



LEO ADVISORY PANEL 2024-25





Leo Advisory Panel Symposium

Reminders:

- There are several awards available for the end of the year – check out the Leo award webpage
- Convention is July 13-17 in Orlando, Florida – will you be there?!
- Mark your calendars! Leo Advisory Panel applications for 2026-2028 will open mid-June
- Leos who turn 19 or 31 years old – records will be end-dated on June 30
- Follow the Leo Advisory Panel Facebook page and Instagram account @leoadvisorypanel!



Young Lions and Leos Team

Name	Email	Job Title	What We Do
Khamisi Grace	kgrace@lionsclubs.org	Department Manager	Leo-Lion Board Liaisons, Oversees YLL team
Malise Corsino	leo@lionsclubs.org mcorsino@lionsclubs.org	Department Coordinator	Awards & Recognitions, Scholarship Reimbursements, Creating and Cancelling Leo Clubs
Ashley Christensen	achristensen@lionsclubs.org	Senior Youth Programs Specialist	Leo Club Program, Leo Advisory Panel, Cub Program
Kaylee Baumbach	kbaumbach@lionsclubs.org	Young Lions Specialist	FDI and Cultural Exchange Scholarships, Campus Clubs, Leo to Lion/Leo-Lion Transition





Leo Advisory Panel Committees

Recruitment

Membership
Experience

Transition

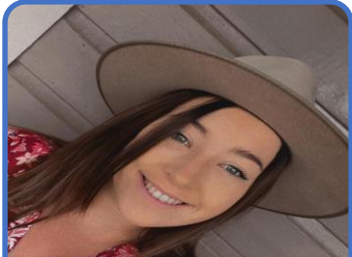




LEO CLUBS

Recruitment Committee

Recruitment committee 2024/2025



Georgia



Pam



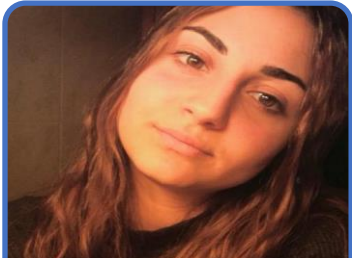
Linda



Tinei



Anke



Melina



Galeno



Max



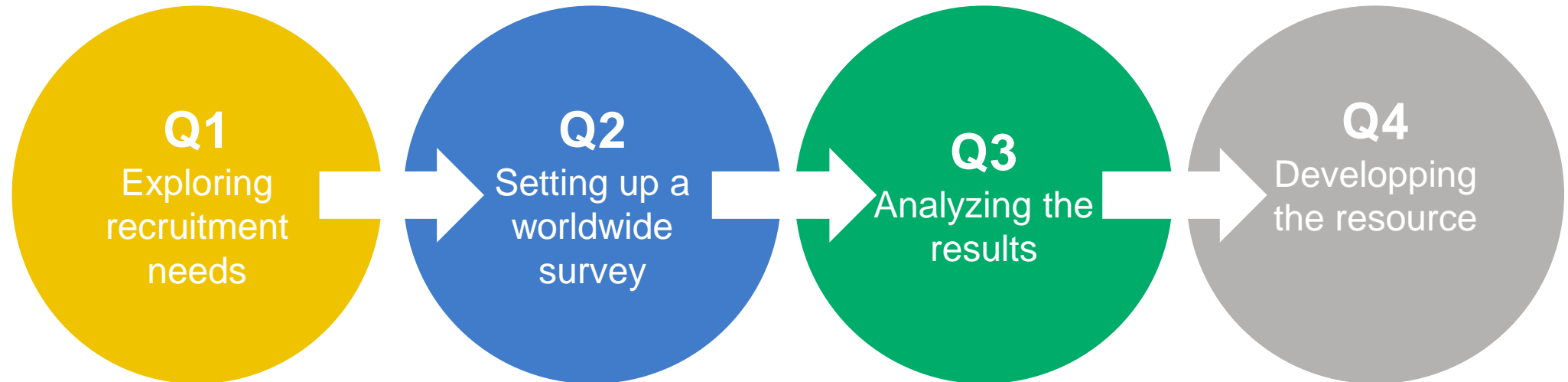
Priscilla



Clarissa

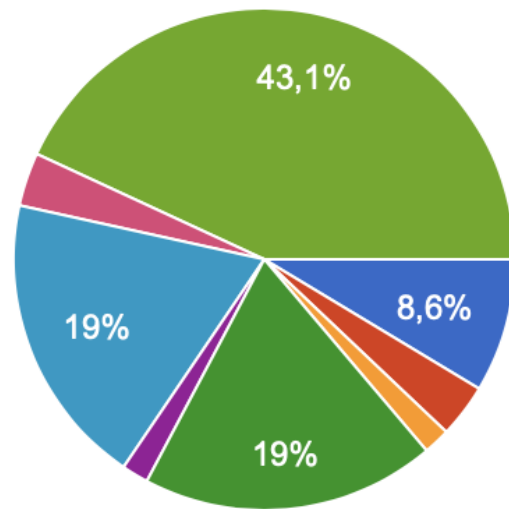


What we did this year:)





