



**Lions: The Largest Service
Organization in the World**

Where do we fit in?

We are not alone

1.3 million members

45,663 clubs

743 multiple districts

205 countries worldwide



October 2009

90 years strong...

The 1st Lions meeting was
held June 7, 1917
in Chicago, IL



October 2009

Helen Keller's Challenge

1925

Lions become
“Knights of the blind in the
crusade against darkness”



October 2009

In 1925, Helen Keller addressed the Lions international convention and challenged Lions to become "knights of the blind in the crusade against darkness." From this time, Lions clubs have been actively involved in service to the blind and visually impaired.

The Lions Emblem




October 2009

The association's newly redesigned emblem gives our logo an updated look. It consists of a gold letter "L" on a circular field of blue. Bordering this is a gold area with 2 lion profiles facing away from each other. Symbolizing both the past and the future. The words "Lions" and "International" appear at the top and bottom respectively.

Clubs around the world use the emblem and the colors of royal purple, gold and blue to show their Lions pride.

Our Motto

We Serve



October 2009

Our motto though nearly 50 years old still serves us well to this day.

Our Mission

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



October 2009

Newly revised, our mission describes how we serve at home and around the world

Our Vision

**To be the global leader in community
and humanitarian service**



October 2009

This vision statement is just being rolled out as a way to define Lionism not only to our members but to the rest of the world.

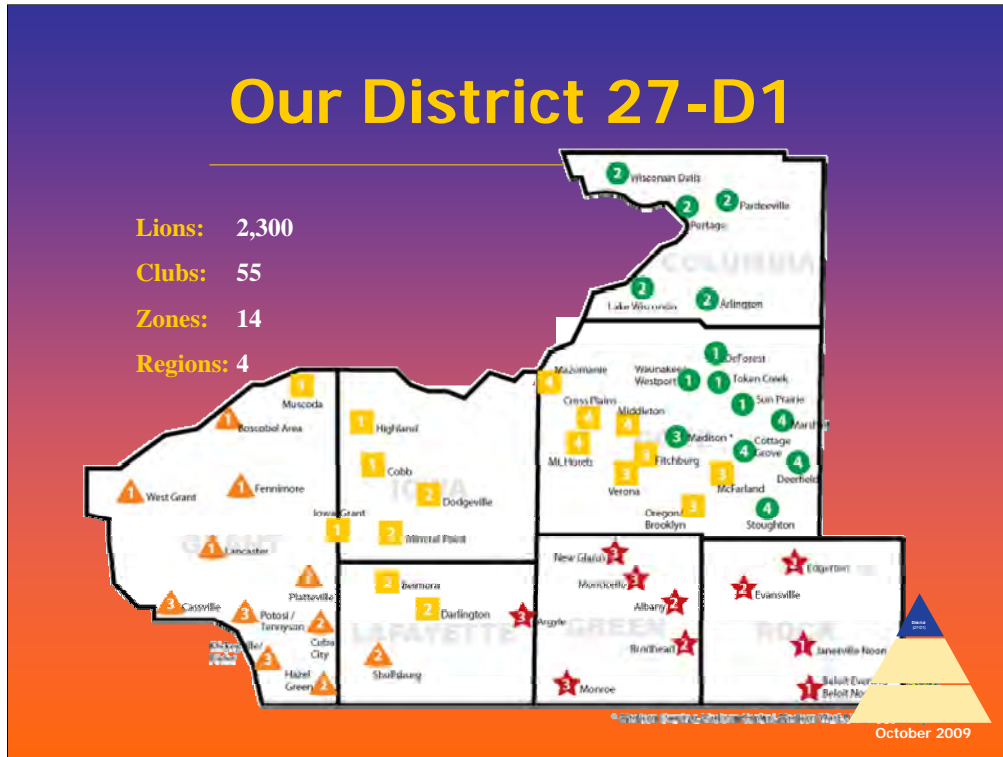
Lions Organization @ a Glance



So, with 1.35 million members in 45,000+ clubs around the world, we obviously need some sort of “reporting” structure to facilitate managing the business of being Lions.

