

Leading the Pride



Presenter: Lion Dan Visone

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“You can’t get very far until you start doing something for somebody else.”

— Melvin Jones



What was your favorite Quote and Why?

**What part of Lionism or Service most influenced
your decision to become Club President?**

AND

Volun-told is not an acceptable answer 😊



Learning Objectives

By the end of this session, incoming club presidents will be able to:

- **Lead with confidence** by understanding officer roles, responsibilities, club structure and authorities, and leading/motivating members
- **Plan for success** using goals, annual priorities, SWOT analysis, meeting execution
- **Grow club impact** through membership, service, and fundraising strategies
- **Leverage recognition and resources** to strengthen club performance
- **Take immediate action** with key next steps for the first 90 days



Lead with Confidence





Officer Roles & Responsibilities

Key Roles: **President**

- 1. Attend Zone Meetings – at least three**
2. Attend Officer Training
3. Attend Fall Conference, Winter Conference, State Convention
4. Assign Club Chairs
- 5. Identify future leaders/officers**
- 6. Chair the club and board meetings**
- 7. Understand Roberts' Rules of Order**
8. Work with secretary on tailored agendas
- 9. Understand how to use portal and check membership and service inputs**
10. Understanding award criteria
11. Ensure Transparency and Accountability: The president must oversee accurate financial reporting and maintain clear records of all income expenses, and fundraising activities.
12. Understand the advantages of leveraging Artificial Intelligence

**** Have had issues with clubs paying bills on time – bills from LCI are on-line only! Next year – 90 days before Financial Suspension ****



Officer Roles & Responsibilities

Key Roles: **Secretary**

1. Work tailored agenda for club and board meetings
- 2. Record/document minutes**
- 3. Prepare and maintain club roster**
- 4. Prepare and maintain club calendar**
5. Attend Officer Training
- 6. Enter new officer slate in the portal**
- 7. Enter/update membership status in the portal**
8. Order supplies as needed from International
9. Track requirements for all awards – State Achievement, 100% Secretary, 100% Treasurer, Club Excellence – fill them out and submit through President when due
- 10. Attend Zone meetings**
- 11. Enter Service Reports and Fundraisers in the Portal – Service might be done by Service Chair.**
12. Order new membership kits at the beginning of the Lion Year – could also be done by Membership Chair
13. Attend Fall Conference – 100% Secretary Award requirement
14. Understand basic concepts of Roberts' Rules of Order.



Officer Roles & Responsibilities

Key Roles: **Treasurer**

- 1. Pay International Dues twice a year - July 1st and January 1st billing**
- 2. Pay State Dues once a year – Nov 1st billing**
- 3. Provide Treasurer reports for each board meeting**
- 4. Ensure Admin and Activities funds are not mixed**
- 5. Prepare, with the finance committee, the budget**
- 6. File with the IRS – 990 – one for 501c4 and one for 501c3 (if you have a foundation) – Nov 15th**
- 7. Track requirements for 100% Treasurer**
- 8. Attend Officer Training – in person or virtual**
- 9. Get a copy of LCI Treasurers Manual**
- 10. Bill members and collect dues**
- 11. Adhere to Club and Legal Guidelines:**

Funds must be used in accordance with Lions Clubs International policies and local laws. This includes keeping administrative funds separate from public (charitable) funds and ensuring that charitable donations are used solely for approved service projects and not for operational expenses



Officer Roles & Responsibilities

Key Roles: **Membership Chair**

- 1. Develop a membership growth plan**
- 2. Develop a membership retention plan**
- 3. Develop a successful onboarding/orientation plan for each new member**
4. Work with secretary to ensure new membership kits are ordered at the beginning of the Lion Year
5. Ensure membership kits are prepared for member induction
- 6. Attend Membership Chair Training or take virtually**
7. Work with District GMT as required
8. Look at leveraging AI for recruitment



