



Lions Clubs International

LIONS REGIONAL WOMEN'S WORKSHOP

Planning Guide



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Introduction

Women make up the fastest growing demographic within Lions Clubs International. Women now constitute 25 percent of Lions club members worldwide, up from 13.7 percent in 2003. While this is a remarkable achievement, there is still much to be done. Since women represent 51 percent of the world's population, shouldn't they constitute a similar percentage of Lions worldwide membership?

Working toward this goal is a critical part of creating diversity, adding new perspective to club activities, expanding Lions overall membership and meeting the growing service challenges in a world that needs Lions help more than ever.



Purpose

Special emphasis on recruiting women began with the Lions Women's Membership Initiative in 2003, which was kicked off with the Worldwide Women's Workshop. Women from all parts of the world gathered to discuss how Lions can be more effective in recruiting women into clubs around the world and retaining them after they have become members.

As a result of the recommendations gathered at the workshop, LCI adopted gender-neutral language in all publications, developed the Family and Women Symposium Grant Program and instituted the position of the women's membership development and participation chairperson (now named the family and women's specialist – part of the Global Membership Team's New Club Growth Team).

Because of the success of the Worldwide Women's Workshop, Lions Clubs International conducted several Women's Workshops in 2010 and 2011 throughout the world to gain regional ideas for increasing women and family membership in Lions. One of the resounding recommendations at each of the workshops was to develop a Regional Women's Workshop Grant Program to assist Lions at the local level to duplicate this type of workshop.

Like the LCI-sponsored workshops, the Regional Women's Workshop brings together a small group of women Lions from various levels of the association to:

- Explore factors surrounding the recruitment and retention of women in their specific part of the world.
- Devise strategies for increasing the number of women in Lions clubs.
- Create action plans to be implemented by clubs, districts and multiple districts in their region.

About the Workshops

- Participants should include eight to fourteen women drawn from all levels of Lions leadership and membership.
- Workshops should take place over a one or two day period at a convenient location within the region.
- Lions Clubs International will provide up to US\$2,000 in grant funding per workshop, and up to US\$4,000 per constitutional area each fiscal year. Contact the Membership and New Club Programs Department at LCI to determine if funds are available in your area. (See *Applying for Funding*, page 7.)

Ideally, the workshops should be stand-alone events; however, they may take place prior to or following an area forum or district and multiple district convention.



Logistics

Who should attend?

Without attempting to be all-inclusive, the participants should be broadly representative of the cultural diversity of Lions in the region.

Advice about whom to invite can be gathered from current and past international directors, district governor teams, GMT/GLT leaders and other knowledgeable Lions in the area. It would be beneficial to seek input from particularly distinguished women Lions in the region, but the workshop should **not** be viewed as a “leadership” meeting or a “prestige” event. The viewpoints and ideas of new and young Lions are also valuable and invitees could include Lions known to you personally.

Where should it be held?

The workshop should take place at a hotel or conference center that is centrally located in the region or at a particularly convenient travel destination. Ask other Lions who have organized multi-day meetings in the region to recommend reliable and cost-efficient venues.

A block of hotel rooms may need to be secured for the participants and organizers. Plan on providing at least morning coffee and tea service and catered lunches while the workshop is in session. Depending on your budget, you may wish to coordinate all meals to foster a spirit of camaraderie and cooperation.

If audio-visual presentations will be a part of the workshop, determine if the facilities are sufficient for your needs and if equipment must be rented or can be brought in.

Be sure that all arrangements are confirmed in writing well before the event.

When should it be scheduled?

When selecting a date, allow three to four months of planning and preparation time. (See *Planning Timeline and Checklist*, page 6.) Be sure to consider national and religious holidays and conflicts with other major Lions Clubs International events that might prevent those invited from attending.

What is the budget?

Lions Clubs International has made grants available of up to US\$2,000 per workshop. (See *Applying for Funding*, page 7.) It may be necessary to secure additional funding.

What supplies are needed?

Don't neglect small details on the day of the event. They can contribute a great deal to the workshop's success. Consider the availability of:

- Name tags for participants and/or tent cards for the meeting table
- Note pads, pens and pencils
- An easel and flipchart or white board
- Water and water glasses for the meeting table
- Tape, scissors, markers (permanent and for whiteboard) in several colors
- Other office supplies as needed



Planning Timeline and Checklist

Use this checklist as a guideline for planning and conducting your event.
You may add or delete items as appropriate for your event.

