

WHAT ARE THE GOALS AND OBJECTIVES OF YOUR LIONS CLUB

By – Lion Ray Lebeau / District A-4 MERL Team – Membership Chairman

The next time your Lions Club sits down to set out some of its 'goals and objectives', give consideration to these four SHIPS in Lionism - Member-SHIP, Fellow-SHIP, Leader-SHIP and Partner-SHIP. To help you along with filling these SHIPS, I would like to provide you with the following few suggestions.

MEMBER – SHIP

Ensure that your Lions Club has an energetic 'Three-Person Membership Committee' in place.

Ask all of your Lions to be more aggressive in actively recruiting new male and female members. Help them along to become good recruiters.

Throughout the Lions year, schedule a few 'Bring Your Buddy Nights' at your meetings.

Always include membership concerns as a 'top priority' on your meeting agenda.

Invite more lady Lions to join your club. Did you know that this year 2007 marks the '20th Anniversary of Women in Lions'?

Be more visible within your respective communities. You are your best Public Relations! Always remember that - U R your best P R.

Place copies of your old Lions magazines in local hospitals, doctor's offices, waiting rooms, etc.

Use the media in your area to promote the 'mission' and 'vision' of your Lions Club. This will let your local community know exactly what you are doing.

Never forget that recruitment is always followed by a dignified New Member Induction Ceremony and new member orientation sessions.

Give proper recognition to those Lions who bring in new members.

FELLOW – SHIP

Throughout the year, schedule a few club visitations with other Lions Clubs in the District.

Schedule more club socials for Lions Club members and their families, ie. BBQs, dances, card games and so on.

Extend your Lions circle of friends by attending Region Meetings, Zone Meetings, District Conventions, Multiple District Conventions, etc.

Make an effort to participate in all of your Lions Club's activities. More hands make less work.

Give consideration to 'Club Twinning'.

At meetings, always show the proper mark of respect towards one another.

Ensure that your 'Club Tailtwister' promotes FUN and FELLOWSHIP at all meetings.

It has been said that if we can put 'FUN' and 'FELLOWSHIP' back in our clubs, 'MEMBERSHIP' will take care of itself. How true!

LEADER – SHIP

Always remember the mere fact that you are a Lion, automatically makes you a 'leader' within your community.

It will be up to you to demonstrate 'leadership by example'.

At Club Meetings, always have a well planned meeting agenda.

Start and finish your Lions Club meetings on time.

Make a genuine effort to attend all Leadership Schools / Forums, Seminars, Conventions, etc., to learn as much about Leadership and Lionism as possible.

Read books on the subject of Leadership. At the Leadership Institute that I attended in Lisle, Illinois, each student was provided with the book 'The 7 Habits of Highly Effective People' by Stephen R. Covey. It is excellent reading.

If you are serving on your District Committee, or your Lions Clubs Board of Directors, etc., be completely familiar with your duties and responsibilities.

Be well informed on all Lions Clubs International (LCI), Lions Foundation Canada (LFC) District A-4, Region, Zone and Club projects.

Make sure that your club has a keen Public Relations Committee in place.

PARTNER – SHIP

Be aggressive in seeking a 'partnership' with groups that share your commitment to community service.

Schedule Dinner Meetings with other service clubs within your respective communities, ie. Rotary, Chamber of Commerce, Canadian Diabetes Association, CNIB, etc.

Invite local businessmen / women to attend your meetings.
Always promote the spirit of 'TEAMWORK'.

When giving consideration to these four SHIPS, and the programs and activities that Lions support, remember to include projects that give support to our youth and to our seniors. Young people may not be 100 percent of our population, but they are 100 percent of our future! Support both the Lions Clubs International Foundation (LCIF) and Lions Foundation Canada (LFC). As well, do not forget to support the goals and objectives of our hard working District Governor and all of the activities and programs of District A-4.

The success or failure of the goals and objectives of your Lions Club and indeed of our District A-4 are dependent upon the men and women Lions of the District who are prepared to give the District Governor and the District Chairpersons their full support.

At a District 41-S2 / District Governor's Convention that was held in Marystown, Newfoundland, a Lion friend of mine, Lion Jim Combden, told a room full of Lions: "Brothers and Sisters, ideas are only ideas, what we need is ACTION!"

"WE SERVE"