LEO CLUBS
April Leo
Advisory Panel Symposium
Deborah Herlan
2020-21 Leo Advisory Panel Chairperson

Melissa Nadeau
Senior Youth Program Specialist, LCI
Leo Advisory Panel

- 32 Panelist, two Leos and two Lions from all 8 Constitutional Areas
- Appointed by the Lions Board of Directors
- Act as representatives and communicators
- Established in 2009
Accomplishments of the Advisory Panel

- Hosted 8 Constitutional Area webinars in September
- 2,600 followers on Leo Advisory Panel page
- Number of trainings hosted
- Number of speaking engagements
- Number of countries/ clubs you’ve spoken to
Committee Structure

- Membership Experience Committee
- Transition Committee
- Recruitment Committee
Purpose of Symposium

Show the 3 presentations created by the panel

Show the 3 supplemental resources created

Open up for any questions you have for the panel
Advisory Panel Resources

The Advisory Panel is separated into three committees, Recruitment, Membership Experience and Transition. On their committees, panelists use their combined knowledge and experience to create resources on best practices for Leo clubs. Check out their resources below:

**Recruitment**
- Starting a Community-Based Leo Club (pdf)
- Starting a School-Based Leo Club (pdf)
- Recommendations for Leo Club Integration to Board (pdf)

**Membership Experience**
- Leo Club Officers Overview (pdf)
- Leo Club Program Awards Handbook (pdf)

**Transition**
- 5 Reasons to Create a “Former Leo” Lions Club Branch (pdf)
- Leo Advisory Panelists’ Talk Leo to Lion Transition (video)
- Presenting the Future – Leo to Lion Transition (pdf)

Panelists also write individual blogs on success stories from their Constitutional Areas. Check out the Lions Blog to see what they’ve been up to.
Leo Awareness Month

Take a picture of you wearing your Leo swag and use the hashtag #proudLeo on Facebook and Instagram
There are more than 7400 Leo Clubs worldwide.

April is...

LEO CLUB

awareness month

There are 170,000 reported Leo members

Leos clubs are in 151 nations.

In 2020, Leos served 9.5 million people
Video from IP Choi
Membership Experience Committee
Chair: Leo Ojas Chitnis
Co Chair: Leo-Lion Wilson Chadzamira
Collaborating with your Sponsoring Lions Club
Meet the Panelists
Membership Experience Committee
Through the vibrancy of our global membership, innovation, and hard work, we are United in Kindness and Diversity.
Why Together?

When Leos and Lions work together, we bring out the best in each other and work towards our common goals.

1. **Amplify your service.** Collaboration enables Lions and Leos’ service to reach more people and have a greater impact.

2. **Learn from each other.** Lions and Leos, having greatly different experiences, can help each other grow. For instance, Leos might be good with technology, while Lions may know how to solve a hands-on problem.

3. **Leadership development.** Collaboration allows us to build strong teams and develop our leadership skills.
# Understanding Generational Diversity

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Success Story
Edison, New Jersey, USA (CA I)

• Effective Communication breaks the “generational language barrier”
• Community Partnerships strengthen our service
Pitfalls

- Adopting a Growth Mindset
- Establishing Network
- Consider Common Goals & Values

**Negative Stereotyping**

**Different Work Styles**
- Make an effort to accommodate
- Understand people’s limitations and commitments

**Intergenerational Language Barrier**
- Find common communication channels
- Meet people where they are
Success Story
Malaysia & Cambodia (CA V)
• Goal setting enables international collaboration
• Together, Leos can face even the most difficult challenges
Promising Practices

- Building Trusting Relationships
- Awareness of Intergenerational Issues
- Using Strengths and Skills Collaboratively
- Applicable & Targeted Training
- Create a Respectful Environment
- Build Effective Communication
Success Story

La Tuque, Quebec, Canada (CA II)

• With a community mindset, anything is possible
• The Leo Advisor is key in facilitating collaboration
Intergenerational Learning

