

*A Guide to Planning and  
Conducting New Member  
Orientations*



# New Member Orientation Training Guide



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## The Importance of New Member Orientation

The importance of new member orientation cannot be emphasized enough. Imagine belonging to an organization and having only a vague idea of its goals, programs, history or traditions. Would you feel like you belonged? Would you be motivated and committed to help the organization reach its goals? Of course not! You'd likely be wondering why you joined the organization at all.

The information presented during orientation provides a foundation for new members. It helps them understand how the club functions, what their role will be and gives them the big picture of their district and the association. When new members are properly informed, they are more likely to feel comfortable with the club and become actively involved in club activities right away. A properly oriented member is also one who is most likely to remain in Lions for years. LCI will help reinforce information covered during New Member Orientation by sending a series of communications to your new member as well as their sponsor. They are designed to inspire, educate and encourage engagement as a Lion.

## Lions New Member Orientation and the Lions Mentoring Program Level One

Lions Clubs International (LCI) suggests that new members complete the Basic Mentoring Program Level. One within their first three months of membership, which is also when new member orientation should be conducted. Because of this, the Lions New Member Orientation Guide closely follows the goals and activities required for completion of the Basic Mentoring Program, level one.

The Lions New Member Orientation Guide (ME-13a), should be used in conjunction with the Basic Mentoring Program Guide to ensure the new member successfully completes both programs.

## Successful Orientation

Successful new member orientation does more than inform the member, it inspires and motivates them to become engaged in service, philanthropy and leadership opportunities as a Lion. This guide is intended to help the orientation trainer conduct new member orientation successfully. The curriculum will follow along with the information in the New Member Orientation Guide and includes "Trainer Tips" along the way.

The following steps can help you conduct a successful new member orientation:

- Ensure that each new member attending orientation has completed the New Member Questionnaire found in the Just Ask! New Member Recruiting Guide for Clubs.
  - New Member Orientation Trainers Should review the questionnaire in advance of the training in order to personalize the content based on each member's responses.
- **Decide who will conduct new member orientation.** This person will be referred to as the orientation trainer and should be an experienced and respected Lion who is able and willing to train and guide new Lions. Depending on what works best for your club, the following people should be considered to conduct new member orientation:
  - **New Member Sponsor:** Many clubs rely on sponsors to train new members. Have the sponsors follow the format of this guide to ensure the same material is

covered during every orientation, even if the sponsor changes for each new member. A checklist of items to cover during orientation is provided at the end of this guide.

- **Mentor:** If you are conducting orientation in conjunction with the Basic Mentoring Program, the mentor Lion could be the one also conducting new member orientation. Have the mentor follow the format of this guide to ensure the same material is covered during every orientation, even if the mentor changes for each new member. A checklist of items to cover during orientation, which also qualifies the new member for completion of the Basic Mentoring Program level one, is provided at the end of this guide. In many cases, the new member's sponsor is also the mentor.
- **Designated Orientation Trainer:** Your club may wish to designate one person in the club to do all orientations for new members. This ensures all members receive consistent information.
- **Orientation Trainer Team:** Rather than one designated orientation trainer, your club can develop a team of people to handle different portions of the orientation based on their area of expertise. For example, the membership chairperson, club president and the public relations chairperson would each cover their respective areas.
- **Decide how orientation will be conducted.** Depending on what works best for your club and the new member, there are different ways new member orientation can be conducted in:
  - **One Session:** Cover everything in the New Member Orientation Guide in one day. This works well if you have multiple new members completing the orientation process at one time.
  - **Multiple Sessions:** Conducting orientation in two to three sessions helps break up the material into shorter, more manageable sections such as: Your Club, District and Multiple District and Lions Clubs International.

In addition to the number of sessions you are going to have, you will need to decide the best way to present information to the new member.

- Consider using the New Member Orientation PowerPoint (ME-13b) when conducting your orientation sessions. LCI has created the slides for you to follow along with the Lions New Member Orientation Guide. Some of the slides are club specific and will need to be filled in by the trainer.
- Consider having a computer available to review the sections of the LCI Web site, along with club and district Web sites so the new member will know where to find information once their orientation is over.
- Consider using parts of the new member orientation curriculum in club meetings as a refresher course for all members.
- **Prepare a new member packet.** Assembling a comprehensive packet of essential materials for new members is a very important step. These materials should be used as learning tools during orientation and will be essential for the new member to refer to if they have questions once orientation is over. Here is a list of materials that should be included in the new member packet:
  - **New Member Orientation Guide (ME-13a):** The New Member Orientation Guide is very similar to the New Member Orientation Trainer Guide, excluding the instructions on how to conduct orientation and tips for the orientation trainer. Order a copy from the Membership Division ([membership@lionsclubs.org](mailto:membership@lionsclubs.org)) or

download it from our Web site by searching ME-13a so the new member can follow along and take notes during the orientation.

- **New Member Induction Kit:** This kit can be ordered from the Club Supplies Department (clubsupplies@lionsclubs.org). Included in the kit is the New Member Welcome Booklet, Certificate of Membership, decal, lapel pin, and ink pen. Also included for the sponsor is a special lapel pin and a Sponsor Certificate.
- **Basic Mentoring Guide (ME-11):** If you are conducting new member orientation in conjunction with the Basic Mentoring Program, be sure to provide the new member and mentor with a copy of this guide. The Basic Mentoring Guide can be ordered from the Membership Division (membership@lionsclubs.org) or downloaded from the LCI Web site.
- **Contact Information:** Create a reference sheet with club officer contact information, meeting location information and club, district and international Web sites. Also consider providing a copy of the club and district directories.
- **Your Club's Newsletter:** Your club newsletter will demonstrate the types of activities your club is involved with and upcoming events.
- **Fact sheets:** Fact sheets about your club, district/multiple district and International Headquarters should be given to the new member. The International Fact Sheet (PR-799) can be downloaded from the LCI Web site by searching PR-799.
- **LION Magazine:** By providing a copy of LION Magazine, the new member can read stories from Lions clubs around the world.
- **Supplemental Materials:** Supplemental materials are suggested throughout the curriculum to provide the new member with additional information.

## New Member Orientation Curriculum

### Who Lions Are

Lions are men and women dedicated to serving those in need, in our own community and around the world. The over 1.4 million members in more than 48,000 clubs in over 200 countries are different in many ways, but share a core belief – community is what we make it. In addition to humanitarian service, Lions enjoy fellowship and develop leadership skills.