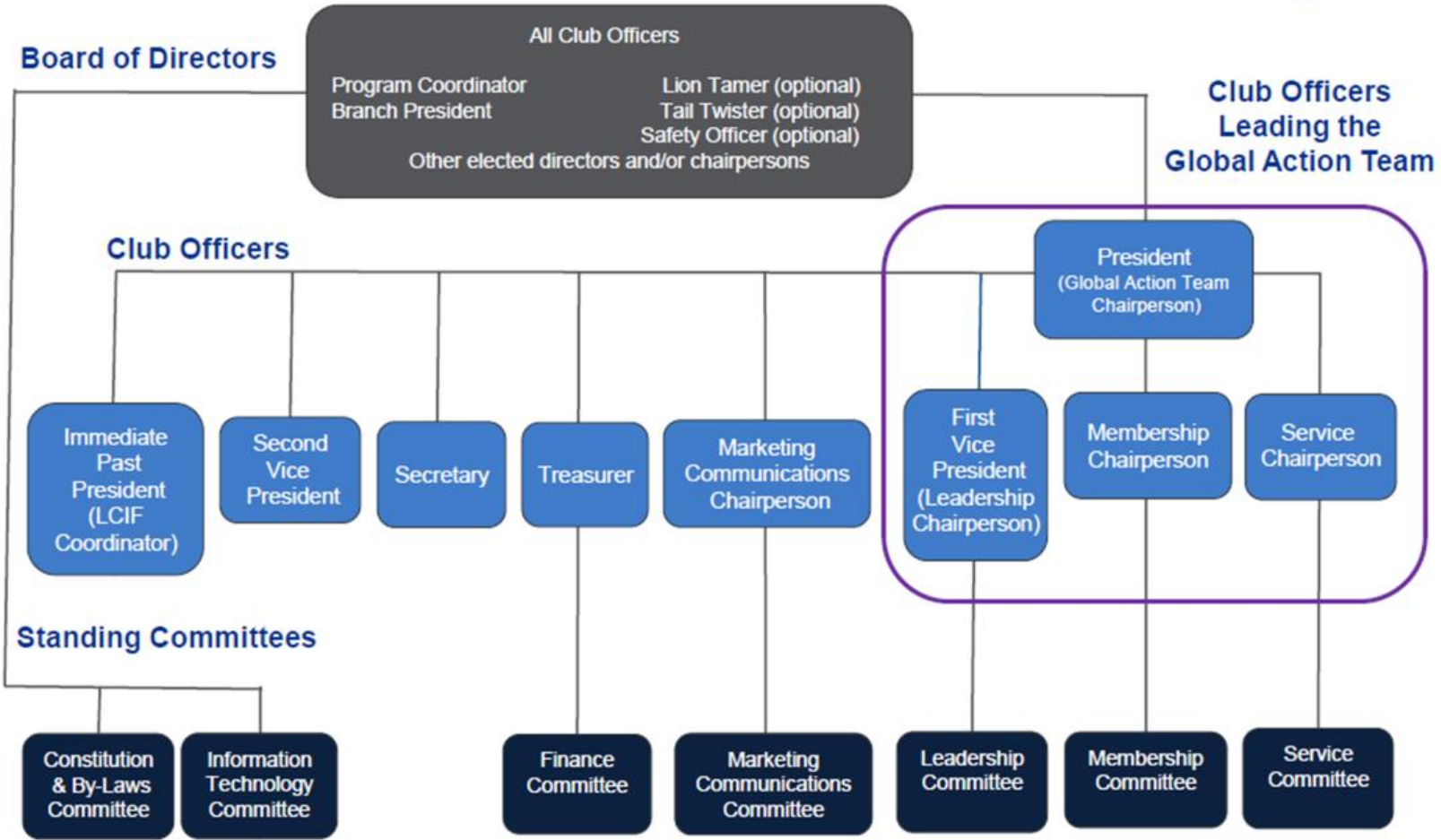
Officer Roles & Responsibilities

Key Roles: **Service Chair**

1. Attend Service Chair training or take virtually
2. **Learn how to use portal to input service projects or reach out to Cabinet Secretary**
3. **Work with Public Relations chair to advertise Service Projects and successes**
4. Work with District GST as required
5. Look at leveraging AI to promote Service
6. **Evaluate community needs and membership passions for new Service Projects**



Standard Club Structure



When a club fully embraces the Global Action Team, membership growth, leadership development, and meaningful service work together to create a stronger impact in the community!