At Least Three Months Prior

- Set up an organization committee to assist with planning the workshop.
- Set a date.
- Secure a location/confirm in writing.
- Determine workshop format and who should be invited.
- Apply for a workshop grant. (See *Applying for Funding*, page 7.)
- Apply for any additional funding needed from local sources.
- _____
- _____
- _____
- _____

Two Months Prior

- Secure a well-respected Lion to sign the invitation letter.
- Create invitations and have printed.
- Create a mailing list for invitations.
- Research/secure food and beverage service if not provided by the facility.
- Research/secure audiovisual equipment if not provided by the facility.
- _____
- _____
- _____
- _____

Six Weeks Prior

- Mail invitations.
- Begin creating the program.
- Order necessary brochures and other resources from LCI.
- _____
- _____
- _____
- _____

One Month Prior

- Personally follow up on invitations to key organizations/individuals.
- Purchase supplies – large easel pads for brainstorming, markers, pens, notepads, nametags, etc.
- _____
- _____
- _____
- _____

Applying for Funding

After the major logistics have been determined, you may apply for funding from Lions Clubs International. There is a maximum of US\$2,000 available for each workshop, and up to a total of US\$4,000 per constitutional area, per fiscal year. An area can only receive funds once in any two-year period.

The funds are available on a first-come, first-served basis. Contact Lions Clubs International before submitting your application to determine if funding is available in your area. If funds are not available in your area, you may submit an application after March 1 if funds remain in other areas.

To apply for funding, you must complete and submit the application form (page 15), supply a detailed budget (page 16), preliminary agenda and signature of the district governor or its equivalent. The application for funds will be reviewed and a response given within 30 business days after it is received.

Approved funds will be reimbursed after the event, contingent upon the Membership and New Club Programs receiving a report regarding the event and the appropriate documentation as required by the *Rules of Audit* (page 23). Use the *Reporting/Reimbursement Form* and *Standard Expense Form* included in this guide to apply for reimbursement (pages 21 and 24).

Applications must be received at least three months before your event. Only pre-approved workshops will be reimbursed upon submission of appropriate documentation. No unapproved claims or expenses will be considered after the event has taken place.



Sample Invitation Letter

Sending invitations with the signature of a well-known, well-respected Lion in your region will help to maximize response and attendance.

Dear Lion _____,

On behalf of International President (name), I would like to invite you to participate in a special program that will help shape the future of Lions clubs in (countries or areas represented at workshop). Increasing the number of women in our clubs and expanding their opportunities for service is vital to the association and our region, as well as the people we serve.

To help meet this challenge, a two-day Regional Women's Workshop will take place in (location) on (dates). The workshop will bring together 8 to 14 Lions from (districts and multiple districts) to explore factors surrounding recruitment and service of women, devise strategies for increasing the participation of women and create an action plan to be implemented by districts and multiple districts. As a participant, you will have an opportunity to discuss specific questions about women's Lions service in our region and raise questions of your own.

Similar conferences and workshops have resulted in many positive changes in Lions Clubs International. In 2003, a group of 14 leading Lion women gathered for a conference in Chicago. This effectively began the Women's and Family Membership Initiative, which has helped raise the number of women in Lions clubs from 13 percent in 2003 to 25 percent today. In 2010 and 2011, regional workshops throughout the world laid out action plans to increase women's participation in those constitutional areas.

Because cultures and conditions vary around the world, and even within constitutional areas, the association believes it is now time to focus the initiative on a regional level. This is where you can help. Whether your Lions career has been long and distinguished or you are just beginning, your insight is valuable and your voice will be heard. The Regional Women's Workshops have the full endorsement of the Lions Clubs International Board of Directors and are supported at the highest levels of the association.

I hope that you will take part in this unique opportunity. Please respond to (name and contact information) before (date) to let us know if you will attend the workshop.

Sincerely,

(A distinguished Lion)

Sample Information Card

Including a “save the date” card puts all necessary information in a clear, convenient format and can help increase response and attendance.

What: Lions Clubs International Regional Women’s Workshop

When: (Date) and (date)
Day 1, (time) to (time)
Day 2, (time) to (time)

Where: (Name of venue)
(Location)

RSVP: By (date)
(Name)
(Contact information)

Details about travel, lodging and other incidentals will be provided upon confirmation of your participation.

Planning the Program

The Role of the Facilitator

Regional Women's Workshops will be led by a facilitator. Workshop organizers may also serve as facilitators or may enlist the aid of a more experienced Lion. (Note: Lions who are members of the Global Membership Team, the Global Leadership Team or graduates of the Lions Faculty Development Institute often have skills and experience relating to group facilitation.)

