



Weeks of Service and Video Showcase

FREQUENTLY ASKED QUESTIONS

GENERAL QUESTIONS ON THE WEEKS OF SERVICE INITIATIVE

Are there plans for continuing the Weeks of Service initiative in the future, beyond the 2025-2026 Lion Year? And to continue to address other Sustainable Development Goals?

Yes, the Weeks of Service initiative will continue into the 2026-2027 Lion Year. The specific causes and focus areas are yet to be determined.

Is mental health and well-being a global cause or service initiative?

Mental health and well-being is a service initiative.

Are projects involving the Special Olympics and supporting the participants of games considered mental health service projects? What about advocacy events and meetings of psychologists with young people?

Yes. Mental health and well-being service projects can include a variety of beneficiaries and programs. They can include supporting youth, vulnerable populations, the elderly, reducing stigma, suicide awareness prevention, connecting people to mental health professionals, bullying prevention, awareness/education/advocacy efforts, and others.

Can donations to organizations be considered a Week of Service project?

Yes. Donating to organizations is a service activity. If your Week of Service project is a donation, please select "Service Project" as the activity type when reporting in the Lion Portal. You can then select the relevant cause and project type.

To report a Mental Health & Well-being project or donation, select "Other Humanitarian Service" as the cause, and "Mental Health and Well-being" for the project type.

Can we have a copy of the PowerPoint presentation and video recording of the International President A.P. Singh's D/MD Global Service Team (GST) Webinar from 9/10/2025?

The PowerPoint will be shared with GAT area leaders, who will then share it with GST coordinators.

RESOURCES FOR PLANNING WEEKS OF SERVICE PROJECTS

Are there common flyers or resources I can use?

You can find resources, service project ideas, tools, links to expert organizations like the World Health Organization, and inspiring videos on the Weeks of Service webpage found at: lionsclubs.org/weeks-of-service

How can we organize an impactful project for mental health? What should we do in this first Week of Service?



Our *Mental Health and Well-Being* Service Resource features service project ideas and can be downloaded directly at https://cdn2.webdamdb.com/md_g01eglkAmOR83MN0.jpg.pdf?v=1

We encourage clubs to consider their community needs when planning service projects. Mental health and wellbeing projects can include a variety of topics, including:

- Raising awareness about suicide prevention.
- Reducing mental health stigma.
- Organizing mental health and well-being service for the elderly and youth.
- Educating your community on mental health and well-being, including through partnerships with mental health organizations.
- Advocating for mental health funding, legislation, and support.

Lions and Leos have organized a variety of service projects on mental health & well-being. These projects include:

- Performing music for elderly individuals with dementia and Alzheimer's disease to uplift mood and encourage a therapeutic experience.
- Partnering with a local mental health organization to facilitate a workshop on bullying and suicide awareness prevention for teens.
- Hosting a golf tournament and donating the proceeds to organizations supporting suicide prevention awareness.
- Organizing an awareness parade to celebrate World Mental Health Day and passing out flyers from local mental health organizations.
- Holding regular yoga, meditation, and mindfulness events and classes for youth on Zoom.
- As a response to increasing suicide rates in their area, educating the community by promoting the city/country's suicide crisis hotline number.

Is it necessary to connect with professional organizations to certify the legitimacy of the mental health project?

No, it is not required. We do encourage clubs to collaborate with local mental health experts and organizations when appropriate. For example, to work with a mental health professional to provide educational information to the community, or to connect people to professional mental health services.

SOCIAL MEDIA PROMOTION

Does Lions International have official social media guidelines—especially on tone of voice and messaging—that we should follow to keep a consistent presence across our pages?

Social media guidelines can be found on the Social Media for Lions Clubs webpage <https://www.lionsclubs.org/en/resources-for-members/social-media>

And brand guidelines can be found at the Brand Guideline webpage <https://www.lionsclubs.org/en/resourcesformembers/brand-guidelines>

What is Lions International's view on using TikTok to reach our communities in support of the proposed causes? Are there any guidelines or restrictions we should follow?



Lions International encourages participation across all social media platforms, including TikTok. Please follow Lions International on social media and feel free to share official headquarters posts. Refer to the links above for guidelines.

What hashtags can we use for our Weeks of Service projects?

When posting on social media for the first Week of Service on mental health and well-being, please use the hashtag #LionsForMentalHealth

The hashtag for the hunger Week of Service is #LionsFightHunger

And the hashtag for the environment Week of Service is #LionsGoGreen

SERVICE REPORTING AND CLUB EXCELLENCE AWARD CRITERIA

How can I report our Weeks of Service projects?