This in a nutshell is the Lions organization. We are going to spend the next few minutes exploring this chart and how you and your club fit into the larger organization. We will also talk about the resources available to help with club projects, growth and community.

I will also ask you to keep in mind that we need Lion leaders to serve at all levels of the organization to keep us strong. If you are interested in serving in any capacity beyond your club, please talk to me after the presentation.



We'll start with our district... 27D1, is made up of the 2,300 Lions in 55 clubs located in seven southwestern/south central Wisconsin counties.

Each club is part of a zone which is made up of 3-4 clubs in the same geographic area.

Each zone is headed by a Lion called the **Zone Chair (ZC)**. This person acts as a front line manager for his/her clubs sharing information from other parts of the organization and supporting the clubs directly. If you have any questions about Lionism that your club officers can't answer, your Zone Chair is the person to contact.

Your Zone Chair also conducts 3 zone meetings each Lionistic year that bring club leaders and members together to share information and discuss issues facing our organization. While club President's, Secretaries and Membership Chairs are expected to attend, all Lions are welcome. Zone meetings usually occur in August, November and February, specific schedules are published on the 27-D1 page in the *Wisconsin Lion*.

Our district's Vice Presidents are called **Vice District Governors (VDG)**. Each VDG supports the clubs and zone chairs in two regions. They work to make clubs stronger and further the aims/objectives of the District Governor. Our current 1st VDG is Lion Gene Francis from Cuba City; our 2nd VDG is Lion Neil Winchell from Hazel Green.

The district President/CEO is called the **District Governor (DG)**. He/she sets goals for the district, serves on the Council of Governor's and reports directly to the International President. The DG attends many meetings including at least one meeting of every club in the district. He/she also conducts cabinet meetings and attends various conventions & trainings throughout his/her year. Our current DG is Lion Rick Daluge from Madison West.

27-D1 Committees *Lions Community*

ALERT
CARE/LCIF
Leader Dog
LEO
Mission to Mexico
Peace Poster
Quest
Wisconsin Lions Foundation (WLF)
Youth Exchange



There are approximately 75 Lions from around 27-D1 that make up our district Cabinet. These individuals work on over 40 committees, over half of which that directly support club projects & initiatives.

The committees that support clubs fall into three categories:

Lions Community committees support many of the projects your club is involved in, they also support the majority of state approved projects that are administered through the Wisconsin Lions Foundation. Clubs interested in getting involved with one of these projects should contact the individual committee chair for more information.

27-D1 Committees

Health

Children's Vision Screening

Diabetes

Eye Bank & Sight

Hearing

Lions Eye Health Program (LEHP)



Our **health committees** oversee and assist clubs in creating and maintaining programs that preserve sight, hearing and overall health in our communities. In general, these projects also provide an opportunity for your club to increase visibility not only to those in need, but to potential members as well.



The **growth committees** are here to help your club be as healthy as it can be.

The most visible of these committees is the MERLOW team (Membership, Extension, Retention, Leadership, Orientation & Women in Lions), this group of Lions creates/conducts trainings and implements programs from other levels of the organization. Upon request, they will work with you to create & implement a plan specific to your club's needs.

Additional District Resources

Wisconsin Lion 27-D1 page

www.md27d1.org

Officer Training

Leadership Training

District Convention



Communication and training are key to the success of our district. As such we have created a number of vehicles to help ensure our success...

Each month 27-D1 publishes district news, events and happenings on page 11 of the Wisconsin Lion newspaper.

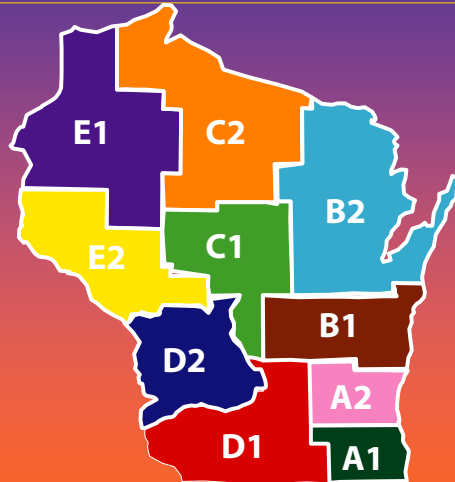
www.md27d1.org is a resource that houses everything from the districtInsider to 27-D1 documents to club announcements. Some of the info is open to anyone, other is available only to registered users.