The role of the facilitator is similar to that of a meeting chairperson, but also different in important ways. Facilitators should not control or direct the discussion; instead, they should make it easier for open discussion to take place and help the group come to conclusions about matters being discussed. Facilitators should not inject their own opinions or favor any point-of-view in the discussion.



For an effective workshop, the facilitator should do the following:

- Begin and end workshop sessions on time.
- Ensure that everyone has the opportunity to be heard.
- Record ideas on a flip chart, whiteboard or computer.
- Ensure that audio-visual equipment is working and ready to use.
- Help the group prioritize topics under discussion.
- Provide exercises and activities that will stimulate discussion.
- Keep discussions on topic.

Characteristics of a good workshop facilitator include being:

- Organized and prepared
- A good listener
- Able to synthesize and summarize ideas discussed
- A good presenter
- Enthusiastic about women's service as Lions
- Flexible in dealing with problems and emergencies
- Able to "read" members of the group and know when an unscheduled break is needed or when it is appropriate to disregard the schedule to continue a discussion
- Knowledgeable about Lions Clubs International

Before the Workshop



Consider giving participants a "homework" assignment prior to the workshop. This can give them a hint about what to expect and prepare them for topics to be discussed. Assignments can be as basic as answering simple personal questions or as involved as collecting information and examples related to workshop topics.

The Workshop: Sample Program

The following sample schedule can be used when planning your workshop.

It may be adapted to meet specific needs in your region.

Day One

1. Welcome – 15 minutes
 - Thanks for participating
 - Logistics and housekeeping – location of restrooms, times of breaks and lunch
 - Set “ground rules” for respect and courtesy
 - Overview of the agenda
-  2. Women in Lions Clubs International, an overview – 15 minutes
 - Ensure that all participants are “on the same page” with basic information about women in Lions. Use the *History of Women in Lions* leaflet and corresponding PowerPoint to provide background and current facts.
 - Local membership statistics are available in the *Cumulative Report* and *Summary of Membership*.
-  3. Icebreaker – 15 minutes
 - “Icebreakers” are light, fun activities that clear the way for productive discussion by allowing participants to get to know and feel comfortable with one another. (Note: *Icebreakers, Team Building Activities and Energizers* can be found by searching for “icebreakers” on the LCI website. The activities were developed for Lions leadership training but can be easily adapted for Regional Women’s Workshops.)
4. Review “homework,” if any – 15 minutes
5. Select and prioritize topics for discussion from a prepared list (See *Suggested Topics*, page 14) – 30 minutes
6. Break – 15 minutes
7. First topic discussion, full group – 15 minutes
8. Small groups (two to four women each) go deeper into the topic and suggest action steps – 30 minutes
9. Small groups report on discussion and present action steps – 30 minutes
 - Collect and record the ideas generated.
10. Lunch – 1 hour
11. Second topic discussion, full group – 15 minutes
12. Small groups (two to four women each) to go deeper into the topic and suggest action steps – 30 minutes
13. Small groups report on discussion and present action steps – 30 minutes
 - The ideas generated are collected and recorded.
14. Break – 15 minutes
15. Third topic discussion, full group – 15 minutes
16. Small groups (two to four women each) go deeper into the topic and suggest action steps – 30 minutes
17. Small groups report on discussion and present action steps – 30 minutes
 - Collect and record the ideas generated.
18. Closing – 15 minutes
 - Recap Day One activity
 - Review schedule for Day Two

The Workshop: Sample Program

The following sample schedule can be used when planning your workshop.

It may be adapted to meet specific needs in your region.

Day Two

1. Welcome – 15 minutes
 - Reminders on logistics and housekeeping matters
 - Review Day One results
 - Overview of Day Two agenda
2. “Traffic Signal” Exercise, introduced and discussed – 15 minutes
 - Based on the red, yellow and green lights of a traffic signal, small groups create lists in three categories:
 - Green – things Lions should START doing to attract and retain women members.
 - Yellow – things Lions should CONTINUE to do.
 - Red – things Lions should STOP doing.
3. Small groups present Green, Yellow and Red lists – 30 minutes
 - Lists are collected and recorded with special emphasis on items that are common to several groups.
4. Break – 15 minutes
5. Full group discussion to summarize results – 1 hour
 - Create specific action plans. (Use the *Lions Regional Women’s Workshop Post-Event Action Plan* on page 17.)
 - Include additional comments and ideas and raise questions for future discussions.
6. Closing – 15 minutes
 - Thanks to all participants and organizers.
7. Lunch and departures

After the Workshop

- Send a note to all participants thanking them for their time and ideas and expressing appreciation on behalf of all Lions in the region.
- Draft a report on the insights gained during the workshop and send to all participants for corrections and comments.
- Share the final report, along with the recommended action plan, with your district governor team(s), district and multiple district Global Membership Team members and other Lion leaders as appropriate. Include with the *Reporting/Reimbursement Form*.



