



LEO ADVISORY PANEL 2024-25

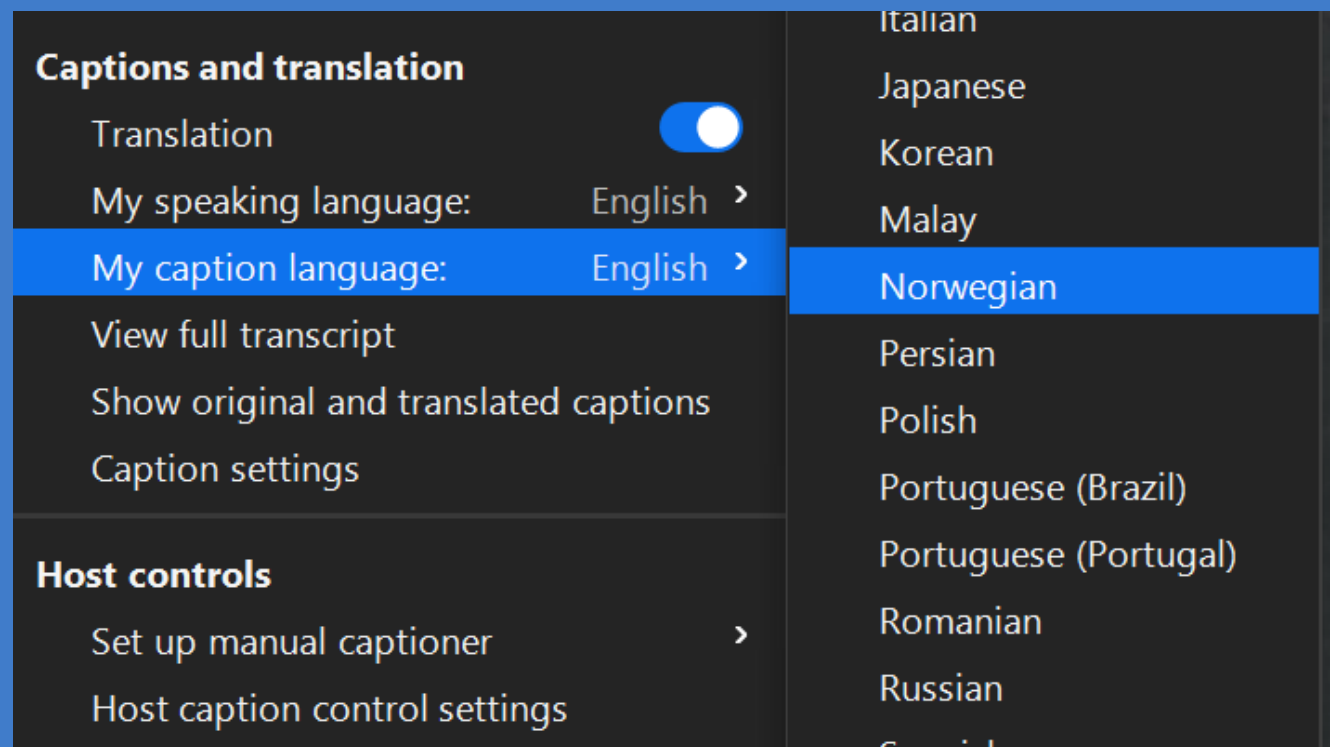




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1. Click on closed captions (CC)
2. Click the "translation" button to turn on translated captions
3. Pick your caption language—captions will appear in this language

Please note that captions may not be completely accurate.





