July 1, 2021</td>
<td>August 1, 2021</td>
</tr>
</tbody>
</table>

**Assessment**

<table>
<thead>
<tr>
<th>Alterations</th>
</tr>
</thead>
</table>

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.
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
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

Key Marketing Point -

It’s all about the trees

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

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

Preparing and Planning for our Planet's future.

An Exciting NEW Lions Club for environmentally minded people.
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
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!
“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
“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”.
Explore

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

Watch 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