Sample Topics

The following are questions to help create a list of topics for possible discussion at your workshop. The list is not exhaustive nor is any question required. Be sure to include topics that are specific to your part of the world.

- What kind of women do you want serving alongside you in a Lions club?
 - What qualities do they possess?
 - Where are they?
 - How can they be reached?
- Is gaining new skills – like public speaking or leadership – an important reason why women choose Lions service? Discuss.
- How can members of Lioness clubs be encouraged to become full Lions club members?
- What kind of service projects most appeal to women?
- How important are family programs – such as the Family Membership Program and Cub Program – in attracting women to Lions clubs?
- Does Lions Clubs International provide sufficient resources – such as brochures, PowerPoints and audio-visual presentations – for developing women’s membership?
 - How effective are those currently available?
- If women make up 51 percent of the world’s population, should women’s membership in Lions membership reflect this percentage?
 - Is this a realistic goal?
 - Is it important for the association to reach or come close to it?
- How can predominantly male clubs be motivated to actively seek female members?
- What steps should clubs take to retain new women members?
 - Are they different from those needed to retain new male Lions?
- Having a father, grandfather or other family member who was a Lion seems to be an important factor in influencing women to join Lions clubs. What can the association and individual clubs do to take advantage of this?
- Is cost – membership fees and dues – a factor for women choosing Lions clubs?
 - Are international dues too high?
 - Are local dues too high?
 - How can these fees be addressed?
- What role should active women Lions play in bringing more women into their clubs?
- What kind of recognition should clubs and individual Lions receive for outstanding success in developing women’s membership?
- What type of publicity works best to reach women who are potential Lions club members?
- How could the position of the family and women’s specialist within the Global Membership Team be improved?
- Does the leadership structure of Lions clubs make membership more appealing to women, less appealing or neither?
 - How could the leadership structure be changed to make it more appealing?
- Do Lions club meetings and the way they are conducted make membership more appealing to women, less appealing or neither?
 - How could meetings be changed to make them more appealing?
- How can Lion spouses be motivated to become Lions club members?
- How can Lions clubs be made more attractive to young women?
- In what unexpected places might women who are potential Lions be found?

Lions Regional Women's Workshop

Funding Application

(Please Print)

Organizing Lion

Name: _____ Title: _____

Club Name: _____ District: _____

Email: _____ Country: _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Workshop Details

Workshop Title: _____

Workshop Date: _____ District/MD: _____

Location: _____ Facilitator Name: _____

Amount of Funds Requested: _____

Anticipated Number of Participants: _____

Please describe the need to address women's membership in your area.

Please describe proposed workshop events, including format, speakers, membership recruitment component, additional activities, etc.

Explain in detail the goals of the workshop. How will the events of the workshop help accomplish these goals?

Will the workshop be held in conjunction with another event? If yes, describe?

Attach an agenda with activities and speakers listed. Due to limited space and potentially lengthy answers, consider placing the prompt to use additional paper before questions.

Proposed Budget

Facility Rental: _____

Audio/Visual Equipment: _____

Printing (invitations, workbooks, etc.): _____

Postage: _____

Office Supplies: _____

Food/Beverage: _____

Facilitator Expenses: _____

Other (please specify): _____

Total: _____

District Governor/Council Chairperson Signature

Date

Please send the completed form to:
Membership and New Club Programs Department
Lions Clubs International
300 W. 22nd Street
Oak Brook, IL 60523-8842 USA
Email: memberprog@lionsclubs.org
Fax: 630.571.1691

Lions Regional Women's Workshop

Post-Event Action Plan

(Please print)

District/MD: _____

Workshop Title/Date: _____

Key discoveries from the topics discussed:

Program ideas:

Action Plan 1

Goal: _____

Priority: _____ Timeframe: _____

Step	Who Is Responsible	Date Completed
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Action Plan 2

Goal: _____

Priority: _____ Timeframe: _____

Step	Who Is Responsible	Date Completed
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Action Plan 3

Goal: _____

Priority: _____ Timeframe: _____

Step	Who Is Responsible	Date Completed
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Action Plan 4

Goal: _____

Priority: _____ Timeframe: _____

Step	Who Is Responsible	Date Completed
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Action Plan 5