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



**Have questions?
We have answers!**





Leo Advisory Panel Committees

Recruitment

Membership
Experience

Transition

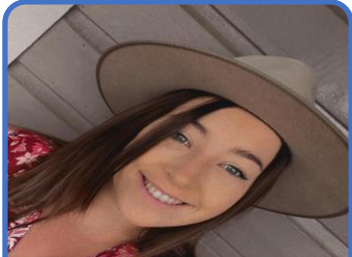




LEO CLUBS

Recruitment Committee

Recruitment committee 2024/2025



Georgia



Pam



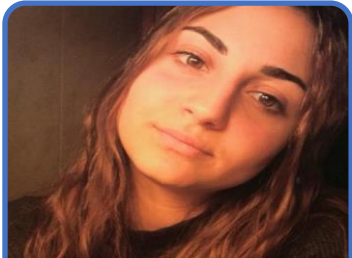
Linda



Tinei



Anke



Melina



Galeno



Max



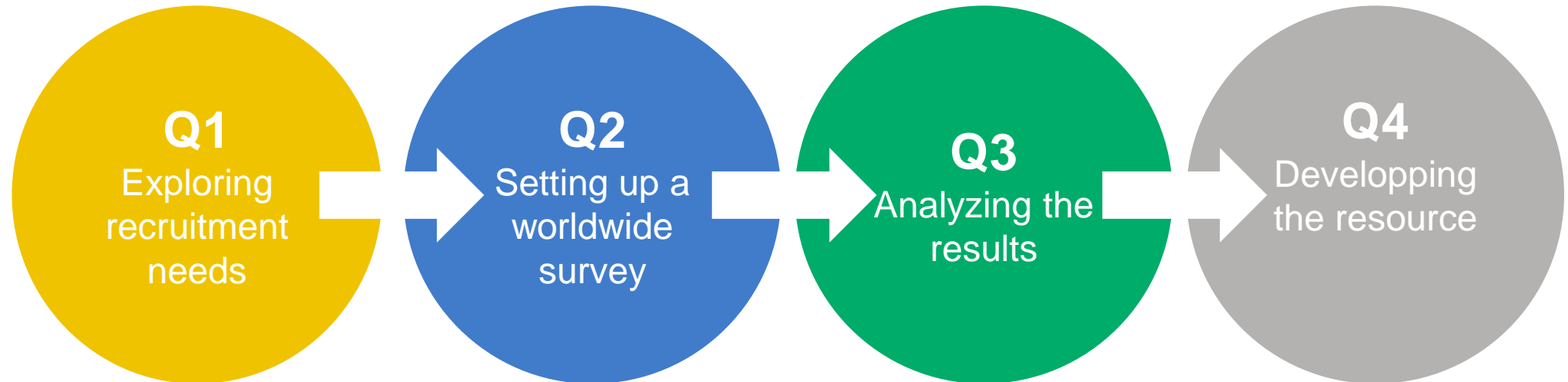
Priscilla



Clarissa

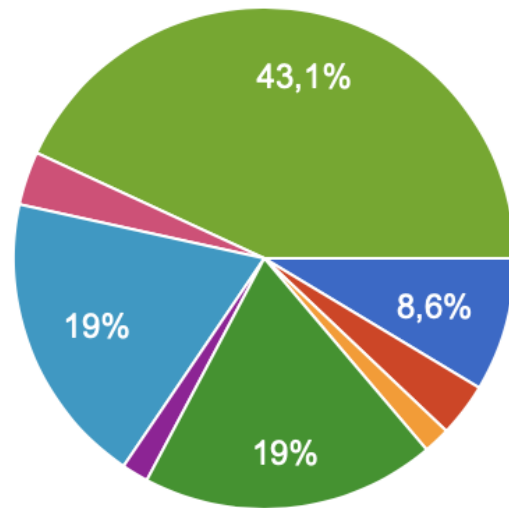


What we did this year:)