Familiarization
• Carefully get to know each other
• Mostly speak about topics relating to the project at hand

Assimilation
• Recognize similarities over differences
• Conversations become increasingly casual and focus on topics outside of the project

Collaboration
• Shift in focus from both Leos and Lions
• Leos and Lions form strong bond and both clubs make an effort to involve each other
Leo Video Contest 2020 Winner
Transition Committee
Chair: Lion Sammy Shum
Co-chair: Lion Berk Bulgurlu
LEO ADVISORY PANEL 2020/2021

Transition Committee Symposium

17/04/2021
Transition Committee Topics 2020-2021

Today’s Contents:

1. Leo-Lion Program Introduction and why LCI want young Lions and Leo-Lions? (Fernando & Isaac)
2. How to help Leo transition into Lion? (Pamela)
3. Statistic about Leo Vs Lions membership growth (Joane)
4. Branch clubs/ Cyber clubs / Ex-Leo Alumni groups and member benefits (Parvathy & Per)
5. Club and District level benefits and promotion materials (Olajide & Davin)
6. Leo-Lion program promotion — 3-min short video (Sammy + Susana)
7. Supplementary Information (Berk)
8. Others
LEO CLUBS

Leo Lion Transition
Leo-Lion Program Introduction

Leo Fernando Plachicoff
Advisory Panelist CA 3
What is Leo-Lion Program

Benefits

offering Leos a way to continue serving with community they made in their Leo clubs — now as Lions! Plus much more...

Who is eligible?

How can a Leo be added as a new Leo-Lion member?
What is Leo-Lion Program

Benefits

Who is eligible?
A Leo-Lion must have served as a Leo for over a year, and be the age of legal majority in their country through age 35.

How can a Leo be added as a new Leo-Lion member?
What is Leo-Lion Program

Benefits

Who is eligible?

How can a Leo be added as a new Leo-Lion member?

Choose the correct membership type including “Leo-Lion” member types in MyLCI
LEO CLUBS

Leo Lion Transition
Why LCI want young Lions and Leo-Lions?

Leo Isaac Parker
Advisory Panelist CA 7
High Energy & New Ideas

Young Lions and Leo-Lions are wanted

- Strong desire to volunteer
- Enthusiastic to put new ideas into action
- Understand the needs of young people
- Bring new ideas about how to recruit young members
Future Leaders & New Ideas

**Future Leaders**

after 10, 20 or 30 years

**Leadership training + roles**

Help them to prepare for next roles throughout Lions International

**Stronger focus on hands-on service**

Bring innovative and fresh perspectives
LEO CLUBS
Leo Lion Transition
How to help Leo transition into Lion?

Lion Pamela Graney, PCC
Advisory Panelist CA 1
How to smoothly transition from Leo to Lion

Leo Advisors

Take role in Lions meetings and activities

Friendly relationship between Lions and Leos
LEO CLUBS

Leo Lion Transition
Statistic about Leo Vs Lions membership growth

Leo Lion Joane Ngo
Advisory Panelist CA 2
2019-2020 End of the Year Leo Statistics

152
Nation and Territories

7,280
Leo Clubs
### 2019-2020 End of the Year Leo Statistics

**Total Leo: 171,919**

**Total Leo-Lion: 7,236**

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<td>2019/20</td>
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**TRANSITED MEMBER LEO-LION**
The number of Leo members is steadily increasing throughout the past few years.
LEO CLUBS

Leo Lion Transition
Branch clubs/ Cyber clubs / Ex-Leo Alumni groups

Lion Parvathy Viswanath
Advisory Panelist CA 6
How will you Leo-Lion?

