

2019

**Proposal to Incoming International President and LCI
Board**

By - Leo Club Advisory Panel – Recruitment Working Group

**Every Lions Club Should Sponsor a Leo
Club**



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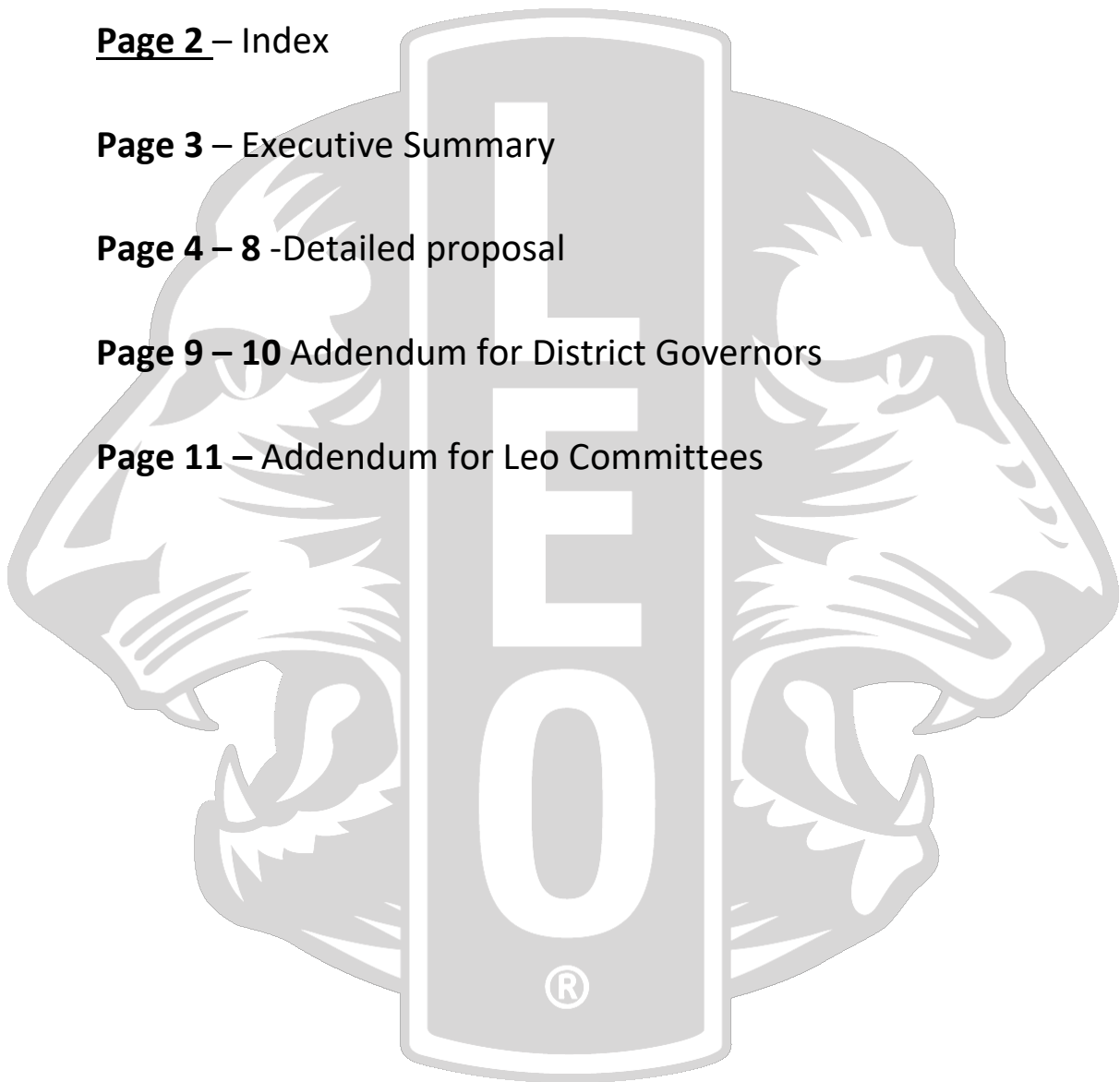
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Executive Summary

Every Lions Club Should Sponsor a Leo Club

To ensure the long-term future of Lions Clubs International we need an aggressive focus on recruiting more young people into the organisation. This will not only benefit Lions it will benefit the young people recruited.