**Vision Statement:** To be the global leader in community and humanitarian service.

**Mission Statement:** To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

**Motto:** “We Serve.”

**Slogan:** Liberty, Intelligence, Our Nation's Safety

### Purposes:

- **To Organize**, charter and supervise service clubs to be known as Lions clubs.
- **To Coordinate** the activities and standardize the administration of Lions clubs.
- **To Create** and foster a spirit of understanding among the peoples of the world.
- **To Promote** the principles of good government and good citizenship.

- **To Take** an active interest in the civic, cultural, social and moral welfare of the community.
- **To Unite** the clubs in the bonds of friendship, good fellowship and mutual understanding.
- **To Provide** a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.
- **To Encourage** service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

### Code of Ethics

- **To Show** my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.
- **To Seek** success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.
- **To Remember** that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.
- **Whenever** a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.
- **To Hold** friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.
- **Always** to bear in mind my obligations as a citizen to my nation, my state, and my community, and to give them my unswerving loyalty in word, act, and deed. To give them freely of my time, labor and means.
- **To Aid** others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.
- **To Be Careful** with my criticism and liberal with my praise; to build up and not destroy.

## Your Club

### History

As a new member, it is important to be aware of the history of your club in order to feel like you truly belong. Your orientation trainer will give you the complete history of your club.

If you happen to be a charter member of your club, you and your fellow Lions will have a chance to form the history of your club.

*Trainer Tip: Review the complete history of your club, including the year it was chartered, significant achievements or awards, noteworthy service projects and any other information from the club's history that may be important to the new member. Consider creating a document, or use the New Member Orientation PowerPoint to convey the information.*

## Club Officers

The officers of your club, also known as the board of directors, include the president, immediate past president, vice president(s), secretary, treasurer, service chairperson, marketing chairperson, membership chairperson and others. Officers are elected annually for a term coinciding with the association's fiscal year (July 1-June 30). Most work in Lions clubs is done in committees appointed by the president.

Club leadership includes:

- **President:** The president serves as the club's chief executive officer and presides at all meetings of the club and the board of directors. The president serves as the chair of the Clubs Global Action Team, a committee made up of the club service chairperson, club membership chairperson, and club vice president – who serves as the leadership chairperson. The president issues the call for regular and special meetings in accordance with the club's by-laws or procedures, plans the agenda and ensures that the status of each committee activity is reported. It is also the responsibility of the president to see that regular elections are duly called, noticed and held. The president cooperates with, and is an active member of, the district governor's advisory committee of the zone in which the club is located.
- **Immediate Past President:** The immediate past president assists and gives guidance to the current club president as needed. He or she also serves as the club's LCIF Coordinator
- **Vice President(s):** In the event that the president should be unable to perform the duties of office for any reason, the vice president next in rank occupies the position and performs the duties with the same authority as the president. Each vice president, under the direction of the president, oversees the functioning of various committees of the club. The Vice President also serves as the club Leadership Chairperson on the club's Global Action Team. In this role, he ensures that training for members is identified, communicated and encouraged, leading toward membership satisfaction and retention.
- **Secretary:** Under the supervision and direction of the president and board of directors, the secretary acts as a liaison officer between the club and both the district and International Headquarters. Responsibilities of the secretary include submitting reports, maintaining club records and issuing financial statements to club members.
- **Treasurer:** The treasurer is responsible for all club financial matters. Duties include receiving all money from the secretary and paying club obligations, maintaining financial records, preparing financial statements and submitting financial reports.
- **Membership Chairperson:** The Membership Chairperson serves as a member of the club's Global Action Team. Duties include developing annual membership goals and action plans to recruit new members and increase satisfaction among current members, ensure that effective orientation takes place for new members, and to participate in Global Membership Team meetings held by the district.
- **Marketing Communication Chairperson:** The Marketing Communication Chairperson is responsible for ensuring that a club is recognized in the community and that members are well informed of a club's activities. Duties include promoting the club through news media, social media and other effective means as well as encouraging club members to be involved in club activities through effective communication.
- **Service Chairperson:** The Service Chairperson serves as a member of the club's Global Action Team and responsibilities include collaborating with the district Global Service Team to communicate and develop service annual service goals that align with the Lions Clubs International service framework. The Service Chairperson is also

responsible for identifying community needs and ensuring club alignment with community needs.

**Committees:** In many clubs, every member serves on a committee. Your committee assignment is an important part of your membership and deserves your best effort. Administrative committees may include attendance, constitution and by-laws, convention, finance, Lions information, membership, programs, public relations, greeting and leadership development. Activity committees generally conform to the major Lion activities. Club projects and activities are originated and led by club committees under the direction of a committee chairperson. The president generally appoints the chairperson and committee members after consulting with the members. The chairperson of each committee should call periodic meetings of their members, and may be asked to attend board meetings to report their progress to the officers and directors.

*Trainer Tip: If possible, introduce the new member to the officers of the club. Explain what each officer is responsible for doing, including the optional positions such as the Lion Tamer or Tail Twister if your club has them. Let the new member know about all of the committees your club has, and find out which they would be interested in being a part of.*

*Supplemental Materials: Lions Club Constitution and By-laws (LA-2)*

## Traditions

Your club may participate in traditions such as singing the Lions song or wearing the yellow vest. Your orientation trainer will explain the traditions your club participates in.

*Trainer Tip: Explain to the new member what traditions your club participates in. New members are more likely to participate in and appreciate these traditions if they understand why you do them and their history.*

## Elections

All officers of the club are elected annually for a term beginning on July 1. Beginning around March, the club president appoints a nominating committee to discuss and select candidates for the various club offices to be voted upon by the club in April.

## Awards

Lions believe that service is its own reward, but special accomplishments and milestones should be recognized and celebrated. You may think that awards and recognition are a long way off, but as a new Lion, you can aspire to some awards almost immediately. Awards are presented for inviting new members to join a Lions club and for helping to form a new club, both of which you are eligible to do as soon as you become a Lion. Other awards are presented for longevity of membership, outstanding service activities, public relations initiatives and leadership excellence.

Awards available to members at the club level for service activity and membership initiatives include:

- **Membership Keys:** Membership Key Awards acknowledge the importance of effective recruitment in membership growth by recognizing the number of new members a Lion has sponsored once they have been members for a year and a day.

