



**DISTRICT A-12
LIONS DAY OF SERVICE
EXECUTION GUIDE**

Overview:

The District A-12 Lions “Day of Service” began Saturday, April 26th, 2014 as a District-wide service project spearheaded by PDG Chris Lewis. It continued the following year, and was held for a second time on Saturday, May 2nd, 2015 by PDG Barb Ennis, and is planned for 2016 on Saturday, May 7th, 2016. PDG Chris believed that many clubs had forgotten that our organization began as a community service organization – and were spending far too much time fundraising – and not enough time doing genuine service. Chris felt that the greatest satisfaction a Lion can get is from helping someone else, and we had an opportunity to engage our members and strengthen their commitment through service.

District Officers promoted the project to the clubs by saying “On April 26th...I want you to stop fundraising....for just one day...and instead focus your club member on conducting an activity that makes a difference in the lives in your community. I’d like you to spend the day giving a HAND-UP instead of having your HAND-OUT.”

The event was promoted in advance on radio, television, newspaper, along with social media. On the inaugural Lions “Day of Service”, members from 44 clubs conducted a variety of service projects such as road clean-ups, visiting with seniors, youth activities, and free barbecues and pancake breakfasts. Each club was visited by a District officer during the course of their project. Photos were uploaded to the A-12 Lions “Day of Service” Facebook page throughout the day. As a result – on the “Day of Service”, the Lions family in A-12 were able to impact the lives of tens of thousands of people. Many clubs reported that their members truly enjoyed hands-on work and had committed to continuing to increase service beyond the “Day of Service.” Several clubs set up membership displays as part of their service project and several new members joined clubs.

The Lions “Day of Service” concept began in 2014 as a District A-12 project – but is expanding beyond its borders. Other Districts in Multiple District “A” have expressed interest in conducting one, as well as Districts in Western Canada and across the United States.

To find out more about the A-12 Lions Day of Service, visit

- Day of Service Facebook Page <https://www.facebook.com/A12LionsDayOfService>
- Youtube video slideshow <https://www.youtube.com/watch?v=4DcivNQXjAw>
- Day of Service Special Edition of the Governor’s Newsletter
http://a12lions.org/newsletters/DG2013_2014/2014_May11_GovernorsNewsletter.pdf

Or contact:

PDG Chris Lewis
571 David St East
Gravenhurst Ontario P1P 1M1
705-687-2144
705-687-7105 fax
Chris@ChrisTLewis.ca

Sample Execution Checklist:

A-12 LIONS DAY OF SERVICE EXECUTION CHECKLIST

TASK	ASSIGNED TO	DUE DATE	<input checked="" type="checkbox"/>
District to develop promotional materials (i.e. T-shirts, banners, signage, logo)	DG Chris	January 1, 2014	<input checked="" type="checkbox"/>
Select A12 Lions Day of Service Project, and appoint a Club Coordinator	Club President	March 1, 2014	<input type="checkbox"/>
Inform DG Chris at Chris@ChrisTLewis.ca of the following information: <ul style="list-style-type: none"> - Summary of the Day of Service Project - Address of Project - Start and Finish Times of Service Project - Name, Phone #, and email address of Club Service Day Coordinator 	Club President	March 5, 2014	<input type="checkbox"/>
DEADLINE TO ORDER PROMOTIONAL MATERIAL FROM A-12 TO ENSURE DELIVERY BY APRIL 26TH	Club Coordinator	March 10, 2014	<input type="checkbox"/>
Order Promotional Materials and deliver to clubs	DG Chris	March 10, 2014	<input type="checkbox"/>
Inform DG Chris of any promotion or publicity opportunities of your Service Project. This could include newspaper, radio, or TV contacts.	Club Coordinator	April 1, 2014	<input type="checkbox"/>
Appoint a Day of Service Publicity Person. Ideally, this person should have a digital camera and the ability to email pictures live throughout the day of the activity to DG Chris. Inform DG Chris of the name, phone # and email address of Publicity person.	Club Coordinator	April 1, 2014	<input type="checkbox"/>
Promote the A-12 Lions Day of Service Facebook page https://www.facebook.com/A12LionsDayOfService to your friends, families, Lions and community. Encourage people to visit it and see the impact we make.	All Lions	Ongoing and throughout the event	<input type="checkbox"/>
Send out Press Releases to media	DG Chris VDG Barb VDG Richard	April 10, 2014	<input type="checkbox"/>
Preliminary District Officer Support Schedule Distributed to all Clubs	DG Chris	April 10, 2014	<input type="checkbox"/>
Finalize Service Day Work Schedule	Club Coordinator	April 15, 2014	<input type="checkbox"/>
Final District Officer Support Schedule Distributed to all Clubs and District Officers	DG Chris	April 19, 2014	<input type="checkbox"/>
MAKE AN IMPACT ON YOUR COMMUNITY THROUGH SERVICE	All Lions!	April 26, 2014	<input type="checkbox"/>
Take pictures, and email them with a description throughout the event to: DG Chris Chris@ChrisTLewis.ca , or post them to the A-12 Lions Day of Service Facebook Page at https://www.facebook.com/A12LionsDayOfService	Club Publicity Person	Throughout the Day of Service April 26, 2014	<input type="checkbox"/>
Thank your members and community partners for the impact they've made	Club President, Club Coordinator	April 26, 2014	<input type="checkbox"/>
Send to DG Chris a report of your Day of Service project which would include an estimate on the number of people served in your community through your activity	Club Coordinator	April 28, 2014	<input type="checkbox"/>
Send Follow-up Press Release to all media reporting on the service impact of the Day of Service	DG Chris Club Publicity Person	April 30, 2014	<input type="checkbox"/>
Create and display the Day of Service video montage at the District A-12 Convention in Deerhurst	DG Chris	May 2-4, 2014	<input type="checkbox"/>