Recommendations

1. International President and Board of Directors should include an aspirational District Governor goals of 20% of Lions Clubs in each District sponsor a new Leo Club.
2. After five years we envisage every Lions Club will have sponsored a new Leo Club.
3. Prioritise establishing Leo Clubs **over other projects.**
4. Each District Governor to establish an active District Committee to support establishment of new Leo Clubs (Leo Committee).
5. Combined club visits by DG and Leo Committee to promote the establishment of Leo Clubs. Leo Committee to aid Leo Advisors targeting potential Leo's.
6. Include Leo Advisor training, Leo Club Officer training with Lions Clubs officer training.
7. Actively utilize social media.
8. All Districts to repeat this program annually.
9. Establish a Leo Districts where appropriate

Outcomes

1. 9,600 new Leo clubs. (20%of 48,000 Lions Clubs)
2. 192,000 new Leo's in first year (9,600 Leo Clubs by 20 members)

3. 1,000,000 more people aware of Lions. (5 people influenced by ever new Leo)
4. Create a continuous service pathway from Alpha Leo's to Omega Leo's to Leo-Lion to Lions.
5. An additional 3.6 million people served annually raising more awareness of Leo's and Lions (Pro rata Leo service from 2018/19 year)
6. By replicating this program annually for 5 years, assuming a 50% attrition rate, we will have over 500,000 new Leo's/Lion's within the organisation.
7. Reduced the average age within the organisation to 58 years.
8. Utilize new perspectives and technology capabilities of young people.
9. Improve public perception of Lions with more young people involved.

Every Lions Club Should Sponsor a Leo Club

Detailed Proposal

Every Lions Club Should Sponsor a Leo Club

Lions Clubs around the world have an aging membership and while the GMT teams are doing a great job, we need to engineer a quantum shift to lower the age demographic of members. This will lead to young people injecting fresh ideas and assisting Lions Clubs with projects.

Lions suffer from a low public profile within the community and especially with young people. We estimate that 95% of young adults are unaware of Lions Clubs International believing that Lions are

either big cats or a football team! Increasing our public profile is essential to the continued success of Lions Clubs and we can achieve this by utilizing young people's skills on social media.

We believe that unless Lions Clubs International and District Governors focus on young adults as new members, the long-term future of LCI is uncertain to say the least! Currently our aging demographic means that some Lions are struggling to complete physically demanding projects. Young people can assist us with these projects where required.

This initiative will increase the number of young people who can serve their community in a secure semiautonomous environment providing them with the opportunities to grow their leadership, organisational and interpersonal skills.