- **Chevrons:** Lions Clubs International recognizes the anniversaries of our members with Chevron Awards. Chevron Awards are issued starting at 10 years of service and given in five year increments.
- **Member Sponsor Recognition:** Members who invite someone to join their club are recognized with a special sponsor's pin and sponsor certificate. Members who stay for a year and a day count toward eligibility for Membership Keys.
- **Extension Awards:** Extension Awards are presented to the two Lions, who, in the opinion of the serving district governor, provided the greatest assistance in the organization of a new Lions club. Lions nominated for an Extension Award receive a medallion for each of the first five clubs chartered, and greater awards for chartering 10, 15, 20, 25, 30, 40, 50, 75, 100 and 150 clubs. Any Lion may receive the award, including transfer charter members, with the exception of the district governor, new charter members and international representatives. Extension Awards are presented after the club has been chartered for a year and a day and is in good standing.

Many clubs also have their own award programs to recognize the outstanding achievements of their members. Additionally, club leaders are eligible for a variety of awards to acknowledge superior efforts, such as the Membership Satisfaction Award, given to clubs who have positive member growth and retain their existing members throughout the year.

*Trainer Tip: If your club offers any of their own award programs, let the new member know how to become eligible.*

## Service and Fundraising Activities

Many clubs have signature projects they participate in every year. Your orientation trainer will tell you about the projects your club participates in and how you can help.

*Trainer Tip: Tell the new member about the service projects your club is currently involved in and how they can help. If your club has a signature project, let the new member know how it works. Consider showing the new member photos from past projects. Ask the new member if they have any new service ideas.*

## Membership

Membership in a Lions club provides people with the opportunity to meet and work with other individuals in a spirit of fellowship, striving toward the common goal of helping those in need. Through your mutual concern for others, members can improve both local and global communities while developing valuable personal and professional skills. New members are expected to give freely of their time and energy whenever possible, attend club meetings, be available for committee assignments, be knowledgeable about the aims and objectives of Lions and support club officers.

The benefits of Lions clubs membership are numerous, and could include:

- Helping those in need
- Making a difference in your community
- Having an impact on those in need worldwide
- Developing leadership skills
- Enhancing communication skills
- Utilizing planning and organization skills
- Working hands-on to meet community needs
- Meeting new people – from your community and abroad

- Opportunities to network
- Opportunities to travel

To ensure continuity in the club's membership efforts, your club may choose to implement what is referred to as the three-person membership committee. The committee is composed of three elected members (a chairperson, vice chairperson and a member) serving a three-year term on a rotating basis. After the first year, only the membership chairperson moves off the committee. The vice chairperson moves up to become the membership chairperson and the remaining committee member becomes the vice chairperson. A new Lion is elected to fill the vacancy. This system allows the committee members to gain experience and provides the club with continuity in its crucial membership-related activities.

## Meetings

Lions Clubs International recommends that clubs meet regularly. All active members are encouraged to attend meetings regularly.

*Trainer Tip: Make sure the new member knows when, where and how often your club meets, and what is expected of members at the meetings.*

## Dues

Members pay club, district, multiple district and international dues. Each club assesses an entrance fee and annual dues. Lions clubs use their entrance fees and membership dues for administrative purposes. International dues of US\$43 cover member benefits, including a subscription to LION Magazine, online and in person leadership development training, Legal counsel, insurance coverage, and member access to MyLION, our mobile app designed to allow you to find and share service, as well as connect with Lions around the world.

*Trainer Tip: Let the new member know how much dues are per year for them, when dues are due and who to pay. They may have questions about where the money goes so we suggest breaking out the dues into international, multiple district, district and club. Explain what your club uses their portion for.*

## Budgets

Clubs maintain two separate budgets: activities and administrative. The activities funds of a Lions club, consisting of funds raised from the public through club projects may only be expended to satisfy a community or public need. The administrative budget is what finances club operations. Its income comes mostly from club dues.

## Communications

Your club probably has many different ways of communicating with its members. Your orientation trainer will review various club communication mediums which may include but are not limited to:

- Club newsletter
- Club Web site or e-Clubhouse site
- Club Facebook Page or other social networking pages

*Trainer Tip: Be sure to review all forms of communication and sources of information with the new member to ensure they know what to expect and where to look if they have*

*questions. Show the new member your club's Web site, e-Clubhouse site, Facebook page and any other Internet presence your club has.*

## District and Multiple District

### Organizational Structure

The district is your club's connection to the wider world of Lions Clubs International. The world's Lions clubs are grouped into approximately 750 districts. Each district has at least 35 clubs and at least 1,250 Lions club members. Each district has a district governor who is elected for a one-year term and is responsible for the overall success of our mission of service in the district. The responsibilities of the district governor are shared with the district governor team (DG Team), comprising of the district governor and first and second vice district governors. The team works together to supervise overall district operations, develop team strategies and encourage the invitation of new members and formation of new clubs. The district governor also supervises other district officers, including the cabinet secretary and treasurer. The officers and various committee chairpersons make up the district cabinet. Club presidents and secretaries are often in contact with the district cabinet and serve as an informal advisory committee.

Some large districts are divided into regions of 10 to 16 clubs, and regions are broken down into zones of 4 to 8 clubs. Where this is the case, region and zone chairpersons also work closely with the district cabinet.

Multiple districts are formed by two or more districts within a territory, typically organized along national, state or provincial lines. Stand-alone districts are called single districts. Subject to the association provisions, each multiple district supervises the administration of its own affairs and may choose officers, hold meetings, administer funds, authorize expenditures and exercise other administrative powers as provided in its respective multiple district constitution and by-laws.

District and multiple district leadership includes:

- **District Governor:** The district governor serves as the chief administrative officer of the district. He or she is elected at the district convention to serve a one-year term. The new governor takes office at the close of the international convention. The district governor's responsibilities are as follows:
  - Further the purposes of this association
  - Oversee the District Global Action Team\
  - Support and promote the Lions Clubs International Foundation.
  - Preside, when present, over the district convention, and cabinet and other district meetings.
  - Perform such other functions as required by the International Board of Directors.
- **First Vice District Governor:** The first vice district governor assists the district governor with membership development, the chartering of new clubs and the promotion of district events. The vice district governor's specific responsibilities are to:
  - Further the purposes of this association.
  - Serve as the key District Governor Team liaison to the Global Membership Team and take an active role in membership growth, extension of new clubs, and ensuring existing club success within the district.