Each spring, we elect Lions to lead our organization the following Lionistic year. In order to help these new officers prepare for the upcoming year, the district conducts a series of incoming **officer training sessions** that outline each officer's duties and responsibilities.

Leadership training is also offered annually for all Lions interested in furthering their leadership skills. Topics such as motivation, team building, creativity, change and effective leadership are presented to attendees in a workshop format.

Our annual **district convention** offers additional training/educational opportunities along with the opportunity to interact with other Lions, Lioness, Leos and guests from around the district. Plan to attend this year's convention at the Holiday Inn in Dubuque, March 12-13th.

Multiple District 27 (MD27)



www.wisconsinlions.org



27-D1, is one of 10 districts in our multiple district, which is the state of Wisconsin. The equivalent to a large corporation's regional office, you will hear this level of the organization referred to as MD27 or state. MD27 boast over 20,000 Lions in 565 clubs around the state.

Each district's DG is a member of the Council of Governor's and is headed by a Council Chair who is a recent Past District Governor (PDG). The Council of Governor's determines policies that effect the Lions and clubs in MD27 and appoints members to state committees. They meet at least 6 times a year in various locations around the state.

Wisconsin Lions Mission



Our Mission:

We Serve by reaching, touching and improving lives.

As noted earlier, “*We Serve.*” has been our *motto* since being adopted by Lions International in 1954. It hasn’t changed. But we can better communicate what we mean by *stating our mission* further—linking what we do (serve) with what we strive to accomplish (help others).

Summarized as a *theme*, the mission statement is a brief, emotionally powerful expression of what our efforts promise. It’s a great tool for building understanding of what we are about within each of our communities (and with prospective new members!).

This logo and other related materials can be found on the state website at www.wisconsinlions.org

MD27 Supports Your Club

Wisconsin Lion Newspaper

www.wisconsinlions.org

Leadership Training

MD27 Convention



MD27 also provides a number of resources...

The **Wisconsin Lions Newspaper** is published 12 times a year and is designed to inform and educate the Lions of Wisconsin about projects/programs, events and topics of interest..

www.wisconsinlions.org provides information about MD27 projects and events along with links to district web sites.

The Past District Governor's Association sponsors an annual **Mid-Winter Conference** to help Lions grow their leadership skills.

Our state convention is held each May in various locations around the state. This year's **MD27 convention** will be held May 13th through the 15th at the Ramada in Stevens Point.

Wisconsin Lions Foundation (WLF)

WLF facilitates & implements statewide projects that help Lions help others

Wisconsin Lions Camp
Eyeglass Recycling
Children's Vision Screening
Hearing
Diabetes Awareness



We are fortunate to have our own Wisconsin Lions Foundation (WLF) that club and individual donations fund and run. WLF is tasked with overseeing all statewide projects. Its goal is to help Lions Clubs help others. All WLF projects benefit local communities and include:

- **The Wisconsin Lions Camp** - located on 440 acres in Rosholt the camp serves the needs of physically challenged children and is totally funded by donations.
- **Eye Glass Recycling Center** - we collect used eyeglasses, read the prescription and distribute them around the world.
- **Children's Vision Screening** - a great community project designed to identify amblyopia in children before it causes permanent eye damage.
- **Hearing** - we provide funding for those in need of hearing exams and hearing aids
- **Diabetes Awareness**— this program is designed to educate and raise awareness amongst our members and the community about diabetes.