Recommendations

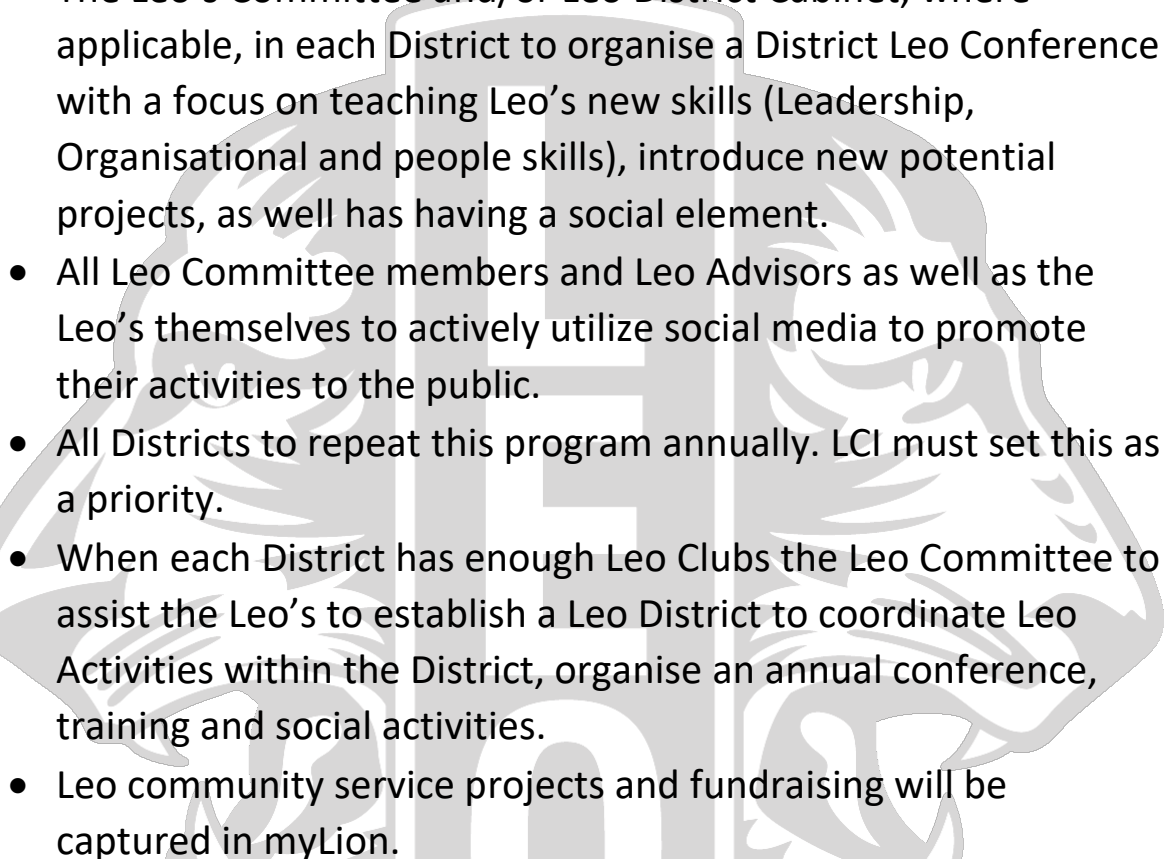
We need to implement a program where the establishment of Leo Clubs becomes a priority for Lions Clubs. We believe that this initiative must be actively supported at International President and board level.

We recommend that the follow steps be taken immediately.

- Prior to the Convention, at the DGE Seminar, the incoming International President to ask all incoming District Governors to prioritise the establishment of Leo Clubs in their District for the coming year.
- The International President to propose a target for each District Governor to establish new Leo Clubs within his/her district to the equivalent of 20% of the number of Lions Clubs in the District in the 2020 – 2021 year. IE. If a district has 70 Lions Clubs, then their target for the 2020 -2021 Lions Year is 14 new

Leo Clubs. Note that at present if each district starts 2 Leo Clubs we are effectively standing still as 2 will probably close.

- This initiative will then form part of the District Governors action plans for the year and will have measurable results.
- To ensure that this happens Districts and Lions Clubs may need to prioritise establishing Leo Clubs **over other projects.** Leo's are an important Project of Lions Clubs and needs a much greater focus within Lions.
- Each District Governor will need to ensure that he/she establish an active Leo Committee, within district cabinet, of at least three Lions (preferably a mix of older and younger Lions) to handle all aspects of growing Leo Club numbers, support the District Governor, existing Leo Clubs and Leo Advisors. The District Leo Chairman must be a dedicated and committed Lion with a focus on results.
- On each club visit during the year we suggest that the District Governor promote Leo's and where possible and appropriate be accompanied by a Leo Committee member, preferably a Leo, who can talk to the Lion's Club about the process, time, cost and rewards of sponsoring a Leo Club. A template to assist District Governors is attached.
- Where required Leo Committee members to visit Lions clubs, colleges, community groups to facilitate the establishment of new Leo Clubs
- Each District to conduct Leo Advisor training in conjunction with other officer training.
- All new Leo Clubs to be encouraged to participate in District training and to access Lions Learning Centre curriculum.
- The Leo Committee in each District to assist Leo Advisors with the initial running of each new Leo Club and act as a mentor to Leo Advisors. A template for Leo Committee members is attached.