- Work with the District Governor, Second Vice District Governor, and the Global Leadership Team to develop and implement a district-wide plan for leadership development.
- Become familiar with the duties of the district governor so in the event of a vacancy in the office of district governor, he/she will be better prepared to assume the duties and responsibilities of said office.
- Participate in preparation of the district budget.
- Perform other functions and tasks as set forth by the district governor.
- **Second Vice District Governor:** The second vice district governor assists the district governor with membership retention and increasing awareness among Lions about the associations various programs. The second vice district governor also serves as a liaison between the Global Leadership Team and DG Teams.
- **Cabinet Secretary-Treasurer:** The cabinet secretary-treasurer acts under the supervision of the district governor and is responsible for recording and maintaining district proceedings, reports and funds.
- **Region Chairperson:** This position is optional. Region chairpersons are members of the district governor's cabinet. They are usually appointed by the governor; however, in some districts they are elected. The region chairperson, subject to the supervision and direction of the district governor, is the chief administrative officer in the region. Duties include supervising the zone chairperson in the region, supervising district committees as assigned by the district governor, organizing new clubs and strengthening weak clubs.
- **District Chairpersons:** District committee chairpersons assist the district governor, region chairperson and zone chairperson in the work with their clubs. A district governor may add other district chairpersons as he or she deems necessary. Lions Clubs International officially recognizes the following district chairpersons:
  - Convention
  - Diabetes Awareness
  - Environmental
  - Hearing & Speech Action and Work with the Deaf
  - Honorary
  - International Understanding and Cooperation
  - Cultural and Community Activities
  - Information Technology
  - Leo Club
  - Lions Clubs International Foundation
  - Lions International Peace Poster Contest
  - Public Relations and Lions Information
  - SightFirst
  - Youth Exchange
  - Youth Outreach
  - Lions Opportunity for Youth
- **Zone Chairperson:** The zone chairperson is the chief administrative officer in the zone and is given direction and supervision by the district governor and/or region chairperson. The zone chairperson is responsible for serving as chairperson of the district governors zone advisory committee, taking an active role in organizing new clubs and reports on the activities and well-being on all the clubs in their zone. The zone chairperson is a member of the district governor's cabinet. Usually, the governor appoints them; however in some districts they are elected.

- **Council of Governors:** According to the Lions Clubs International Constitution, the governors within a multiple district constitute a council of governors for each multiple district. The district council may include one or more immediate past district governors, provided that the total number of immediate past district governors does not exceed one-half the number of district governors. Each member has one vote on each question requiring action of the council. A district council may also include past and present international presidents, vice presidents and past and present directors of the association as advisory, but are non-voting members.
- **Global Action Team:** The Global Action Team puts the entire Lions network to work for your club. Teamwork is the key - it brings the entire Global Leadership Team, Global Membership Team, and Global Service Team together to support your club. It's a bottoms-up, whole-club approach that can energize every facet of your club.
  - **Global Action Team District Chairperson (District Governor).** The Global Action Team Chairperson ensure's that the district's GLT, GMT, and GST coordinators are collaborating and implementing plans to develop skilled leaders, strengthen members, and expand the district's humanitarian service.
  - **Global Membership Team (GMT) District Coordinator:** The GMT District Coordinator is the driving force that ensures the district is strong, stable and focused on membership.
  - **Global Leadership Team (GLT) District Coordinator:** The GLT District Coordinator is the driving force to ensure that the district is strong, stable and focused on developing and inspiring quality leadership.
  - **Global Service Team (GST) District Coordinator:** The GST District Coordinator provides capacity building resources to region, zone and club service chairpersons, empowering Lions to meet the priority needs of their communities and elevate the member experience through impactful service growth.

*Trainer Tip: Explain to the new member the boundaries of your district and multiple district. If you know the names of any of the district leaders, share them with the new member.*

## District Convention

The annual district convention, sometimes held as part of a multiple district convention, is the chief deliberative body of the district. District conventions are held to conduct general district business, take action on district matters, adopt resolutions, elect the district governor and other district-elected officers, vote on convention sites, conduct seminars, sponsor events important to the district and develop fellowship among the Lions of the district.

*Trainer Tip: Tell the new member personal stories about your own experience attending the district convention and encourage attendance. Share the details of the upcoming convention if they are available.*

## Communications

Most likely, your district and multiple district have many ways of communicating with its members. Your orientation trainer will review various district communication mediums which may include but are not limited to:

- Area newsletter
- Area Web site
- Area magazine

*Trainer Tip: Be sure to review all forms of communication and sources of information with the new member to ensure they know what to expect and where to look if they have questions. Show the new member your district and multiple district's Web site.*

*Supplemental Materials:*

- *District Constitution and By-Laws (LA-4)*
- *Multiple District Constitution and By-laws (LA-5)*
- *District contact list*
- *Copy of area newsletter or magazine*

## Lions Clubs International (LCI)

### History

The distinguished history of Lions Clubs International forms the foundation for nearly everything Lions clubs do today. From our humble beginnings to our commitment to sight initiatives, there is a significant basis for all our humanitarian services. Knowing and understanding our history gives us perspective and helps keep our dedication for community service thriving.

Lions have been helping people since 1917. That year, Melvin Jones, a Chicago businessman, encouraged his club, the Chicago Business Circle, to go beyond promoting good business practices. He convinced the members that selfless service to others would create a better community – and a better world – for all.

Melvin Jones also saw that a network of clubs working together could do much more than individual clubs acting alone. He invited similar groups from around the United States to a meeting on June 7, 1917 in

Chicago, Illinois, USA. There, the Association of Lions Clubs was born. Later that year, a convention was held in Dallas, Texas, USA to formally adopt a constitution, by-laws and a code of ethics. The fledgling group became the International Association of Lions Clubs just three years later in 1920 when a new Lions club was formed in Windsor, Ontario, Canada.

Perhaps the single event having the greatest impact on the association's service commitment occurred in 1925 when Helen Keller addressed the Lions at the international convention in Cedar Point, Ohio, USA. It was there that she challenged Lions to become "knights of the blind in the crusade against darkness."

Broadening its role in international understanding, the association was one of the first nongovernmental organizations invited to assist in the drafting of the United Nations Charter in 1945 and has supported the work of the UN ever since.