Thanks to everyone for participating



- CA I - United States of America, Its Affiliates, Bermuda & the Bahamas
- CA II - Canada
- CA III - South America, Central America, Mexico, and Islands of the Caribbean...
- CA IV - Europe
- CA V - The Orient and Southeast Asia
- CA VI - India, South Asia, and the Middle East
- CA VII - Australia, New Zealand, Papua New Guinea
- CA VIII - Africa



Results from the Survey



Key challenges Leo Clubs face



- **Recruitment:** Limited awareness, financial concerns, and difficulty attracting youth.
- **Engagement:** Low member participation, commitment issues, and scheduling conflicts.
- **Operations:** Budget constraints, rural access, and club dynamics
- **Resources exist but clubs do not know about it**

Cooperation with Lions



- **Some clubs report active support**
 - Hosting public service activities and providing awards.
 - Promoting Leos through word-of-mouth, flyers, and connections.
 - Offering funds, materials, and recruitment guidance.
 - Running orientation sessions and training programs.
- **Limited Support**
 - Minimal involvement or sporadic assistance.
 - Focused on recruiting relatives of Lions members.
 - Despite issues Leo Club advisors support remains strong



Most effective recruitment techniques

1. Personal Connections

- Word of mouth: Members inviting friends and family.
- Recruitment through social events and service projects,
- Encouraging prospective members to participate in projects to understand the club's mission.

2. Social Media Engagement

- Utilizing Instagram reels to attract new members.
- Promoting club activities and achievements online.
- Hosting online recruitment events and campaigns.



Recruitment Ideas for Leo Clubs

3. Community Outreach

- Organizing public service activities to showcase the club's impact.
- Engaging schools and universities through presentations and events.
- Involving local youth organizations

4. Fun and Inclusivity

- Hosting engaging activities like game nights
- Emphasizing fellowship and a supportive environment for personal growth.

What support would Leos appreciate from LCI?

Increased Support & Resources

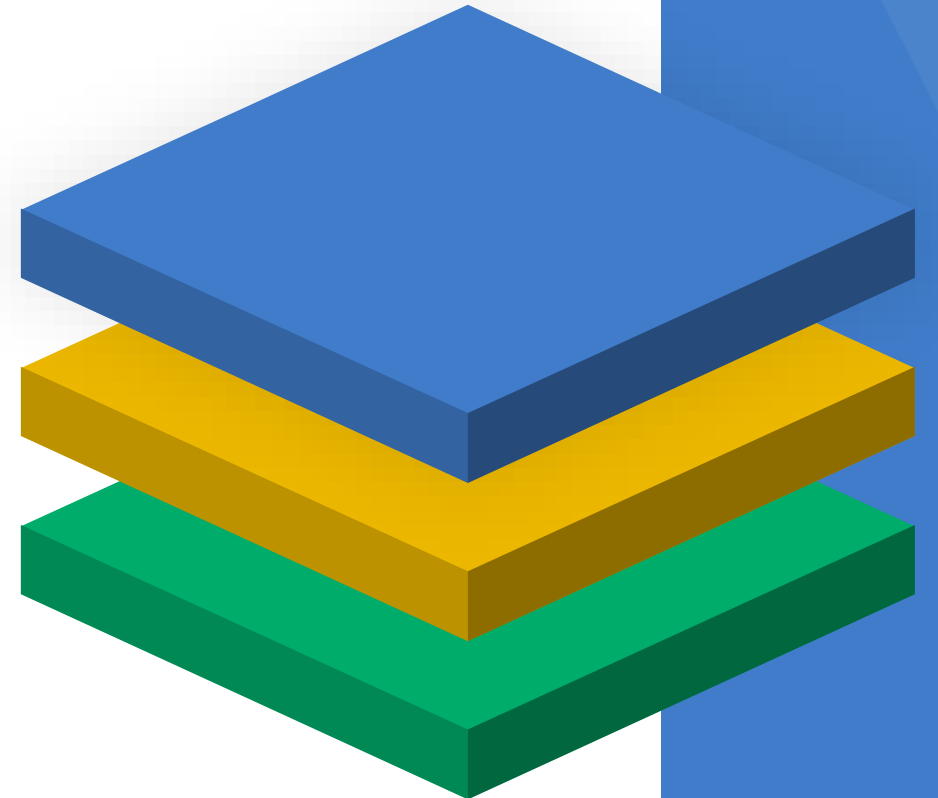
- **Grants & Funding:** More grants to organize impactful activities and events.
- **Promotional Materials:** Flyers, kits, badges, and merchandise for recruitment and visibility.