WLF Lions Pride Endowment Fund



www.lionspride.org/



October 2009

WLF is in the middle of a \$25 million fundraising effort called the Lions Pride Endowment campaign. This fundraising effort is designed to provide security for the future of Wisconsin Lionism and the organization's state projects. Individuals, clubs and businesses are being asked to donate to this worthy cause. Updates can be found online and in the Wisconsin Lion newspaper.

Lions Eye Bank of Wisconsin



www.lebw.org



October 2009

We also fund and support the Lions Eye Bank of Wisconsin, Inc. a team of professionals and volunteers dedicated to restoring the *Gift of Sight* through:

- corneal transplants –
- research to advance the knowledge and treatment of eye diseases
- and educational programs designed to increase eye donations

The Eye Bank, located in Madison, serves the entire state and fulfills its mission by procuring, processing, and distributing eye tissue to corneal transplant surgeons, researchers, and teachers. Many clubs take part in the Lions version of the Pony Express by transporting tissue to the Eye bank and back out to the surgeons who will use the tissue to restore the gift of sight.

Lions Clubs International (LCI)



October 2009

As we talked about earlier, we are the world's largest service organization with our international office located in the Chicago suburb of Oak Brook, IL.

We are led by an International President (IP), two Vice Presidents (IVP) and 33 International Directors (ID) from around the world. The IP and IVP's serve one year terms, with the ID's serving 2-year terms. A staff of professionals carries out the administrative duties of the organization including:

Club Supplies & Distribution

Convention

District & Club Administration

Extension & Membership

Finance

Information Technology

International Activities & Program Planning

Leadership

Legal

(LCIF)

Public Relations & Production

www.lionsclubs.org



October 2009

LCI's new award-winning website is an incredible resource for us at www.lionsclubs.org.

Go over major navigation points on the page...

www.lionsclubs.org

The screenshot shows the website interface for Lions Clubs International. At the top, there is a navigation menu with links for 'About Lions', 'Becoming a Lion', 'The Foundation', 'Our Work', 'Our Impact', 'News and Events', and 'Member Center'. Below this, there is a search bar and a secondary navigation menu with links for 'Planning Sight Projects', 'Planning Youth Projects', 'Planning Other Projects', 'Membership and New Clubs', 'Leadership Development', 'Resources', and 'Online Community'. The main content area features a 'Lions Share' section with a photo of a family and text about sharing stories. Below this is a '(Inter)Netting New Members' section with a poll and social media links. To the right, there is a 'News for Members' section with a list of articles and a 'How Do I...' section with various resource links.

October 2009

The new Member Center is designed to make it easier for us to find the resources we are looking for.

It includes quick links to commonly used resources, online surveys, member news and a location to share.

Let's look a little closer at the Member Center navigation points...

www.lionsclubs.org



October 2009

The Planning Sight Projects page provides useful links to all sight project and planning materials.