In 1957 the Leo Program was created to provide the youth of the world with an opportunity for personal development through volunteering.

In 1968 Lions Clubs International Foundation was established to assist Lions with global and large-scale local humanitarian projects. Through our Foundation, Lions meet the needs of their local and global communities.

In 1987 Lions Clubs International became the first major service club organization to admit women as members.

In 1990 Lions launched their most aggressive sight preservation effort to date, SightFirst. The program strives to rid the world of preventable and reversible blindness by closing the gap between existing health care services and those that remain desperately needed.

In the nearly 100 years since its founding, the association – usually called Lions Clubs International (LCI) – has spread to all corners of the globe where Lions are welcomed and respected for their vision, integrity and dedication to our official motto: “We Serve”.

Interesting Fact: Dr. W.P. Woods, of Evansville, Indiana, USA was elected as the first president.
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## Origin of name “Lions”

On June 17, 1917 at the invitation of Melvin Jones, delegates met in Chicago. The only point of contention was the selection of a name for the new organization. Melvin Jones researched the idea of calling the new organization Lions. The name Lions was chosen on a secret ballot over several others because the lion stood for strength, courage, fidelity and vital action. The official name of the association is “The International Association of Lions Clubs” or simply “Lions Clubs International.”

## Logo

The Lions emblem (or logo) is a recognized and respected symbol around the world. Although it has been modified and modernized, the basic design dates back to 1919. It consists of a gold “L” on a blue field surrounded by a gold circle. On either side of the circle is the profile of a Lion’s head, one looking back upon a proud past and the other looking optimistically toward the future.

Various forms of the emblem may be downloaded for member and club use from the LCI Web site. You should know, however, that the emblem is a registered trademark in most countries and should only be used in accordance with the Lions Clubs International Trademark Policies, which may be found on the LCI Web site.

## Organizational Structure

International officers, consisting of the international president, first and second vice presidents and immediate past president, are charged with implementing policy and serving as inspirational leaders of the world’s Lions. International officers are elected two years prior to their terms and serve as second vice president, first vice president and then president.

The International Board of Directors is the governing body of the association. Its 34 members from all parts of the world meet four times each year to set association policy. The board also:

- Monitors ongoing programs of the association
- Supervises the international officers and committees of the association
- Manages all association business, property and funds
- Prepares and approves a budget for each fiscal year (July 1 - June 30)

Board members are elected to two-year terms and are designated first or second year directors during their service.

The international officers and directors are assisted by board appointees; distinguished Lions authorized by the international president to join or chair certain committees and carry out specific assignments.

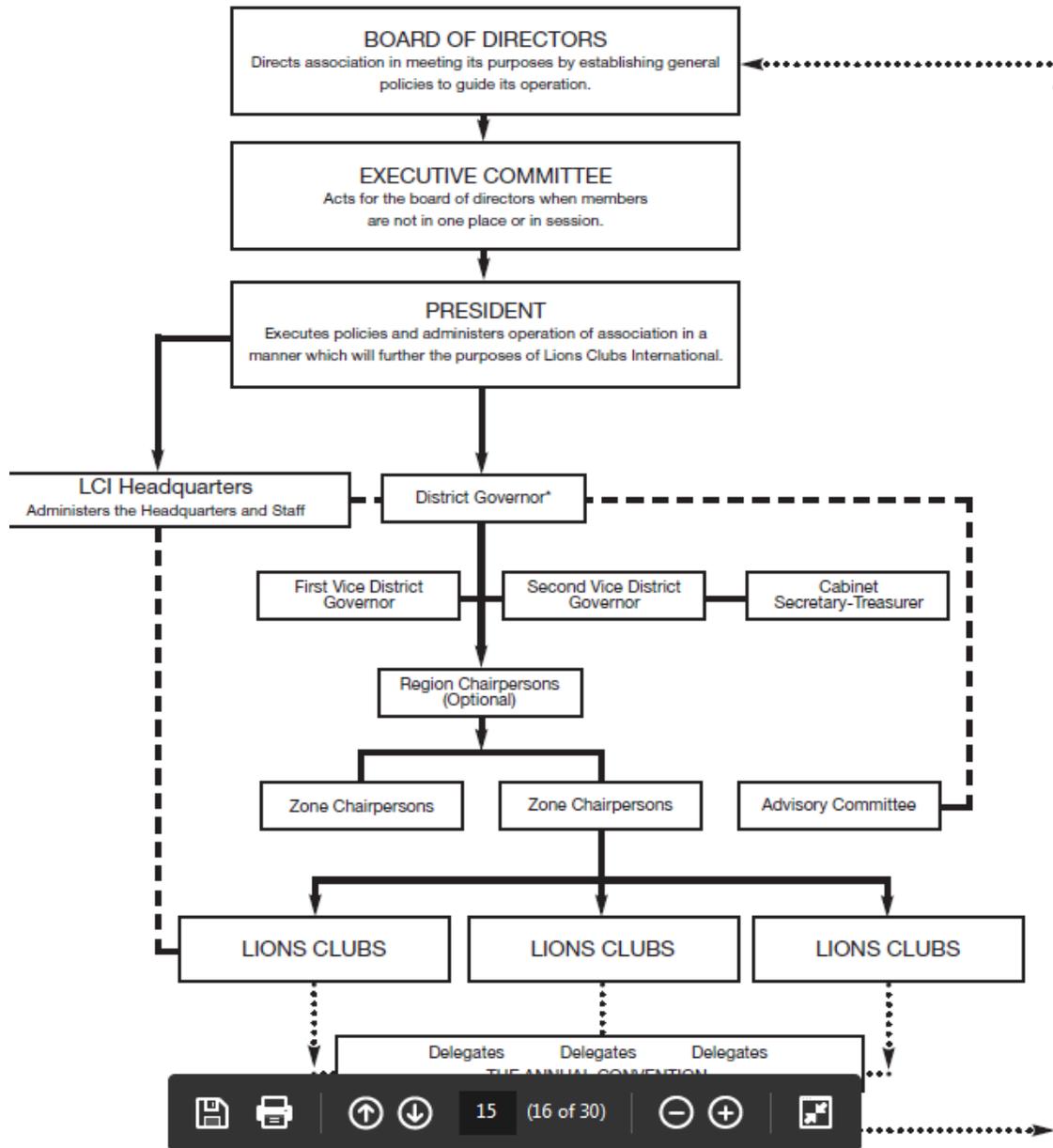
As an individual, you belong to the club. It is the club that belongs to the association. This means that when it comes time to elect directors and international officers, or to amend or change the International Constitution and By-Laws, it is the club that casts the necessary votes through its authorized delegates.