Sample Pre-Promotion Press Release:

For Information Contact:

(Name)

(Phone number)

(E-mail address)

For Immediate Release

LIONS CLUB MEMBERS CONDUCT LIONS DAY OF SERVICE

(City, date) -- The **(name)** Lions Club will be serving the community by **(description of the community service project)** as part of the Lions Day of Service. This volunteer activity will be occurring at **(location)** on April 26th, 2014. Completion of this Lions club service project is a benefit to the community because it **(describe how community or specific organization benefited)**.

According to **(name/title of club president, project coordinator)**, "Genuine service to people in our communities is the foundation of what Lions Clubs do. The **(name)** Lions Club, along with Lions Clubs from across Ontario, is proud to be part of this event. The Lions members thank everyone who contributed to this important work. You are truly helping Lions make a difference in our community."

District Governor Chris Lewis added, "On the Lions Day of Service, our Lions Clubs will be impacting the lives of tens of thousands of people. However, that is just a small portion of the remarkable things these clubs and their members do each and every day of the year."

The **(name)** Lions Club has **(#)** members and meets on **(day of week/month)** at **(time)** at **(location)**. Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with the **(name)** Lions Club, please contact **(name)** at **(phone number/add Web site address if appropriate)**.

Lions Clubs International is the world's largest service club organization with more than 1.4 million members in approximately 46,000 clubs in more than 200 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at www.lionsclubs.org.

Sample Post-Promotion Press Release:

For Information Contact:

(Name)

(Phone number)

(E-mail address)

For Immediate Release

LIONS CLUB MEMBERS IMPACT THOUSANDS THROUGH LIONS DAY OF SERVICE

(City, date) – Lions Clubs across Central Ontario served their communities on April 26th, 2014 by conducting club service projects as part of the Lions Day of Service. Through the effort of their members, tens of thousands of people were impacted for the better. Lions Clubs conducted road clean-ups, food bank collections, youth and senior activities.

Locally, the **(name)** Lions Club completed a by **(description of the community service project)**. According to **(name/title of club president, project coordinator)**, “The community benefitted because we were able to **(enter statistics from the project)**. Thanks to our community partners and our members for all they did to help us on the Lions Day of Service.”

Lions District Governor Chris Lewis proudly added, “Lions began in 1917 as an organization dedicated to improving lives through community service. In 2014 – that mission continues. The Lions Day of Service is just one example of the outstanding work that our 1.4 million members do each and every day, not just here in Central Ontario – but all around the world.”

Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with a local Lions Club, please contact Jim Hilt, Membership Team Coordinator at gmt@a12lions.org **(or provide local club contact information)**

Lions Clubs International is the world’s largest service club organization with more than 1.4 million members in approximately 46,000 clubs in more than 200 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at www.lionsclubs.org.