Awareness & Branding

- **Leo Branding:** Social media campaigns, videos, and promotional content to combat prejudices and enhance visibility.
- **Collaboration with Lions:** Joint projects and mentorship to strengthen ties between Leos and Lions.

Engagement & Recruitment Tools

- **Recruitment Support:** Toolkits, guides, and videos to inspire and attract new members.
- **Fun & Inclusivity:** Emphasizing engaging, youth-focused activities that combine fun and service



Implementation

A lot of the resources requested in the survey already exist. How can they be made available to Leos and Lions?

- 1 Starter-Kits.** Send Starter-Kits by email or via social media to new club and district boards with information about available resources.
- 2 Panelists.** Use panel outreach to communicate existing resources to members.
- 3 Lions trainings.** Increase awareness for Leo resources.

Recruitment starter pack

- All resources in one place
- Recruitment toolkits
- Elevator pitches
- Member motivation

Everything you need to know to take your clubs recruitment to the next level!



How

**can you promote
recruitment?**

Make resources available



1

Social Media templates

A lot of social media templates are already available on the international website. You can use Canva for easy designs.

2

Logos & Branding

Logos and information regarding branding are available on lionsclubs.org for a consistent branding across all platforms.

3

Guidelines & Toolkits

Many toolkits and guidelines regarding Leo recruitment are available on the panel website and the "Start a Leo Club" page.

4

Footstock

You can use royalty-free footstock to improve your content (e.g. pixabay.com)

Talk about it!

Use social media and email

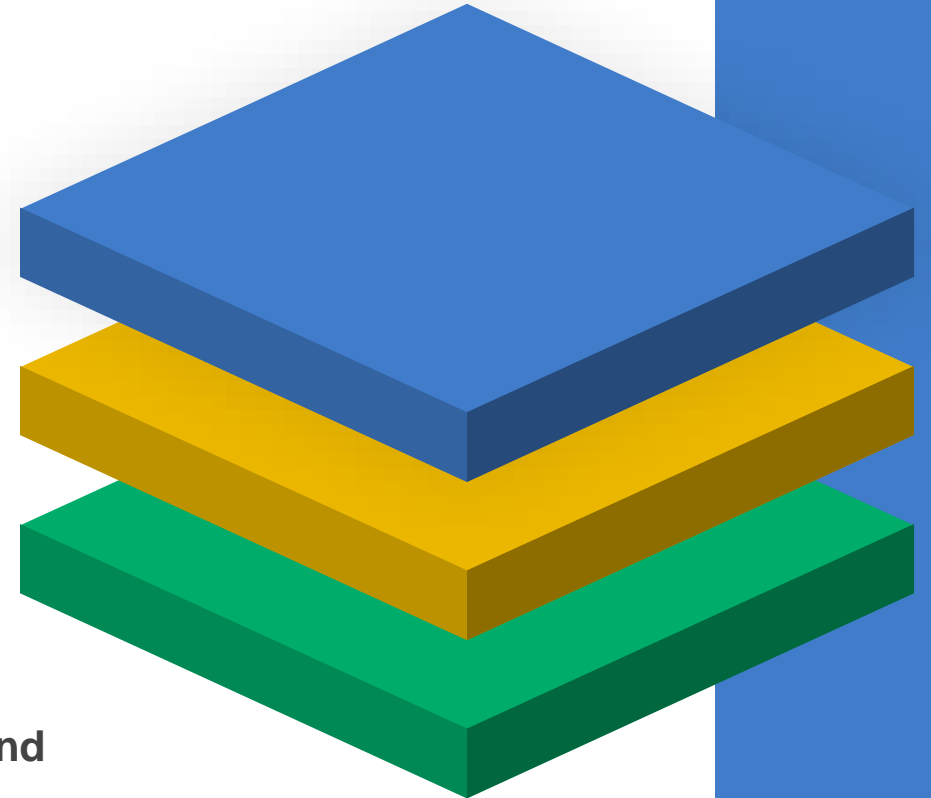
- Send infos about recruitment to clubs
- View and share resources from lionsclubs.org