Goal: _____

Priority: _____ Timeframe: _____

Step	Who Is Responsible	Date Completed
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Lions Regional Women's Workshop

Reporting/Reimbursement Form

(Please print)

Organizing Lion

Name: _____ Title: _____

Club Name: _____ District: _____

Email: _____ Country: _____

Address: _____

City: _____ State/Province: _____ Postal Code: _____

Workshop Details

Workshop Title: _____

Workshop Date: _____ District/MD: _____

Location: _____ Facilitator Name: _____

List of participants (name and Lion title):

Brief description of the event:

Successes and ideas for improvement:

Topic(s) addressed:

Lions Regional Women's Workshop

Key items to start, continue and stop:

Start	Continue	Stop

Other key discoveries/results:

Action plans formed:

Organizer Signature

Date

District Governor/Council Chairperson Signature

Date

Please return this completed form along with receipts and the *Expense Claim Form* to:
Membership and New Club Programs Department
Lions Clubs International
300 W. 22nd Street
Oak Brook, IL 60523-8842, USA
Email: memberprog@lionsclubs.org
Fax: 630-571-1691

**Forms must be received within 30 days after the event.
Only workshops that have been preapproved will be eligible for reimbursement.**

Rules of Audit

1. Budget

Regional Women's Workshops will be reimbursed up to the amount approved by the Membership & New Club Programs Department. Expenses eligible for reimbursement may only be incurred after the *Lions Regional Women's Workshop Funding Application* is approved.

2. Submission of Claims

a. Official Forms

Expense claims must be submitted using the *Lions Regional Women's Workshop Expense Claim Form* and accompanied by the *Lions Regional Women's Workshop Reporting/Reimbursement Form*. Items must be properly itemized, columns totaled and accompanied by original itemized receipts where required. Facsimile and electronic copies are acceptable unless instructed otherwise.

b. Signatures

The expense claim and reporting/reimbursement form must bear the signature of the organizing Lion and district governor or council chairperson.

c. Deadline

Upon completion of the workshop, the expense claim and reporting/reimbursement form should be mailed within 30 days to the Membership and New Club Programs Department at LCI. If claims are received more than 120 days after the workshop, no reimbursement will be considered.

3. Reimbursable Expenses

Allowed expenses consist of facility rental, audio/visual equipment, printing, postage, office supplies, food and beverages at the workshop, facilitator expenses and miscellaneous supplies.

Allowable facilitator expenses are as follows:

- **Facilitator fees** – LCI will provide reimbursement for the cost of facilitator services rendered. An invoice and payment copy is required.
- **Facilitator honorarium/gift** – In lieu of payment for services rendered, LCI will

provide reimbursement for a gift up to US\$100.

- **Facilitator transportation** – LCI will cover ground transportation expenses to and from the workshop, including car mileage (US\$0.41 per mile or US\$0.25 per kilometer) or actual cost of train, bus, taxi, etc. LCI will not reimburse airfare.
- **Facilitator Lodging** – LCI will reimburse up to two nights in a standard hotel room at a single rate.
- **Facilitator meals** – LCI will reimburse the cost of meals (if any) upon arrival at the workshop, during and prior to departing the workshop.
- **Facilitator tips** – LCI will reimburse tips up to US\$1 per piece of luggage and up to 10% of a taxi fare.

Disallowed expenses include alcoholic beverages, medical insurance, speaker incidentals, telephone, laundry, movies, travel insurance, other personal expenses, expenses not properly documented and expenses exceeding the budgeted allowance.

4. Reimbursement

Reimbursement will be made out to the applicant's district or multiple district. In countries where LCI has bank accounts, reimbursement will be made in the applicant's local currency; otherwise, US dollars will be issued based on the Lions Exchange Rates in the month of the workshop event.

5. Medical Insurance Coverage Notice

Lions Clubs International provides no medical insurance coverage to its members whether on Lions business or not. Therefore, when traveling on personal or Lions business, it would be wise to make sure you have sufficient medical insurance coverage. Many individual group medical insurance plans do not cover the insured outside their own country, and sometimes even out of their own city, state or province. This is especially true of US Medicare insurance, which is effective in the US only, and is probably true in many government-sponsored and individual medical plans.

This is a personal matter, which varies from individual to individual, so please be sure to examine your own situation and that of family members and friends carefully.



Lions Clubs International

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Oak Brook IL 60523-8842 USA
www.lionsclubs.org
Email: memberprog@lionsclubs.org
Phone: 630.203.3846
Fax 630.571.1691