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

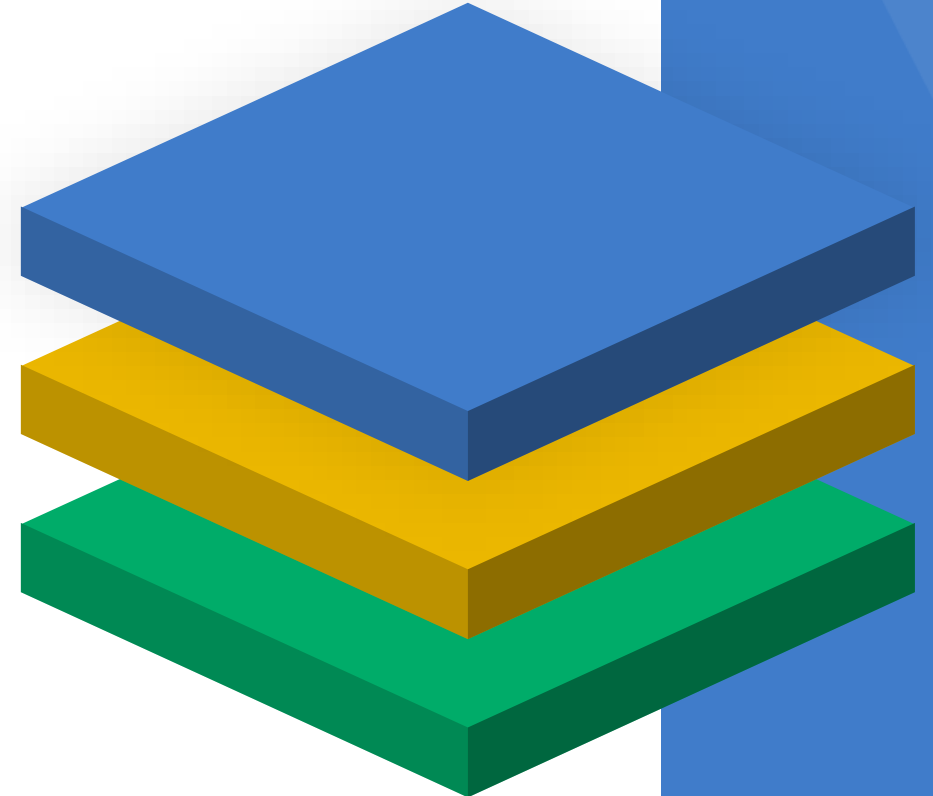
- **Grants & Funding:** More grants to organize impactful activities and events.
- **Promotional Materials:** Flyers, kits, badges, and merchandise for recruitment and visibility.

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

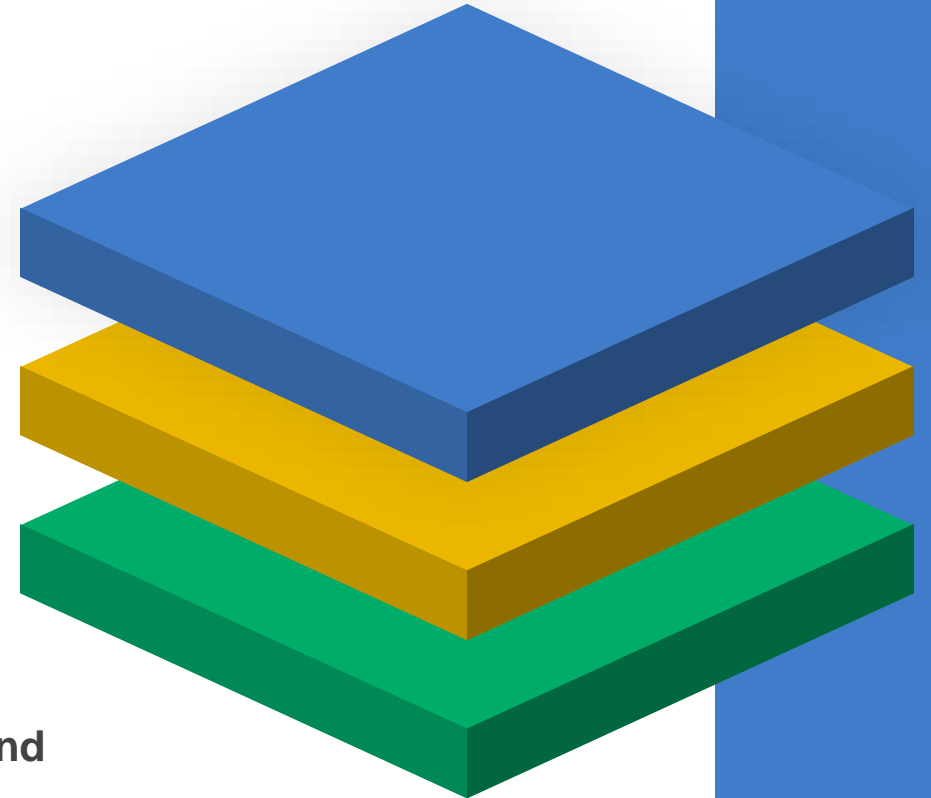
- Send infos about recruitment to clubs
- View and share resources from lionsclubs.org