You can report your service projects through the [Lion Portal](#). All projects completed during the Lion Year must be reported by July 31, 2026.

When reporting your Weeks of Service projects, please select “Service Project” as the activity type and then select the relevant cause and project type.

To report a Mental Health & Well-being project, select “Other Humanitarian Service” as the cause, and “Mental Health and Well-being” for the project type.

If we plan a service project outside of the specific Weeks of Service dates but within the same month (October, January, April), will that still meet the criteria for the Club Excellence Award?

In addition, what if the timing of our club's service projects does not align with the service week schedule?

As of March 2026, Weeks of Service projects can take place anytime during the current Lion year from July 1, 2025 – June 30, 2026. **Will a donation to a local mental health organization qualify as a Weeks of Service project and meet the criteria for the Club Excellence Award?**

Donations to organizations are considered a service activity. If a club donates to a mental health organization during the Weeks of Service, that can count toward one of the Service criteria for the Club Excellence Award. However, please note for the Donations criteria of the Club Excellence Award, donations to other organizations will not count towards award. To meet the eligibility for the Donations criteria, donations must be made to LCIF. More information can be found at the webpage: <https://www.lionsclubs.org/excellence-awards>.

Is there a specific time period within which a service activity needs to occur to be considered for the Club Excellence Award?

To meet the Service criteria for the Club Excellence Award, clubs must report a minimum of four service activities. Three of the activities must align with the Weeks of Service focus areas of Mental Health & Well-being, Hunger, and the Environment. The fourth activity can be in any focus area. The four activities can be completed anytime throughout the current Lion year from July 1, 2025 – June 30, 2026.

What do we do when we have challenges with the service reporting webpage and/or have forgotten our login and password?

You may reach out to lionssupport@lionsclubs.org for technical assistance support.



RECORDING AND CREATING VIDEOS

What language should the videos be in? Do we need to provide translation and/or subtitles?

No, it is not necessary to provide translations or subtitles for the videos. The video showcase will be utilizing the YouTube auto-translate feature. However, you are welcome to provide a translated summary of your project via the JotForm when you submit your club's video.

Does my video have to be 90 seconds long?

Videos should be no more than 90 seconds. They can be less than 90 seconds.

What format should my video be?

Videos can be in the following formats: MP4, MOV, AVI, WMV, or MKV files.

Can I use my phone/mobile device to take the video?

Yes, you may use a phone, mobile, and other devices to take your video.

SUBMITTING VIDEOS

What is the JotForm link where clubs should submit their videos?

Clubs are to upload their videos to the JotForm link found in the *Video Submission and Selection Process* resource at the following link: https://cdn2.webdamdb.com/md_kF3t9oA7nva79Ia0.jpg.pdf?v=1

The Weeks of Service webpage, lionsclubs.org/weeks-of-service also includes the above resource in the "Video Showcase: Spotlight Your Service" section.

Can any member submit their video, or does it have to be submitted by a member in a specific position?

Any Lion or Leo club member may upload their club's video to the JotForm. One video may be submitted for each club.

Can videos of a zone/district/multiple district service project be submitted?

Yes. If clubs, districts, multiple districts, or zones work together on a Weeks of Service project, they may submit a video of it.

For the video showcase, do the projects have to be done within the weeks of service dates?

Yes, videos submitted to the showcase must take place during the Week of Service date range.

VIDEO SHOWCASE

How can I learn more about the Video Showcase Online Premier?

You can subscribe to the Lions International YouTube channel for notifications and to view the premiere at <https://www.youtube.com/lionsclubs>



| | Weeks of Service Video Showcase Important Dates | | |
|--------------------------------|--|------------------------------------|--|
| Roles/Activities | Mental Health & Well-Being October 4-12, 2025 | Hunger January 31, 2026 | Environment April 18-26, 2026 |
| Clubs upload videos to JotForm | October 24, 2025, 12pm CST | January 23, 2026, 12pm CST | May 8, 2026, 12pm CDT |
| Area leaders select top videos | October 31, 2025 | January 30, 2026 | May 15, 2026 |
| CA leaders select top videos | November 7, 2025 | February 6, 2026 | May 22, 2026 |
| Online Video Showcase | November 24, 2025 | February 23, 2026 | June 8, 2026 |

For additional inquiries please contact us at ServiceActivities@lionsclubs.org

Find additional information and resources at lionsclubs.org/weeks-of-service