LIONS DAY OF SERVICE REPORT

Club: _____

Service Activity: _____

Location/Time: _____

Volunteers: Lions _____ Non-Lions _____

Estimated People Served or Impacted: _____

Other Statistics (e.g. # bags of garbage collected, # lbs of food collected, etc.):

Other Comments:

Please send to DG Chris at Chris@ChrisTLewis.ca no later than **April 28, 2014**. Include any pictures and any other information that can be used in the upcoming video and press release



100 SIMPLE SERVICE IDEAS

Youth

- Organize a community event to promote activities like safe cycling
- Collect and donate clothes for a home for boys or girls
- Paint a playground involving local youth
- Host a wellness and nutrition day advocating healthy living habits for the young people in your community
- Donate books to a school library
- Host a dance or youth social at a community center
- Organize a clothing drive to provide young people with formal gowns and suits for school dances
- Host an alcohol/drug awareness seminar in the community
- Host a game night for local youth to promote healthy social events that don't involve drugs or alcohol
- Donate computers to a school or library
- Tutor at an after school program
- Volunteer with youth at a senior center or local food pantry
- Organize a job fair to help young people identify their career goals
- Plant a garden at a school
- Host a speech contest in your community
- Organize a college visit day
- Provide a diversity awareness training to educate youth on global culture
- Implement a reading program at a school or library
- Organize a health fair or seminar at a local school
- Schedule a visit to a local fire or police station
- Organize a ceremony to recognize outstanding youth in your community
- Mentor a youth
- Host a seminar on social media safety
- Clean-up a local park or school and include youth
- Volunteer with local youth at a special needs camp

Health/Nutrition

- Volunteer at a clinic or hospital
- Make/donate hygiene kits to homeless shelters
- Invite healthcare professionals to a community-wide event to demonstrate proper hand washing
- Donate blood at a medical clinic/hospital
- Plant a vegetable garden where local residents can grow their own food
- Prepare and deliver food baskets to families in need
- Collect/provide clean water to elderly members in community
- Create a cookbook of easy to make, nutritious recipes and distribute in the community
- Volunteer at a food bank/soup kitchen
- Collect food to replenish a local food pantry
- Prepare sandwiches for homeless/street children
- Arrange transportation services to a doctor appointment or grocery shopping for persons who are blind/visually impaired
- Collect items to include in care packages and send to military personnel
- Host a seminar on nutrition in your community
- Host a fitness day
- Donate nutritious snacks to an after school program
- Host CPR training at a local community center
- Work with local health professionals to provide free vision, hearing and diabetes screenings
- Host a picnic or BBQ at a park for local community
- Work with local medical personnel to administer free HIV tests
- Cook or deliver meals to needy residents
- Help provide immunizations
- Assist medical professionals
- Provide dental/medical check-ups
- Host a community walk

Children

- Make hygiene kits for children at an orphanage
- Work with healthcare professionals to provide free immunizations
- Make baby supply kits for newborns in need
- Read to a child
- Collect/donate coats for needy children
- Donate toys to a local children's hospital
- Host an arts and crafts day at a local center or church
- Organize a beep baseball tournament
- Have a play day at an orphanage
- Assemble school supplies
- Host a music day at a local center or church
- Repair furniture at a school
- Provide snacks for children in childcare facilities
- Volunteer at a camp serving children with special needs
- Have children make cards and write letters for military personnel
- Provide ID bracelets to children
- Donate backpacks to school children
- Host a fishing derby for blind/visually impaired children
- Donate shoes to an orphanage
- Work with children ages 3-5 to prepare for kindergarten
- Build a wheelchair access ramp for disabled children
- Donate a Braille machine to a school or library for the visually impaired
- Donate books to a school
- Repaint/repair a playground
- Host a community sports day for children

Environment

- Raise awareness about eco-friendly lifestyle choices
- Plant a tree
- Organize a community-wide bike to work/school day
- Collect recyclables in the community and take them to a recycling center
- Plant a flower garden at a senior home
- Clean up a park
- Clean the yard of elderly residents in the community
- Volunteer at a recycling center
- Clean a community center
- Organize a carpooling campaign
- Recycle books
- Construct bird feeders for a senior home or school
- Clean a highway
- Donate recycled paper goods to a food pantry or soup kitchen
- Install energy efficient light bulbs at a school or community center
- Recycle items such as phones, computers and printer cartridges
- Clean up a local body of water
- Host an environmental seminar in your community
- Clean up a vacant lot or parking lot in your community
- Host a beach clean-up
- Create compost in your own backyard by mixing food scraps and leaves with the soil and letting them decompose
- Recycle plastic shopping bags
- Raise awareness about harmful substances in homes and the community
- Organize a project to protect endangered animals or plants
- Organize a nature walk

SERVICE ACTIVITIES DIVISION

300 W 22ND ST | OAK BROOK IL 60523-8842 | PHONE 630-571-5466 | FAX 630-571-8890

e-mail: programs@lionsclubs.org | www.lionsclubs.org

IAD500 EN 6/12