Go over major navigation points

www.lionsclubs.org

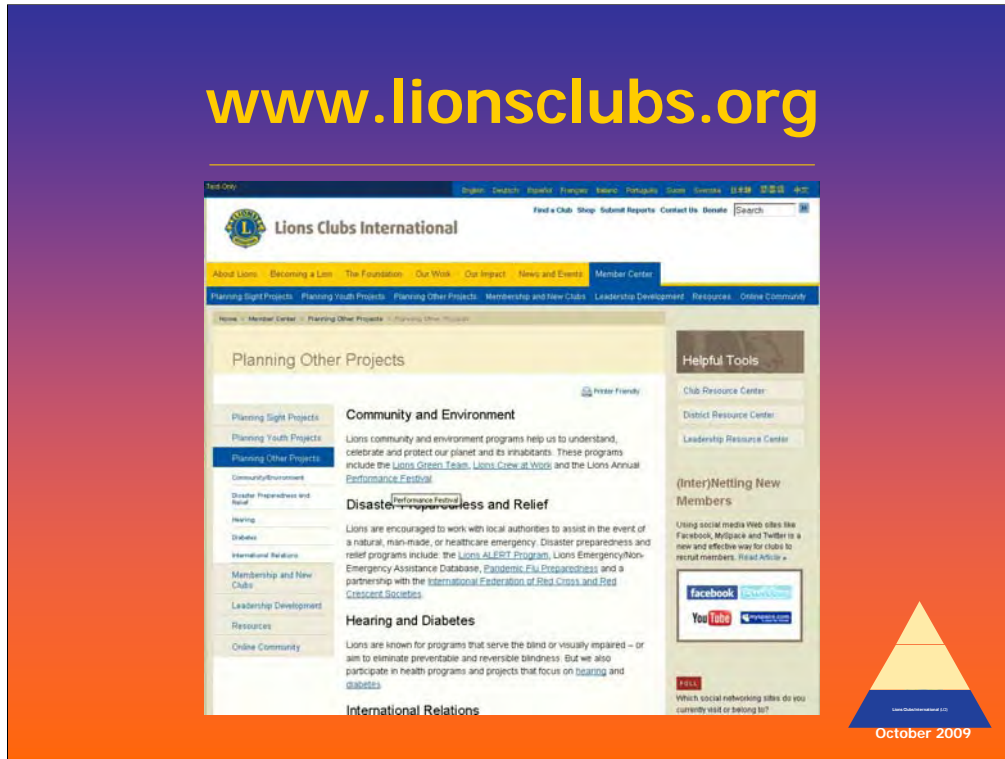
The screenshot shows the website interface for Lions Clubs International. At the top, there is a navigation bar with links for 'Home', 'About Lions', 'Becoming a Lion', 'The Foundation', 'Our Work', 'Our Impact', 'News and Events', and 'Member Center'. Below this is a secondary navigation bar with 'Planning Youth Projects' highlighted. The main content area is titled 'Planning Youth Projects' and includes a sidebar with various project categories like 'Planning Single Projects', 'Peace Poster Contest', and 'Youth Camp and Exchange Program'. The main text describes programs for children and lists links for 'Lion Club Program', 'Lions International Peace Poster Contest', 'Lions International Youth Camp and Exchange Program', and 'Lions Quest'. A right-hand sidebar contains 'Helpful Tools' and '(Inter)Netting New Members' sections. At the bottom of the page, there is a 'Related Links' section and a 'FALL' banner.

October 2009

The Planning Youth Projects page provides useful links to all youth project and planning materials.