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- Each Lion's Club that sponsors a new Leo Club to organise joint projects/functions with their Leo Club, with the assistance of the Leo Advisor, so that Leo's can learn about Lions, Lions projects, running meetings and organisational skills
 - The Leo's Committee and/or Leo District Cabinet, where applicable, in each District to organise a District Leo Conference with a focus on teaching Leo's new skills (Leadership, Organisational and people skills), introduce new potential projects, as well as having a social element.
 - All Leo Committee members and Leo Advisors as well as the Leo's themselves to actively utilize social media to promote their activities to the public.
 - All Districts to repeat this program annually. LCI must set this as a priority.
 - When each District has enough Leo Clubs the Leo Committee to assist the Leo's to establish a Leo District to coordinate Leo Activities within the District, organise an annual conference, training and social activities.
 - Leo community service projects and fundraising will be captured in myLion.

Outcomes –

- As there are approximately 48,000 Lions Clubs globally our target for the first year is as follows;
- 9,600 new Leo Clubs with an average membership of say 20 equals 192,000 new Leo's

- 192,000 new Leo's tell parents, siblings, friends about Leo's and Lion's then we have almost 1 million more people aware of what our organisation stands for and does.
- Additional Leo Clubs will provide a continuous pathway for young people to continue community service from Alpha Leo Clubs to Omega Leo Clubs to Leo-Lion and then Lions Clubs. At present there are insufficient clubs to allow a smooth transition.
- In 2018/2019 year, 7300 Leo Clubs Served 2.8 million people so if we extrapolate those figures our 9600 new Leo Clubs will serve an additional 3.6 million people annually raising more awareness of Leo's and Lions in the community.
- When we successfully integrate Leo and Lion projects, we have an increased number of Leo's who can transition to Leo Lion Clubs, Lions Clubs or establish new Lions Clubs.
- When we replicate this program annually for 5 years, assuming a 50% attrition rate, we will have approximately 500,000 new Leo's/Lion's within the organisation.
- Assuming an average Leo age of 22 years and an average Lion age of 70 years, in ten years' time we will have reduced the average age within the organisation to 58 years.

To ensure the long-term viability of Lions Clubs International every Lions Club must sponsor a Leo Club.

Addendum 1

District Governors Club Visits

The International President and the Board of LCI have asked that we prioritize the growth of Leo Clubs.

As you are aware the age demographic of existing Lions means that we are rapidly approaching the situation where we may not have the manpower to handle existing projects.

By growing our Leo's not only are we giving young people opportunities to grow their skills and begin community service we are creating a resource that can assist Lions with their projects and joint Leo and Lion projects.

They have fresh ideas and enthusiasm which will reenergize your clubs. They are fun to interact with and will make your members feel significantly more motivated.

Their digital media skills will help increase community awareness of both Leo's and Lions.

Our goal is to grow our Leo Clubs so we create a situation where we have sufficient Leo Clubs so that we can provide a pathway for Leo's to progress from college based Alpha Leo Clubs to Community based Omega clubs and then on to Leo-Lion Clubs and ultimately to Lions.

Currently we tend to have the Leo's join a club and then when they move on from that club, we lose them from the organisation.

Leo Clubs are an official activity of Lion Clubs International and are a low cost, low time fun activity and I would ask that your club seriously look at sponsoring a Leo Club.

I am sure that you have questions on how to go about starting a Leo Club and to answer your questions I would like to introduce (Leo Committee member) .

Thank you for your time today and I look forward to hearing that your club has begun the process of starting a Leo Club.



Addendum 2

District Leo Committee

The role of the Leo Committee is to support the District Governor in growing Leo Clubs and supporting existing Leo Clubs and Leo Advisors in their district.

The target for new Leo Clubs is 20% of the number of Lions Clubs in the District. For example, if there are 70 Lions Club in the district then the annual target for new Leo Clubs is 14.

A member of the Leo Committee, preferably a Leo, should accompany the District Governor on all club visits where possible and during each visit give the Lions Club the information they need to start a Leo Club,

Leo Committee members should also be available to assist Lions Clubs by attending meetings with prospective Leo Club members, college principals and community groups.

The Leo Committee should arrange training sessions for Leo Advisors and Leo Club Officers.

The Leo Committee should also be available to assist Leo Advisors with any queries they may have.

They should also ensure that all Leo Clubs are reporting their activities, fundraising and membership details.

They and/or the Leo District Cabinet, where applicable, should also organise a District Leo Conference to provide Leo's with Leadership training and enable them to interact with other Leo Clubs.