**JOIN OR CHARTER**
- Leo- Lions Club
- Campus Lions Club

**JOIN**
- Existing Lions Club
- Ex-Leo Alumni Groups

**FORM**
- Branch Club

**FORM/JOIN**
- Speciality and Cyber Clubs (virtual meetings)
LEO CLUBS

Leo Lion Transition
Member benefits Leadership training and International exposure

Lion Per Saal
Advisory Panelist CA 4
Leadership training and International exposure

International Conventions and Service

- International Convention 2018 Milano, Italy

Cultural Exchange Scholarship Opportunities

- OSEAL Leo Forum 2020 Siam Reap, Cambodia

International Leadership Training Opportunity (ALLI)

- International Service Special Olympics Cambodia
LEO CLUBS

Leo Lion Transition
Club and District Level Benefits

Leo Davin Tania & Lion Olajide Ogunsola
Advisory Panelist CA 7 & CA 8
Membership Benefits at Club and District Level

- Recruit young leaders
- Bring in new ideas & projects
- Opportunity to expand leadership skills
LEO CLUBS

Leo Lion Transition
Leo-Lion program promotion

Lion Sammy Shum & Susana Chavarria Cascante
Advisory Panelist CA 5 & CA 3
How to smoothly transition from Leo to Lion

**Leo-Lion program**

**Transition Video**

1. What’s Leo-Lion program
2. Leo-Lion is our future leader
3. How to help Leo transit into Lion
4. Benefits for Leos
5. Success story sharing
6. Invitation
LEO CLUBS
Leo Lion Transition
Supplementary Information

Lion Berk Bulgurlu
Advisory Panelist CA 4
Frequently Asked Questions

What is the Leo-Lion program?
The Leo-Lion program is an incentivized membership program for current or former Leo who are ready to transition to Lion membership.

Who is eligible for the Leo-Lion program?
Current or former Leo who:  
- Have served for at least one year plus one day  
- Are the age of legal majority through the age of 30

What are the benefits of the Leo-Lion Program?
- 50% discount on International dues  
- Entrance or charter fee waiver  
- Leo years of service credited to Lion record  
- Opportunity to earn back past service credits  
- Eligible to serve as:  
  - International service scholarship opportunity  
  - Advanced Lions Leaders Institute (ALLI) training opportunity  
  - Leadership position  
  - Continued connection to the name "Leo Leader"
Thank you
Recruitment Committee
Chair: Leo-Lion Viveksingh Pabla
Co-chair: Leo Luis Alvarez
SMART RECRUITMENT

Leo Club Program Advisory Panel
RECRUITMENT COMMITTEE
2020-21
Team Recruitment

VIVEKSINGH PABLA – India
CA6 – India, South Asia, Middle East
Chairperson

LUIS CUEVAS – Mexico
CA3 - South America, Central America, Caribbean & Mexico
Co-Chairperson
Team Recruitment

ROBERT WILBY - USA
CA1 - USA, Affiliates, Bermuda & Bahamas

ANALAURA GREGORIO - USA
CA1 - USA, Affiliates, Bermuda & Bahamas

ALICIA KIRI BEER – Canada
CA2 - Canada

DEBORAH HERLAN - Germany
CA4 – Europa Advisory Panel Chairperson
Team Recruitment

CALINA CHUENG – Hong Kong
CA5 – Orient & Southeast Asia

RANJIT BHAGAT - Nepal
CA6 – India, South Asia, Middle East

TONI LANPHIER - Australia
CA7 - Australia, New Zealand, Papua New Guinea, Indonesia, South Pacific

BRIGHT TEMBO - Zambia
CA8 - Africa
Leo Club Statistics

7,482 Total Leo Clubs
3,205 Alpha Leo Clubs
4,277 Omega Leo Clubs
153 Nations and Territories
170,091 Reported Leos

As of 1st April, 2021
General Recruitment Issues
General Recruitment Issues

01. Less awareness of Leo Club Program
02. Work Engagement & Tight Schedule
03. Need of Vision & Planning by Club officers
04. Improper Recruitment Tactics
Recruitment Success Stories
Success Story

“Join us” Button

Constitutional Area 4
EUROPE
Constitutional Area 4
EUROPE
(Leo MD 111)

Join us
Wer bist du?