Go over major navigation points

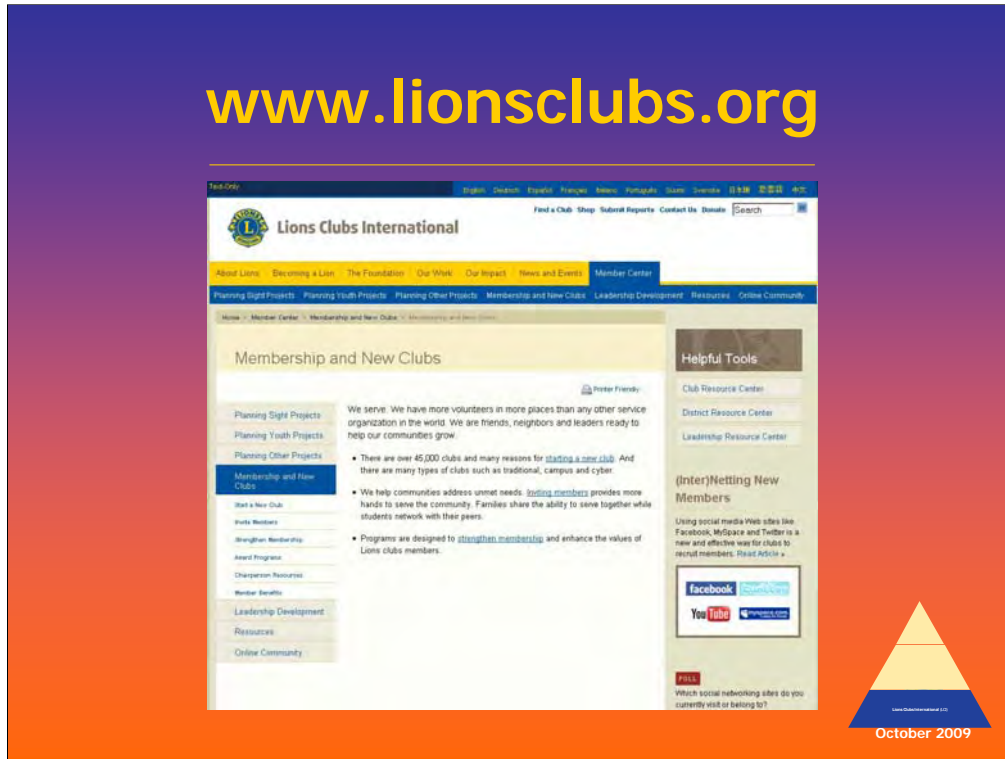
www.lionsclubs.org



The Planning Other Projects page provides useful links to all other project and planning materials.

Go over major navigation points

www.lionsclubs.org



The Membership and New Clubs area provides quick links to all the resources available for growing and strengthening membership.

Go over major navigation points

www.lionsclubs.org



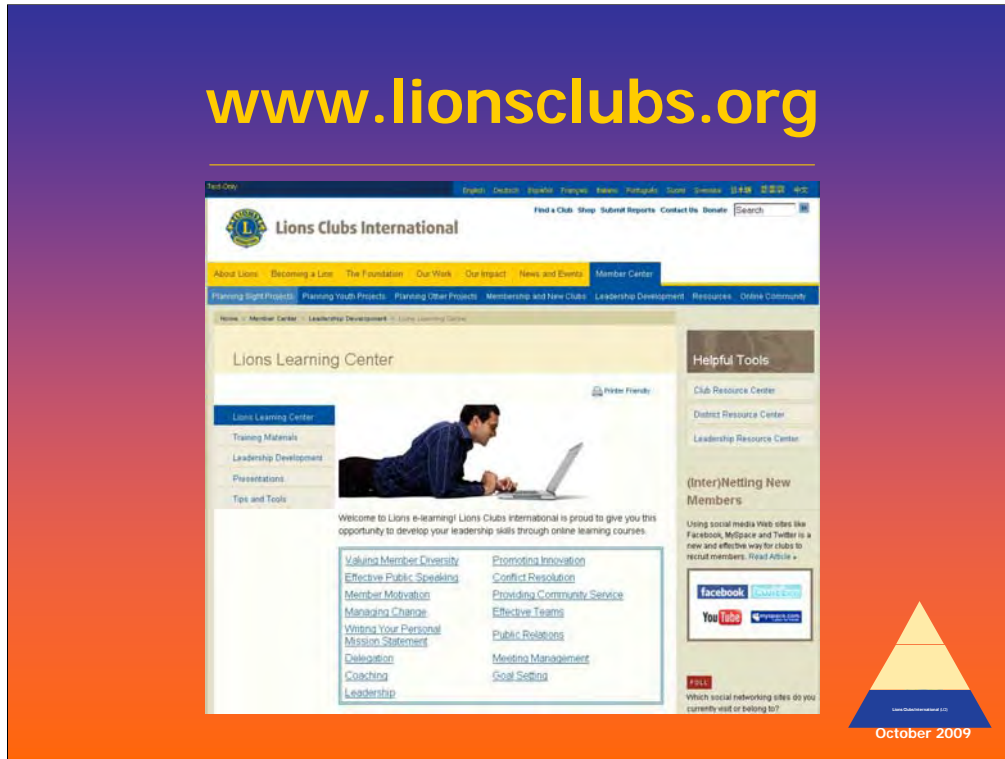
October 2009

LCI has invested a great deal in training our current and future leaders to better handle the duties of leadership. A number of online tools are available for all members to utilize.

Go over major navigation points

Let's spend a moment talking specifically about the Lions Learning Center...