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

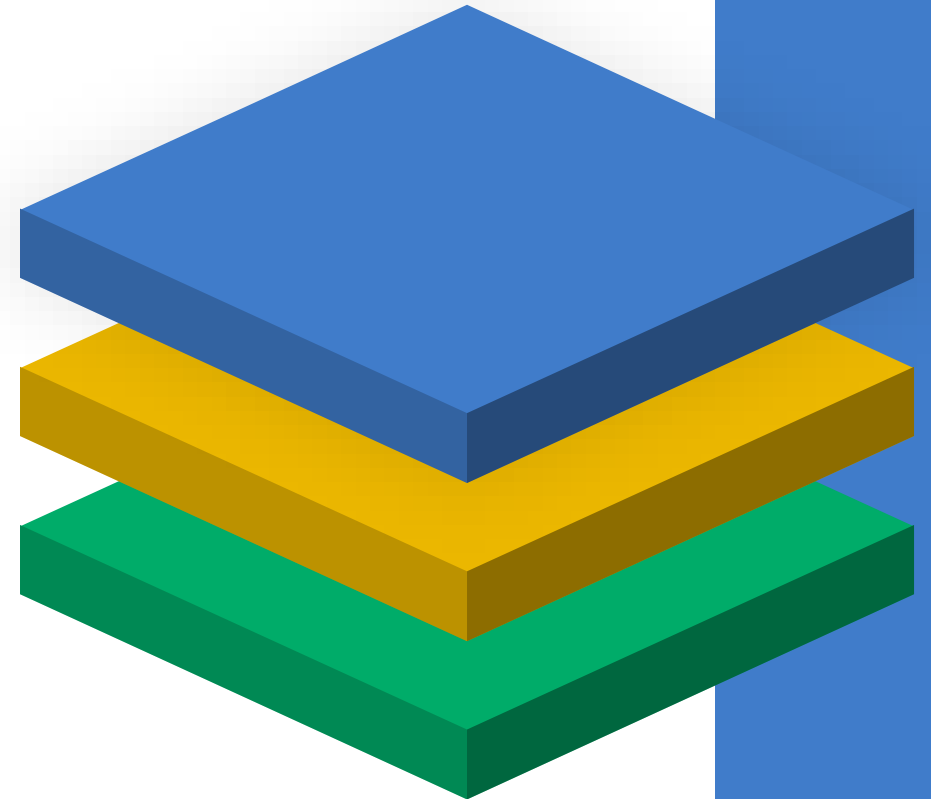
- Mention clubs that reach new member goals sustainably

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!**



Leo Advisory Panel

Membership Experience Committee: Event Opportunities for Leo Members

Meet Our Team



Membership Experience Committee Members



LEO-LION ANDREW LIM
MEMBERSHIP EXPERIENCE
CHAIRPERSON



LEO LEE CHUN LIAN
MEMBERSHIP EXPERIENCE
COMMITTEE



LEO BRADY MAULL
MEMBERSHIP EXPERIENCE
CO-CHAIRPERSON



LION TIM BEER
MEMBERSHIP EXPERIENCE
COMMITTEE



LEO-LION ICEE PO
MEMBERSHIP EXPERIENCE
COMMITTEE



LEO MEGAN CHUO
MEMBERSHIP EXPERIENCE
COMMITTEE



LEO RUSHEEN
MEMBERSHIP EXPERIENCE
CHAIRPERSON



LION CLAUDE GILBERT
MEMBERSHIP EXPERIENCE
COMMITTEE

Membership Engagement & Updates

Agenda

- How to make a good member experiences by meeting people from around the world?
- Importance of Global Networking
- Platforms for International Interaction
- Interview Sharing/Testimonial by Guest Speaker
- Closure

How to

make a good member experiences by meeting people from around the world?



The Purpose & Benefits of Global Connections for Members



Expanding Knowledge and Skills

Learn innovative community service ideas from other clubs worldwide.

Strengthen leadership, communication, and teamwork skills.



Strengthening the Lions Network

Connect with fellow Leos and Lions globally for collaboration.

Unlock opportunities for joint service projects and events.



Creating Lifelong Memories

Share impactful service experiences across borders.

Forge lasting friendships with members from different backgrounds.



Importance of Global Networking





Importance of Global Networking



Expand Connections

Discover diverse cultures, traditions, and leadership styles.

Exchange and adapt innovative ideas from global clubs.



