



# Maintaining a Campus Club: Help Your Campus Club Thrive

As a campus Lions club, there are several pillars to maintaining a successful club. This guide will prepare you to help your campus Lions club flourish.

## Engaging Members

As a campus Lions club, the primary objective is to serve others and impact lives through your service. Campus Lions clubs often involve young people, so clubs should focus on keeping the meetings and service activities engaging for a positive club member experience to continue to excite young people in your clubs. Check out some ideas to help your club get started.

## Meeting activities

Meetings influence your member satisfaction and retention. Here are a few tips to energize your meetings:

- Keep things interactive using quiz, trivia, game and survey platforms. Consider aligning these with our global causes or service topics to energize your members.
- Incorporate service and social events into your meetings.
- Incorporate activities that involve movement and encourage people to share ideas and feedback.
- Create a space of belonging. Involve members of your club by sharing responsibilities for project planning amongst all members, even those not in leadership positions.
- Utilize the different strengths and experiences of your club's members to work collaboratively. For example, rotating project leads or holding open forums for feedback can help to foster community and accountability in your club.



- Consider incorporating learning activities from others in your club. For members of campus clubs, this is an opportunity for people to share their passion or their field of study and can provide members with experience in presenting, training, and public speaking.
- For additional tips on how to have meetings that engage your club members, read the [Guide to Effective Club Meetings](#) on the Campus Lions Clubs webpage.



## Club satisfaction

Member satisfaction is key to the health of your club. Monitor your club to gauge member satisfaction using resources such as our club health assessment, surveys and SWOT analysis. These resources can enhance your club and make sure it's growing with your campus community.

Recognition of your club members is also important, so think of fun and interesting ways to showcase their skills and contributions. This may include member spotlights on your social media, recognizing them at meetings, awards and end-of-year recognition.

## Succession planning

Succession planning is key to ensuring the longevity and continued service of your campus Lions club. For succession planning, consider the following:

- Are there any emerging leaders in the club?
  - If so, consider activities and opportunities that will help growing leaders hone their skills. This may include trainings, opportunities to coordinate service activities, professional development, and more.
  - A mentorship system may be beneficial as well. Pairing new and established members can help you to identify new leaders and better understand each other's strengths.
- What opportunities are being provided for students to lead and grow?
- What are the strengths, weaknesses, opportunities and threats (SWOT) of our club?
- Document the steps taken to implement service activities and comply with any relevant school procedures so that future club leaders have something to guide them and record what was successful or challenging. Collaborative and cloud-based tools are easy ways to ensure continuity.

For additional information and considerations regarding succession planning, please see the [Succession Planning Guide](#).

# Serving Your Community

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## Service activities

Every club has their own service interests. Use one of our global causes as a starting point for your service or choose a different service cause important to your club. Lions International provides information, success stories and planners to help inspire and provide guidance for your service activities. Learn more about how you can get involved on our [Service Journey webpage](#).

You can also utilize our [service project planners](#) to guide your service activities and build a structure to ensure your event's success.

Clubs can also choose causes that are important to them to serve. This can help to better suit the needs of your campus community and your members' interests.

## Community outreach

Expand your impact by connecting with your community.

- Partner with other groups on campus. This may include fellow service organizations, cultural organizations, or other organizations that have service requirements or goals.
- Work with local organizations to expand the impact of your event. This may include groups such as alumni networks, NGOs and others in your area.
- Share your service on social media to celebrate your impact!
- If there are classes related to your cause, see if there are opportunities to collaborate in service learning or in service projects.

# Sustaining and Growing Your Club

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## Recruiting members

Recruiting members ensures that your club will be successful each year. Student members may graduate annually, so it's important to make regular recruiting efforts to ensure that your club is able to continue serving your community. Consider setting recruitment goals each term or coinciding recruitment efforts with major student events, such as registration or activity fairs.

Each campus Lions club has unique opportunities to recruit new members through the community or through their affiliated educational institution. Several different ideas and events to help you recruit members are listed on the worksheet at the end of the [Chartering a Campus Lions Club](#) guide, and resources such as our [recruitment guide](#) and [flyer](#) are available as well.

Your club may benefit from running your own social media pages to showcase your community impact. Join your global community of Lions by [connecting with Lions International on social media](#) and share your service.

Made with campus Lions clubs specifically in mind, resources such as the campus [Lions club poster](#) and [campus Lions clubs brochure](#) can be utilized to advertise your club to potential new members.

## Staying connected

As members graduate consider ways to stay connected. Building a strong alumni network may provide club members with future opportunities and may help them find their next service steps once they have graduated. Having a robust alumni network can also increase the credibility of your club.

### Ways to stay connected include:

- Social media
- Professional networking groups or websites
- Alumni events
- Alumni service projects

If you choose to connect digitally, be sure to showcase your service through pictures, hashtags and outreach.

### Key Resources

As a global organization, Lions International provides a network and structure that can be beneficial to younger people, including those involved in campus clubs. Here are a few resources to help members of campus clubs connect with other Lions and opportunities.

### Key contacts:

- [Leo/Leo-Lion Cabinet or Council Liaison](#) – Districts and multiple districts may choose to appoint a Leo/Leo-Lion cabinet or council liaison to serve as a voice for Leo-Lions and Leos. If appointed, they may be aware of engagement opportunities for young people.
- [GMT and GET](#)– As student members graduate, they may be looking to see how they can continue serving in their community. The district or multiple district Global Membership Team (GMT) and Global Extension Team (GET) can be great contacts to

help members find their fit in the community after graduating. Joining a local Lions club or starting a Lions club for young professionals are great options for graduating students.

### Key events:

- [Forums](#) – Curious about how to connect with Lions in your area? Constitutional area forums help connect Lions from your area of the world.
- [Lions International Convention](#) – Lions International hosts a convention annually for members to meet, exchange service ideas and build their service network.
- [Lions International Events Calendar](#) – To learn more about upcoming opportunities and deadlines in the world of Lions, see the Lions International calendar.

### Related programs:

- [Student Member webpage](#)
- [Campus Clubs webpage](#)
- [Leo-Lion Program](#) – The Leo-Lion program is a membership program for former or current Leos.
- [Young Lions Hub](#) – Find information about membership types and best practices for connecting with young people.
- [About Leos](#) – Starting a Leo club can be a way to engage young people ages 12 - 30 in service. Leo clubs are a sponsored activity of Lions clubs and have their own requirements, benefits and dues structure.



#### MEMBERSHIP DIVISION

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