Every Lions club in good standing is entitled to send at least one delegate and one alternate to vote at the international convention, regardless of the number of members it has. Most clubs are entitled to more than one vote, since the rule provides for one delegate or alternate for each 25 members or major fraction thereof. Delegates can be appointed by the club's board of directors, or elected by the membership.

At the international convention, delegates elect international officers and directors who will act for them during the coming fiscal year (July 1-June 30). Officers elected include the international president and first and second vice president. Constitutionally, a contest exists only for the office of second vice president with the other officers advancing one step each year until elected international president. The immediate past international president is also an officer of the association and serves as chairperson of the Lions Clubs International Foundation Board of Trustees.



## Lions Clubs International Organization Chart



- ..... Organizational Governance
- Policy Development and Implementation
- - - - Administrative Assistance

## **International Constitution and By-Laws**

LCI has an International Constitution and By-Laws to govern the operations of the association, establish the rules of guidance by which the association is to function. This document guides the issuance of the standard club by-laws.

## **International Convention**

The Lions Clubs International Convention is the association's premier event taking place in late June or early July. Each year the convention brings together thousands of Lions from around the world for a week of business, education, celebration and fellowship.

Attending an international convention provides members with a wonderful opportunity to rekindle their dedication to those in need, meet Lions from all over the world, learn new tips and techniques for being the best Lion he/she can be, elect international officers and directors and obtain valuable resource materials. Attendees may choose from a wide variety of workshops and seminars designed to help improve their club and become more effective Lions. International fellowship is celebrated in colorful ceremonies, informal get-togethers and highlighted by a festive parade through the host city.

## **International Headquarters**

Lions Clubs International Headquarters is located in Oak Brook, Illinois, USA, just outside Chicago. There, approximately 275 professional staff members, led by the executive administrator, work closely with the association's international officers and International Board of Directors to help Lions clubs advance their mission of local and global service. International Headquarters serves as the association's central administrative and information source.

Many services are provided to Lions through this office, including issuing charters to new clubs, providing brochures, activity guides and newsletters to members and maintaining all association records. Services and support are provided in the 11 official Lions languages: Chinese, English, Finnish, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Simplified Chinese, Spanish and Swedish.

Eleven operating divisions divide the administrative responsibilities of International Headquarters. They are: Club Supplies and Distribution, Convention, District and Club Administration, Finance, Leadership Development Programs, Legal, Lions Clubs International Foundation, Membership Development, MyLCI/Information Technology, Public Relations and Communications and Service Activities.

International Headquarters is open to Lions and the general public Monday through Friday from 8:00 a.m. to 4:30 p.m. Central Standard Time.

Lions Clubs International  
300 West 22nd Street  
Oak Brook, IL 60523-8842 USA  
(630) 571-5466  
[www.lionsclubs.org](http://www.lionsclubs.org)

## **Lions Clubs International Foundation**

Since its humble beginnings in 1968, Lions Clubs International Foundation (LCIF) has raised and distributed hundreds of millions of US dollars to help Lions tackle global problems like blindness and hearing loss and respond to major catastrophes like earthquakes and floods.

Today, the foundation grants an average of US\$30 million annually. LCIF gives Lions Clubs International its greatest global impact, but it also serves communities by providing local Lions with the means to build schools, health clinics, vocational rehabilitation, training centers and other large scale humanitarian projects that address community needs. In fact, the vast majority of LCIF funds come from Lions and goes to Lions projects where they are needed most. LCIF is also a partner with likeminded corporations and non-governmental organizations to maximize its impact on world problems.

LCIF is particularly proud of its SightFirst program, launched in 1990 to reduce and eliminate blindness worldwide. The program targets the leading causes of preventable blindness which affects millions of people each year. Since its inception, Lions have raised over US\$415 million for this initiative, making LCIF the world's largest blindness prevention organization. The size, scope and remarkable effectiveness of SightFirst has helped LCIF rank number one among non-governmental organizations (NGOs) worldwide in the Financial Times of London's Corporate Citizenship and Philanthropy special report in 2007. Much of the funding for LCIF comes from its Melvin Jones Fellowship program which recognizes gifts of US\$1,000 or more.

For more information about LCIF visit [www.lcif.org](http://www.lcif.org).

## Leadership

Lions Clubs International provides a variety of training and development opportunities for current and future Lion leaders. The Global Leadership Team (GLT) is the driving force behind these programs and is the team responsible for promoting healthy clubs, increasing member satisfaction, and ultimately, expanding our capacity to provide needed service in our communities.

Primary development opportunities include:

- **Emerging Lions Leadership Institutes** builds the skills of Lions to prepare them for leadership responsibilities at the club level.
- **Advanced (Senior) Lions Leadership Institutes** develops the skills of Lions in preparation for leadership positions at the district level
- **Faculty Development Institutes** enhances the instructional skills of Lions faculty.
- **Regional Lions Leadership Institutes** provides curriculum and funding to support Lions Leadership Institutes at the multiple district and single district levels.
- **District Governors-Elect Seminar** provides an interactive, multi-cultural seminar designed to prepare incoming district governors to serve as the key leader in their respective district.
- **Multiple District Leadership Development Funding** provides funding to support training of the first and second vice district governors at the multiple district level.
- **GLT District Funding Support Program** offers limited funding to support the delivery of specific, critical training and development programs to support clubs.
- **Webinars** provides interactive, virtual training sessions that are conducted with a group of participants using the Internet. Webinars provide the opportunity to learn and exchange ideas on a variety of topics with Lions from around the world.
- **Lions Learning Center** offers Lions the opportunity to sharpen their knowledge of Lions fundamentals and leadership skills through online interactive courses. Search our Web site for Lions Learning Center to take advantage of these courses.

The online Leadership Resource Center makes LCI's training and development tools and resources accessible to Lions worldwide. Program information, institute applications, online

training courses, webinar registration information and job specific training packages for use at all levels provide Lions with opportunities for personal growth and leadership development. Learning is a lifelong process and Lions Clubs International believes all leaders can benefit from ongoing development.

