

## Blueprint for a Stronger Club

It's no secret. The most effective Lions clubs regularly identify ways to expand their humanitarian service impact, develop leaders, and meet club members' needs and expectations. In short, they take care to ensure they continually bring value to the community and to club members.

Like any worthwhile project, it is important to develop and implement a plan or a "blueprint" to guide your actions. The plan may change over time as new needs arise and opportunities are identified, but following a well thought out plan is critical to club success.

The [Blueprint for a Stronger Club](#) was designed to be a tool for a club, and its members. It provides a simple process for drawing up your own [Blueprint for a Stronger Club](#) with an emphasis on four core dimensions: club operations, service, leadership development and membership. Your club may choose to include additional aspects, but these four are essential as we strengthen our clubs.

Make it your club's goal to achieve the [Club Excellence Award](#). This award focuses on these four core elements of success as well as communication and recognizes their achievement.

It is important that you take action to strengthen your club, and it all starts with a plan! Listen to members, assess what they desire and draw up the [Blueprint for a Stronger Club](#).

This is just a one practical idea for you to consider and more ideas will be published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to "get the message out" by sharing these successes to **ALL** clubs in the district.

This is the first year for the District A4 Public Relations and Promotions Committee. The committee members include:

If you have a question regarding this idea, promoting your club in your community or if would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club's visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

Lion James Johnston  
District A4 Public Relations and Promotions Coordinator