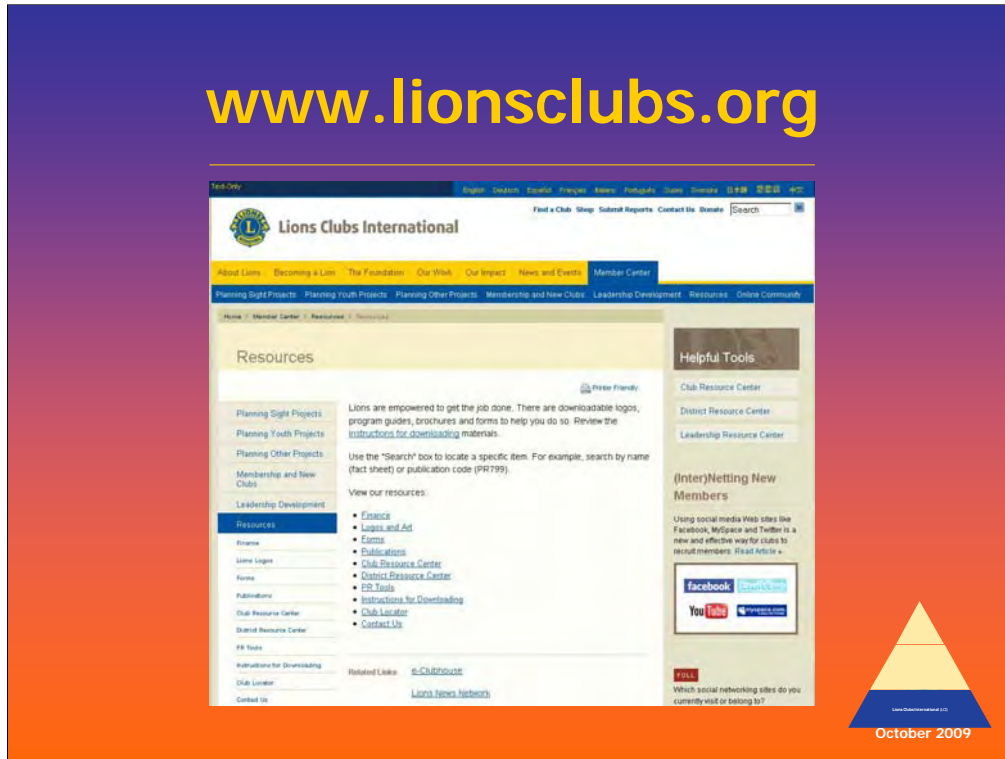
www.lionsclubs.org



About a decade ago, LCI recognized that without great leaders we would not survive. In order to help grow our future leaders, they invested in a series of leadership training programs including the Lions Learning Center. This online series includes courses on leadership, coaching, goal setting, delegation, meeting management, PR and effective teams.

This is a fantastic tool for Lions to learn leadership skills for Lions and life in the comfort of their own homes.

www.lionsclubs.org



The Resource section of the LCI website is like your own personal Lions library. It contains everything from logos to online training to the phone number for the club supplies department.