## Service Activities

Because Lions seek to serve wherever the need is greatest, our activities are as varied as the needs of the communities we serve. However, service activities generally fall into the following categories:

- **Community Services:** Lions community services encompass a broad range of resources to help Lions plan activities to meet the needs of their communities. Specific adopted programs include Lions Crew at Work and Lions Cultural and Community Activities. The Community Needs Assessment (MK-9) is a great resource to determine the types of service projects your community needs.
- **Disaster Preparedness and Relief:** Whenever disaster strikes, Lions stand ready to help. We can mobilize worldwide resources and manpower to help local Lions care for their neighbors. Through the Lions ALERT Program, Lions prepare for their role in emergencies.
- **Environmental Services:** Lions environmental service projects are among the top five areas of service in clubs worldwide. Programs include Lions Green Team, which are hands on projects to protect the environment, and the Lions Environmental Photo Contest, which showcases the beauty of local environments.
- **Health and Wellness:** Lions began saving people's eyesight in 1925 and it's still a priority. But Lions also focus on hearing and raising awareness about the dangers of diabetes. Recently, Lions in various parts of the world have also taken it upon themselves to raise breast cancer awareness and provide emergency medical equipment to war-torn countries.
- **International Relations:** Clubs are encouraged to plan service activities focused on building international understanding and cooperation. Lions can even participate in Club Twinning, a voluntary and mutual agreement between clubs in different countries which provides an opportunity to learn about another club and its culture.
- **Lions Opportunities for Youth:** Numerous programs exist to assist Lions in fulfilling the needs of the youth in their communities. These programs include the:
  - **International Peace Poster Contest:** The Peace Poster Contest was created to give young people the opportunity to creatively express their feelings for world peace and to share their visions with the world. Approximately 350,000 children from 75 countries participate in the contest annually. Lions clubs sponsor the contest, open to children ages 11 - 13, in local schools or organized, sponsored youth groups, such as Scouts and Boys & Girls Clubs. The contest provides Lions with the chance to interact with young people in their communities, introducing the youth to international understanding, as well as giving Lions a vehicle for obtaining positive publicity for their clubs.
  - **Youth Camp and Exchange Program:** The Lions International Youth Camp and Exchange Program is a life-changing experience. Participants experience a unique cultural learning experience whether in their own country or traveling to another, living with a host family and taking part in a camp. Exchanges can be arranged in the hundreds of countries where there are Lions clubs. Most exchanges last between 4-6 weeks during which the participants (ages 15-21) stay with one or more host families in another country. Participants experience life as part of their host family. Camps are typically 1-2 weeks long and bring

together young people (ages 16-22) from around the world. Camps usually also include a family stay. More than 100 Lions camps are held each year in almost 50 countries. Activities include visits to places of cultural or natural interest, service activities, sporting events and country presentations by the camp participants.

- **Leo Club Program:** Leo clubs are sponsored by Lions clubs and provide youth with an opportunity to serve others in their community – and around the world. Leo clubs can be school affiliated or community based. Leo club activities include meetings, organizing and conducting community service projects and social functions. The Leo motto – Leadership, Experience, Opportunity – is fulfilled as members work together to respond to the needs of others. Participating in Leo activities and projects helps young people prepare for the future by developing leadership, organization and social skills. Through their service efforts, Leos grow as they meet new challenges and responsibilities. There are approximately 150,000 Leos and 6,100 Leo clubs in nearly 140 countries worldwide.
- **Lions Services for Children:** Lions care about children. Wherever children are in need of food, medical care, educational materials or other necessities of life, Lions are there to help. We make growing up safer and healthier for some of the world's poorest and most at-risk children and young adults. We help young people cope with today's complex world with an international life skills program and help children make international friends at our youth camps. Our annual Peace Poster Contest makes it possible for children around the world to express their most fervent hope for us all: peace.
- **Global Service Action Campaigns:** Through service, Lions have impacted the lives of millions of people. Now more than ever, we are in a position to extend our network of care. To show this strength, Lions have the opportunity to participate in four special service action campaigns.
  - **August – Engaging our Youth:** Invite Leos and youth in your area to help organize and participate in a service project. Projects may include school or community facility cleanups or a visit to a home for senior citizens or a children's hospital. Allowing youth to develop and lead a service project enables them to learn skills while emphasizing the role of service.
  - **October – Sharing the Vision:** Plan vision health projects and work with the visually impaired. Many Lions already celebrate World Sight Day in October. This is a great month to organize a vision screening, volunteer at a nearby Lions Eyeglass Recycling Center, organize an eyeglass collection or an activity to benefit the visually impaired in your community.
  - **December/January – Relieving the Hunger:** Organize food drives and projects to feed the hungry. With the downturn in the global economy, many hunger relief organizations are finding it difficult to keep up with demand. Help alleviate hunger by planning events around the end and beginning of the calendar year to collect and distribute food.
  - **April – Protecting our Environment:** Implement projects that improve and protect the environment. Organize a highway clean up, plant trees or plan a community "Earth Day" event to collect recyclables such as aluminum cans, plastic bottles, used cell phones and batteries.

Your club likely does or will participate in some of these projects, in addition to creating its own projects to meet the specific needs of your community. Undoubtedly, you can find an area that excites your passion for service and you may wish to focus your energy in that direction.

The Lions Club Service Activity Report is an important means to measure the global impact Lions are making through service to their communities. The report is a better tool for clubs to plan service activities and share information with others. The report application allows clubs to:

- Provide a narrative description for each activity and upload photos.
- Search for project ideas.
- Share service activity information with other clubs.
- Set service objectives and track progress toward achieving them.
- Generate custom reports.

## Membership Development

Equally as important as lending a hand to club service activities is participating in the growth of your Lions club. Recruiting new members into your club ensures that there will be a continual influx of enthusiastic members to serve those in need and identify new service that can be done in your community.

There are many excellent membership programs to help stimulate this essential growth, as well as foster

quality members. They include:

- **Family Membership Program** encourages families to volunteer together by offering a special dues structure to family members and programs to include children and adolescents in club activities.
- **Student Member Program** offers a special dues discount to students to encourage student participation in campus-based and traditional Lions clubs and ensure the dynamism of student involvement in Lions.
- **Leo to Lion Program** provides an easy transition to former Leos becoming Lions by offering a special dues discount to qualifying former Leos and young adults in a Leo Lion club.
- **Lions Worldwide Induction Day** gives Lions the opportunity to welcome new members, stimulate membership growth and increase public awareness. Each year on a designated day in April, over one hundred districts tribute this day to the strength and importance of Lions.