Vorname *

Name *

Alter *

Wo möchtest du helfen?

Stadt *

Postleitzahl

Wie bist du auf uns aufmerksam geworden?

Wie können wir dich erreichen?

E-Mail *

Was ist Leo?
Leo ist eine Organisation für junge Menschen zwischen 16 und 31 Jahren, die Spaß haben sich zu amüsieren, Lernen, Fortbewegung und Freundschaften zu schließen. 

Wir packen an!
In unterschiedlichen und vielfältigen Projekten unterstützen wir Bedürftige mit Tatkraft. Hierbei geht es um die Unterstützung von Nachbarschaften, Schulen und anderen Organisationen.

Sei dabei!
Wir überschreiten Grenzen und bewältigen Herausforderungen. Gemeinsam ü.
Success Story

“Think Big”

Constitutional Area 6
ISAME
Constitutional Area 6
ISAME
(D 3232 B2)

- Started with 3 Leo clubs
- Added 16 new Leo Clubs & 550+ new Leo members in just 6 months
Success Story

“Get Social”

Constitutional Area 7
ANZI
Constitutional Area 7
ANZI
(Leo club in Tasmania)

Get social
Community-based Leo clubs get best success by inviting their friends or colleagues to join them for a social event before inviting them to a meeting.
The Effect of Covid
Recruitment Hurdles during Covid
The challenging Virtual Era

1. No physical events like Service & Fund Raising activities
2. No going to Schools, Colleges & Offices
3. No Get-togethers, parties & Fellowship Events
4. Limited resources for marketing
Smart Work by Leos during Pandemic

- Maximum use of Social Media Marketing
- Invented ways to be active and make friends virtually
- Virtual Fellowship & Talent Hunt Events
We did GREAT even in the Pandemic!
Recruitment in October 2020
Leo Membership Growth Month

7,321
Total Leo Clubs - 5 Year Trend

Number of New Clubs

- 2016-17: 7020
- 2017-18: 7084
- 2018-19: 7298
- 2019-20: 7280
- 2020-21: 7400
Reported Leo Members - 5 Year Trend

New Members added

Number of Recorded Leos

- 2016-17: 102,323
- 2017-18: 119,162
- 2018-19: 130,946
- 2019-20: 148,775
- 2020-21: 170,000
Membership at Glance after the Pandemic
July 1, 2020 – April 1, 2021

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New Members added
Potential Members
### Potential New Leo Members

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<tr>
<td>Co-workers &amp; Colleagues</td>
<td>3</td>
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<td>Young Entrepreneurs</td>
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<td>Social Service Enthusiasts</td>
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<td>Members of similar clubs</td>
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<td>Recently relocated people</td>
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Benefits of joining a Leo Club
Benefits of joining a Leo Club

- Community Service
- Personality Development
- International Relationship building
- Fun & Friendship
- Strengthen the Resume
Smart Recruitment
Smart Recruitment

01. Organize Recruitment Campaigns
02. Connect with Youth Leaders
03. Invite potential members to Service & Fund Raising events
04. Increase Social Media Presence
05. Introduce potential members to Leo Club Members
06. Publish Video testimonials from beneficiaries & Club members
Recruit in 90 seconds
Recruit in 90 seconds

Approach a Potential New Member

1. Ask about their education / profession
2. Explain the Leo Club Program structure in short
3. Show them how it can help them grow Personally & Internationally
4. Share your own experience about what all you gained
5. Show them photos/videos of Local and International events
6. Inform them about how easy it is to become a member

Invite them in upcoming events and introduce with other members
Add new members and Report them to MyLCI
Be creative and experiment with your own Recruitment Strategy
Thank you
Kahoot Quiz
Go to Kahoot.it
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Your #proudLeo pictures!
Thank you for attending!
Please email leo@lionsclubs.org
with any questions.

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