

The New Voices Initiative: 2021-2022

The 2021-2022 New Voices Initiative promotes gender parity and diversity and seeks to increase the number of women, young adults and underrepresented populations within our association. It features a diverse group of Lions and Leos who strive for excellence in one of four areas: Service, Membership, Leadership, and Marketing.

RECOGNIZE NEW VOICES IN YOUR AREA

After you've nominated your New Voice in each area, public recognition of your nominees is a wonderful way to inspire Lions and Leos in your district. Inspired Lions are likely to serve more, recruit more, become better leaders, and spread the message of Lions International. Feature New Voices on local district websites and social media, or in club and district newsletters. Share their stories at Club meetings, service projects, and fundraising events. Enclosed are four certificates for you to present to your nominees, selected based on the below criteria for each nomination category. Beginning in July 2021 District Governors can submit New Voices and their stories to LCI through the [story collection form](#) for sharing.

When choosing New Voices in your district, consider the following criteria for each nomination category.

- 1. Service:** Nominees for New Voices in Service participate regularly in service projects and perform service that reaches a diverse group of people. Nominate a Lion in your district who has participated in notable service projects and shown excellence in service.
- 2. Membership:** Nominees for New Voices in Membership work to recruit and retain new members, welcoming diversity in the Lions family. Nominate a Lion in your district whose recruitment and retention efforts have displayed excellence in membership.
- 3. Leadership:** Nominees for New Voices in Leadership are influential leaders who strive to be inclusive. Nominate a Lion in your district who has lead with excellence, including hosting meetings, and organizing projects and teams.
- 4. Marketing:** Nominees for New Voices in Marketing work to spread the Lions' message to all corners of the world. Nominate a Lion in your district who uses marketing channels such as social media, printed newsletters, email, etc., to promote their club with excellence.

PROMOTING NEW VOICES AT THE INTERNATIONAL LEVEL

Selected New Voices may be featured in LCI programs and asked to participate in global webinars so they can share their story and inspire others as we showcase their contribution.

Questions about the initiative may be directed to newvoices@lionsclubs.org