Use (multiple) district events

- offer workshops
- develop ideas together
- advertise existing resources

Talk at club/ district meetings

- A lot of information gets lost via email or social media
- Use your voice at club meetings to talk about resources and brainstorm recruitment ideas



Pitch your club

- If someone asks you about Leos: **Make sure you have an answer**
- Why not use our elevator pitch examples

ELEVATOR PITCH

In an elevator pitch, the three Cs are Confidence, Clarity and Concise.

An elevator pitch is a brief (think 30 seconds!) way of introducing yourself, getting across a key point or two, and making a connection with someone.

Leo is a group of friends who meet regularly and, in addition to fun activities, also engage in social causes.

Leo is an organisation where I volunteer locally on various projects and topics. I also have the opportunity to meet like-minded young people from other regions and build friendships.

Leo is an organisation for young people who enjoy getting involved socially.

With us, you get to know committed people, form friendships, and become part of a global network that allows you to find support anywhere. Alongside the social aspect of connecting with others, voluntary engagement is the main focus.

Each club organises individual social projects to help locally, such as assisting refugee children, people with disabilities, or seniors living in poverty. Environmental protection actions, animal welfare initiatives, and other topics are also organised.

With the motto "We serve Leos help with local aid projects wherever their help is needed."

The infographic features a hand pointing at an elevator button panel with numbers 1-6 and directional arrows. The background is a stylized illustration of an elevator shaft.

Reward recruitment

Make recruitment seen

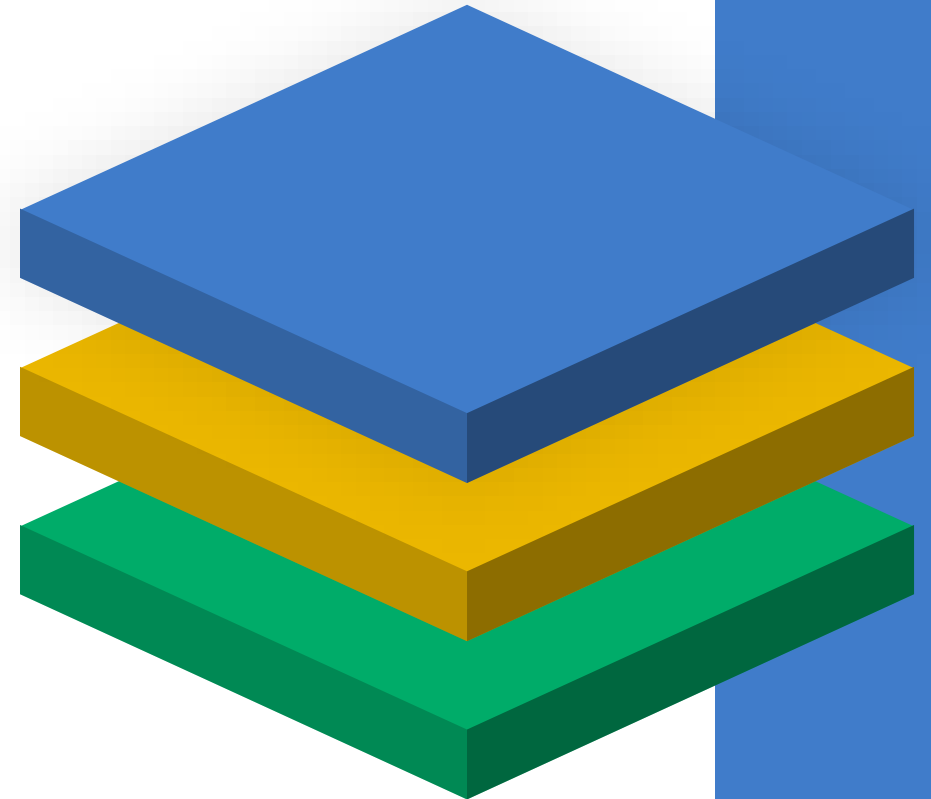
- Mention clubs that reach new member goals sustainably

Use challenges

- Challenge your clubs to get new members
- award them if they reach the goals

Engage new members

- Reach out directly to new members



Take a minute to explore resources on
lionsclubs.org



If you feel there is anything missing, please reach
out to leo@lionsclubs.org.





**Thank you from the
Recruitment Committee!**