Enhance Personal and Professional Skills

Develop leadership, public speaking, and teamwork abilities.

Build a lasting global network of friends and mentors.



Create Impact Beyond Borders

Engage in collaborative international service projects.

Strengthen and promote the global mission of Leo and Lions Clubs.



Platform for International Interaction





Leo Forums

What they are: International, Area, MD or District events connecting Leos.

Key highlights: Panel town hall, leadership sessions, and networking.

Example: USA/Canada Leo Forum, ELAC Leo Forum, Leo Europa Forum, OSEAL Leo Forum, ISAME Leo Forum, Africa Forum



Lions Forums

Explanation: Larger platforms where Leos can meet Leo-Lion/Lions globally.

Opportunities: Joint Service projects, mentorship, and shared experiences.

Example: USA/Canada Forum, FOLAC Forum, Europa Forum, Mediterranean Conference, OSEAL Forum, ISAME Forum, ANZI-Pacific Forum, Africa Forum



Lions International Convention



Plenary sessions

Hear from incredible keynote speakers, listen to Lion leaders share what Lions have achieved, and discover what's next. You'll also enjoy dynamic performances by some of the biggest names in entertainment.



International show

A thrilling evening awaits you at the International Show, so get ready to be captivated by world-class entertainment on the big stage.



Seminars

Lions International leaders and staff will host a variety of innovative and informative seminars to inspire your service, and help you make the most of your convention experience.

Lions International Convention



Exhibit Hall

Outstanding exhibitor booths and grab new gear in the Lions Shop.

Lions International staff will also be on hand to answer your questions and share new resources with you.



Parade of Nations

Lions and Leos showcase their heritage and their pride as they march together through the streets in colorful costumes. Enjoy the pageantry of one of Lions International's most time-honored traditions.



Lion Stage Presentations

This is your opportunity to take the stage and present a topic or share your service success stories with your fellow Lions in the Exhibit Hall.

Interview/Sharing

From Leo-Lions Member





CONCLUSION OF THE TOPIC

Summary of Key Points

1. Global interactions enrich membership experiences.
2. Utilize platforms like Leo Forums, Lions Forums, and the International.

Encourage to Participate

1. Urge members to seize every opportunity to meet and learn from others.
2. Emphasize the ripple effect of building a global Leo and Lions community.



**Thank you from the
Membership
Experience Committee!**



LAP Transition Committee 2025

A New Era of Service

OUR TEAM



Ritwik Bhawsinghka
CA VI - Chair



J D Magaw, Jr
CA I - Co-Chair



Ava-Loi Forbes
CA I



Gabrielle McKechnie
CA I



Mihika Joshi
CA I



Braian A. Lucero
CA III



Jeenette Fuentes
CA III



Jorge Garcia Cerna
CA III



Wilson M. Soria
CA III



Bijay Shrestha
CA VI



Gazi Md. Shahid Ullah
CA VI

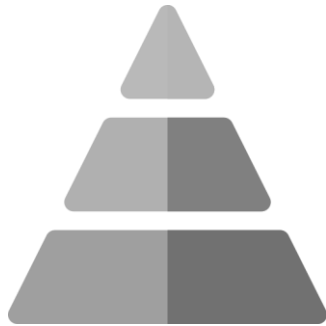


Changing Landscape of Service



TRADITIONAL MODELS OF SERVICE

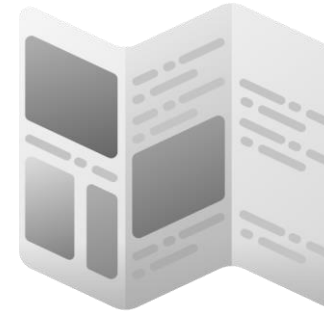
Traditional models of community service were often structured, one-dimensional, and **focused on short-term relief** rather than long-term impact -



rigid, hierarchical
volunteering



one-time
donation drives



manual, paper-based
outreach



single-organization
efforts

While these methods played a crucial role in the past, **they struggled** with sustainability, adaptability, and engaging younger generations in meaningful ways



CHANGING LANDSCAPE OF SERVICE

Service has **evolved significantly** in recent years, driven by a variety of factors -



technological
advancements



increased focus on
sustainability & impact



growing influence of
younger generations



shifting societal
priorities

The traditional models of community service are now complemented by **innovative, tech-driven approaches** that allow for greater reach, impact, and engagement



WHAT'S TRENDING?