Go over major navigation points

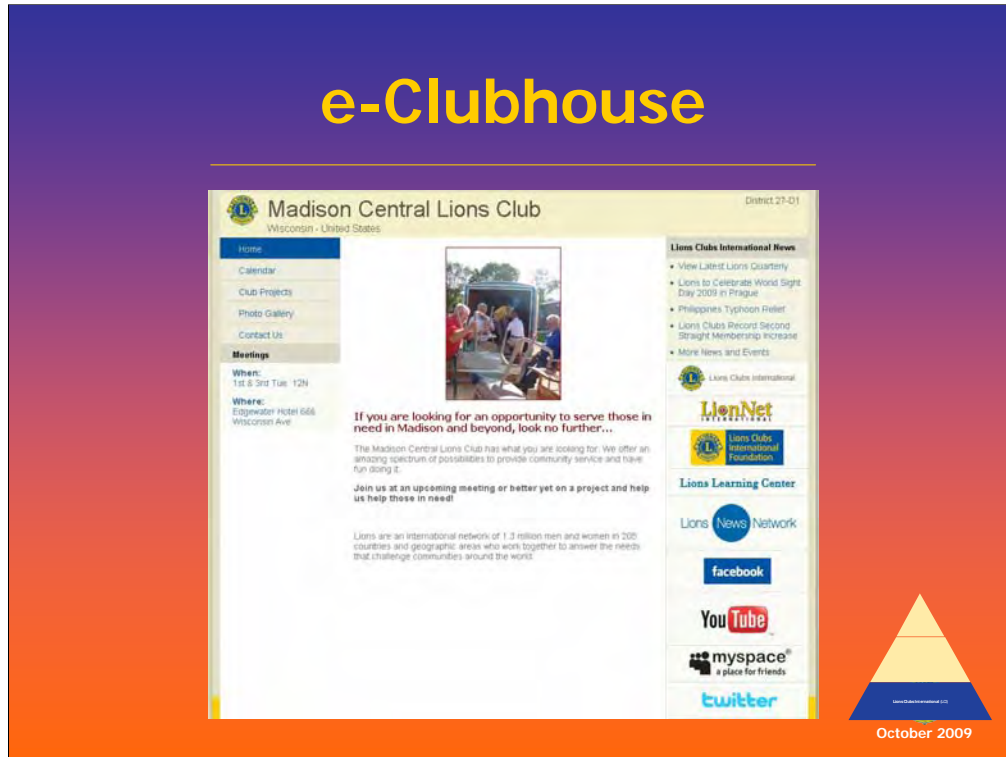
www.lionsclubs.org



Online Community – this is a new section of the site and will quickly link you to all LCI’s online and social networking sites.

Go over major navigation points

e-Clubhouse



Create a Free Web Site for Your Club

If you're looking for a free and easy way to create a Web site for your Lions club, the e-Clubhouse is for you!

[LionNET](#) is proud to provide this resource to help Lions Clubs around the world build a useful, professional looking Web site. Designed with fill-in-the blank fields for even the least Internet savvy, the e-Clubhouse allows you to:

Build and maintain a Web site for your club using a simple set of tools.

Keep your members – and community – up-to-date on the projects the club is working on.

Promote your club's activities – and recruit new members.

Lions Clubs International Foundation (LCIF)



October 2009

Lions Clubs International Foundation is Lions helping Lions serve the world. Donations provide funding in the form of grants to financially assist Lions districts with large-scale humanitarian projects that are too extensive for Lions to finance on their own. The Foundation aids Lions in making a greater impact in their local communities, as well as around the world. Through LCIF, Lions ease pain and suffering and bring healing and hope to people worldwide.

Grants provide both immediate assistance following natural disasters and long-term disaster relief for reconstruction efforts. Grants help preserve sight, combat disability, promote health or serve youth.

Every dollar donated to LCIF goes toward a grant. Lions support is crucial as donations from Lions provide the majority of LCIF's revenue. LCIF receives a small amount of funding from foundations and corporations. It receives no club dues. LCIF is truly Lions helping Lions.

Since LCIF began in 1968, it has awarded 9,000 grants totaling US\$640 million.

LCIF has received numerous awards for its dedication to humanitarian service and outstanding work with partnership organizations including...

- In May 2008 LCIF was nominated for the **Nobel Peace Prize** by former U.S. President Jimmy Carter.
- In July 2007, Lions Clubs International Foundation (LCIF) was **ranked number one among non-governmental organizations (NGOs) worldwide**.

2009 – 2010 Dues

LCI

Administrative Fund	33.75
Convention Fund	.50
Lions Magazine	4.75

\$39.00

MD27 10.50

27-D1 5.50

\$55.00

Local Club Dues various



October 2009

Move To Grow in 2009-2010

We must stretch –
stretch in our dreams,
our plans,
and our ACTIONS.
If we don't, we will perish.

- LCI President Eberhard Wirfs



October 2009

I will leave you with this from International President Wirfs...

Read slide

Questions



October 2009

I hope you all leave here with a better understanding of this great organization and a renewed passion to help those less fortunate.

Any questions?