Likewise, forming new Lions clubs helps bring the dedication and services Lions are known for to a new or underserved area. While community-based clubs are our tradition, one size does not fit all. That's why Lions Clubs International offers several club types to consider:

- **Traditional Lions clubs** are ideal for bringing together a group of community-minded people to serve the needs of their community in any way – and can be formed anywhere.
- **Club branches** enable a small group of people to form a Lions club and start making a difference in their community sooner. Members become part of an existing "parent" Lions club, but select their own projects and activities.
- **Campus Lions clubs** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and organizational skills.
- **Leo Lions clubs** provide an easy transition for graduating Leos by offering a charter/entrance fee waiver and half international dues to qualifying Leos and peers, through age of 30.
- **Lioness Lions clubs** enable former Lionesses to honor and acknowledge their proud past while enjoying the benefits of the Lioness Bridge Program and Lions membership.

You may also consider starting a Specialty Club, a type of traditional Lions club based on shared interests or circumstances:

- Perhaps community members have a hobby they enjoy, a community project they'd like to work on or want group volunteer opportunities to do with business colleagues.
- Maybe you'd like to organize a club that includes members from distant geographic areas – or holds club meetings online for convenience. If so, a Virtual Lions club will help members conduct club business through the Internet or other non-traditional ways.
- Members might prefer to work on projects that serve people with intellectual disabilities. If so, a **Champions Lions club** in support of Special Olympics might be a good choice.
- Perhaps the desire to help children succeed is the common element that brings community members together. If so, consider a Lions Quest Lions club.

The Extension Workshop Program is designed to help Lions start new clubs. Lions learn key strategies for identifying potential club locations and how to approach and recruit important community leaders into a new Lions club.

Workshops focus on proven methods for recruitment and incorporate fieldwork to build confidence and share skills. The goal for each workshop is to form at least one new club, near the training site, while simultaneously training 10 to 30 Lions per session. Contact the Membership Division for more information ([membership@lionsclubs.org](mailto:membership@lionsclubs.org)).

## Communications

LCI communicates with its members in many different ways. In addition to important updates, the following communications allow you to learn about what other Lions clubs are working on and connect with Lions from around the world:

- **LION Magazine:** The official magazine of Lions Clubs International is LION Magazine, established in November 1918. The magazine is published ten times a year in 21 languages, and as a Lion, you receive a subscription as part of your international dues. The magazine showcases exceptional Lions and club projects around the globe, includes messages from the international president and provides inspirational stories about Lions Clubs and members impact on the community. Read it thoroughly and share with your family and friends. When you're finished with your issue, consider putting it in the waiting area of your office or place of business.
- **E-mail Messages:** LCI sends regular e-mail messages to its members, such as monthly messages from the president, special emails to help orient a new member and other helpful information. To ensure you get these important e-mail updates, be sure the club secretary has given LCI your most current e-mail address.
- **Web Site:** The official LCI Web site, [www.lionsclubs.org](http://www.lionsclubs.org), contains a wealth of information about the association and its programs. There are also downloadable materials, online club supply items, a club directory and online report filing. Additionally, the site has various newsletters, an online version of LION Magazine, message boards and online training courses. Lions are encouraged to visit often to learn the latest news and updates.
- **Social Networking:** LCI posts daily updates to our members using social networking. Like us on Facebook and follow us on Twitter for important updates, links to blogs, photos and videos. In addition, you can subscribe to our channel on YouTube and see photos from Lions around the world on Flickr.

*Supplemental Materials:*

- *Our History Flyer (PR-800)*

- *LION Magazine*
- *Lions Clubs Constitution and By-Laws (LA-1)*

## Final Trainer Tip

Once you have completed reviewing the curriculum, it will be time to conclude New Member Orientation.

Don't forget to:

- Ask the new member if they have any additional questions.
- Give the new member the Test Your Lions IQ quiz to reinforce important points from the curriculum.
- Thank the new member for participating in New Member Orientation and for being committed to being a Lion.
- Follow-up with club officers to ensure the new member is asked about their interests and placed on the committee they feel will benefit them the most.
- Connect topics covered to the information gathered on each participant's New Member Questionnaire.

# Test Your Lions IQ

1. What year was your club founded? \_\_\_\_\_
2. What is the name of your club president? \_\_\_\_\_
3. When and where does your club meet? \_\_\_\_\_
4. List three service projects that your club participates in: \_\_\_\_\_  
\_\_\_\_\_
5. What district is your club located in? \_\_\_\_\_
6. What is the name of your district governor? \_\_\_\_\_
7. Who founded LCI? \_\_\_\_\_
8. Where was LCI founded? \_\_\_\_\_
9. What year was the association founded? \_\_\_\_\_
10. What is the LCI's motto? \_\_\_\_\_
11. What did Helen Keller challenge the Lions to become? \_\_\_\_\_
12. What is the primary service activity of Lions clubs worldwide? \_\_\_\_\_
13. What does LCIF stand for? \_\_\_\_\_
14. Who is the current international president? \_\_\_\_\_
15. Where is International Headquarters located? \_\_\_\_\_

# Orientation Checklist

## Knowledge of your Club

- History
- Organizational structure
- Traditions
- Elections
- Awards
- Service and fund raising activities
- Membership
- Meetings
- Dues
- Budgets
- Communications

## Knowledge of your District and Multiple District

- Organizational structure
- Convention
- Communications

## Knowledge of Lions Clubs International

- Who Lions are
- History
- Origin of the name "Lions"
- Logo
- Organizational structure
- International Constitution and By-Laws
- International Convention
- International Headquarters
- Lions Clubs International Foundation (LCIF)
- Leadership
- Service activities
- Membership development
- Communications

**Notes:**



## **Lions Clubs International**

Membership Division  
Lions Clubs International  
300 W 22<sup>ND</sup> ST  
Oak Brook IL 60523-8842 USA  
[www.lionsclubs.org](http://www.lionsclubs.org)  
Email: [membership@lionsclubs.org](mailto:membership@lionsclubs.org)  
Phone: 630.468.3831