Younger generations, such as Millennials and Gen Z, are leading this transformation by prioritizing causes that **align with their values** & **leveraging digital platforms** to mobilize communities, organize virtual events, and raise funds for global initiatives.



virtual meetings,
events, webinars



youth-led &
inclusive leadership



participatory &
hands-on service



collaborations &
partnerships

Young people today prefer **participatory** & **hands-on** approaches to service - they value opportunities to **make a tangible difference** and are more inclined to **use their unique skills** (like social media & technology) to drive change





Roles of Leos, Leo-Lions, and Young Lions



ROLES OF LEOS, LEO-LIONS, & YOUNG LIONS



future leaders of service

Develop leadership skills through community service

Leverage social media & digital platforms to mobilize volunteers

Use their voice to drive awareness & action on pressing social issues

Build a pipeline for future Lions membership



bridging the gap

Transition from Leos to Lions while retaining youth identity

Use dual understanding of Leos & Lions for progressive service strategies

Guide Leos in transitioning while bringing new perspectives to Lions

Foster inter-generational collaboration & mentorship



driving impactful leadership

Adapt legacy service models to current trends & technologies

Develop long-term, high-impact models for sustainable service

Advocate for young voices to have a seat at the table in decision-making

Apply professional expertise to enhance impact of service projects



Challenges in Transition

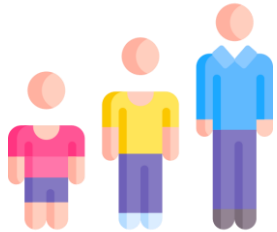


CHALLENGES IN TRANSITION



Retention & Engagement Drop

Many Leos disengage after aging out due to unclear transition paths, lack of engaging roles, and limited flexibility in Lions. Without structured retention efforts, their energy and leadership potential are lost, weakening the continuity of service.



Generational Gaps

Young Leos struggle to adapt to Lions' traditional structures, formal meetings, and hierarchical culture. The lack of dynamic, youth-friendly engagement makes it difficult for them to feel valued, leading to disengagement or hesitation in transitioning.



Evolving Priorities & Commitments

As young adults start careers, pursue higher education, or build families, balancing personal, professional, and service commitments becomes difficult. The structured responsibilities of Lions may feel overwhelming, leading to hesitation in transitioning.



What Can We Do?



WHY TRANSITION?



amplify your scale
and impact



continue your
leadership journey



expand your global
network



access professional
& personal growth



continue your
service journey



LEO-LION



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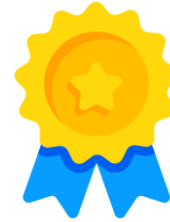
STRATEGIES FOR EFFECTIVE TRANSITION



engage early with young Leos



clearly communicate the benefits



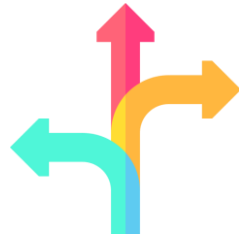
recognition & incentives



mentorship and buddy system



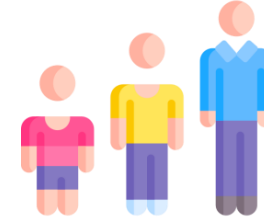
leadership continuity programs



flexible membership models



project-based engagement



multi-generational collaboration



LEO-LION



LEO-LION PROGRAM

Legal age of majority through age 35

For current or former Leos
(need to have been a Leo for at least 1 year and 1 day)

Entry or charter fee waiver

Exclusive Leo-Lion membership pin

Years of Leo service credited to Lion record

50% discount on international dues

Scholarship opportunities
(FDI and Leo-Lion Cultural Exchange Ambassador)

Exclusive LinkedIn professional networking group

Lions Membership Type



** as of 1st April, 2025*

10771

Leo-Lions Members
Worldwide

496

Leo-Lion Clubs
Worldwide



Success Story







THE FUTURE OF LIONS LIES IN THE ENERGY OF LEOS, LEO-LIONS, AND YOUNG LIONS





**Thank you from
the Transition
Committee!**

Let's play a Kahoot!

