The hearts of Lions and Leos beat for service. Since 1917, our aim to bring health and hope to humanity has never wavered. Today, this long-standing mission has an exciting new face.
Introductions and Webinar Housekeeping
A global movement of service.
The Service Journey is an approach to living and serving well. To making a real difference people can see and feel. It encompasses four simple phases:

Learn • Discover • Act • Celebrate

We love these words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leos.
We recognize the pressing needs of the world around us

Insight is often more valuable than instinct: if we aren’t informed about what’s happening around us, our impact may fall short. So, we cultivate an awareness of local needs and how they fit into the global picture. We seek new information and turn it into insight. Learning positions us to be effective.
Learn: Key resources

Lionsclubs.org

Diabetes Fact Sheets
Learn: GAT/GST objectives

- **Adoption**: Embrace and advocate for the Service Journey methodology
- **Education**: Teach our membership about our brand, causes and partnerships
- **Activation**: Encourage Lions and Leos to take steps toward our global cause of diabetes
Learn: Lion/Leo objectives

• **Our challenge:** Diabetes, hunger, vision, the environment, and childhood cancer are urgent global needs that require action

• **Our response:** Understand and support the unique mission behind each global cause
Discover

We reveal unique potential within our clubs and communities

Opportunity awaits anyone willing to learn. Knowledge sharing equips us to leverage our strengths, bridge gaps through partnership, and encourage innovation. This continuous process of discovery unifies our focus and prepares us for action.
Discover: Key resources

Lionsclubs.org
The Service Toolkit
Discover: GAT/GST objectives

- **Assessment**: Get clubs thinking about how our global causes may affect their community
- **Application**: Help clubs make use of discovery tools and resources
- **Collaboration**: Encourage clubs to engage in local and global partnership initiatives
Discover: Lion/Leo objectives

• **Assessment:** Evaluate how our global causes affect your community

• **Inspiration:** Explore Lion/Leo-led projects around the world

• **Application:** Find a new opportunity to make a difference
Our mission is service, and service is visible. Its effects are measurable. Equipped with insight and inspired by opportunity, we collectively support our communities, our regions, and our world together. Through action we fulfill our mission.
Introducing Service Project Planners.

A collection of planning tools for clubs ready to engage our global causes

Half-Day Diabetes Family Event

All Lions clubs are autonomous, meaning that each Lions club is an independent entity responsible for conducting its own events and complying with local laws and regulations. This planner is intended to provide recommendations and should not be considered legal advice or best practices. The activities in this planner may or may not be appropriate within your community. Please consult a local professional to ensure compliance with all laws and regulations, safety guidelines and best practices.
Act: Key resources

LionsClubs.org

Service Project Planners
Act: GAT/GST objectives

- **Increase engagement**: Attendance, participation and feedback
- **Increase membership**: Pave the way for the next generation of Lions and Leos
- **Increase investment**: Support and utilization of LCIF
Act: Lion/Leo objectives

- **Organize** a service project within your community

  Consider a diabetes project that:
  - Increases awareness of diabetes and its associated risks
  - Prevents the development of new cases of Type 2 diabetes
  - Enables successful management of diabetes
  - Improves access to affordable, high-quality diabetes care, medication and devices

- **Donate** to LCIF and empower the service of Lions and Leos worldwide
We build momentum by sharing the impact of kindness

Serving humanity in over 200 countries, we take pride in the unique expressions of kindness found in each of our local clubs across the world. When we share our stories and report our impact, we unify our organization, inspire our communities, and capture the attention of a global audience. Celebration elevates the experience and impact of service.
Celebrate: Key resources

- MyLion member dashboard
- Service Toolkit landing page
- Blog/article landing page
- Service Reporting Webinar
- Measuring Service Impact
- Why Reporting Matters
- Facebook
- Twitter
Celebrate: GAT/GST objectives

- **Reporting**: Help members see value and take ownership
- **Testimony**: Inspire our movement and engage the global audience
- **Feedback**: Ensure Lions and Leos are heard, and our efforts are relevant and effective
Celebrate: Lion/Leo objectives

- **Report your service** through MyLion™ or your regional reporting system.
- **Share your story** by engaging on social channels and lionsclubs.org
If the past 100 years have taught us anything, it’s that as we serve, we grow. And we were never meant to stop.

Service is our journey. Let’s explore it together.