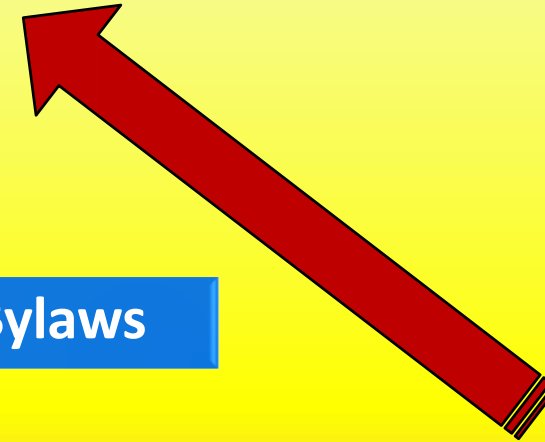
Authorities

**Lions Club International Constitution
and Bylaws**

District Constitution and Bylaws

Any club *rule, procedure, bylaw* or *constitutional provision* that is contrary to the International Constitution and Bylaws is not valid.

Club Constitution and Bylaws





Successful Leaders are able to:

- Communicate
- Motivate
- Build Teams
- Solve Problems
- Resolve Conflicts
- Manage Change
- Promote Creativity
- Empower

Great Lions Leadership Starts with People!

People who feel heard become engaged.

People who feel trusted become empowered.

People who feel valued become leaders.

Stronger Clubs. Stronger Communities. Stronger Lions.

TOGETHER WE SERVE. TOGETHER WE LEAD.

SERVICE PROJECT

- ♥ Plan
- 👤 Team
- 🟢 Action
- ★ Impact

I have an idea!

Tell me more!

I trust you to lead this!

Volunteers Don't Have to Be Here. Great Leaders Give Them a Reason to Stay.



Motivating Volunteers

If your
actions
inspire
others to
dream more,
learn more,
do more &
become more,
**YOU ARE A
LEADER.**

- John Quincy Adams



Top 10 Desires

- Involvement – to be engaged, stimulated
- Ownership – to be part of the plan
- Empowerment – the freedom to make decisions
- Relationship – social contact or part of a group
- Competence – to continually learn and improve
- Accomplishment – to succeed
- Significance – to make a difference
- Safety – to be themselves
- Recognition – to be appreciated and rewarded
- _____ - what is yours?

“Successful Presidents don't motivate everyone the same way—they help each Lion find their reason to serve”

What Motivated You?



To become a member

To continue as a member

When did you become a Lion?

A graphic with a dark blue background and gold accents. At the top center is the Lions International logo. Below it, a white-bordered box contains the quote: "A PERSON WHO FEELS APPRECIATED WILL ALWAYS DO MORE THAN WHAT IS EXPECTED." Below the quote is a small gold star. At the bottom, five gold icons represent the organization's values: a group of people, hands holding a heart, two hands shaking, a globe, and a star. Each icon is accompanied by a short phrase and a brief description.

WE SERVE
Serving humanity with compassion.

WE CARE
Caring for our communities.

WE EMPOWER
Empowering lives through service.

WE UNITE
Uniting for a better tomorrow.

WE IMPACT LIVES
Making a lasting difference together.

All Members Should Have the Opportunity to Become a Lion



Plan for Success





Setting Your Goals

- Be SMART -

Specific

Measurable

Achievable

Realistic

Timely

- Guiding Principles -

- Club Evaluation/Survey
- SWOT Analysis
- Award-Based
- Willingness to Change



Two Examples of Goals

Example 1: Not a SMART Goal

"Our club will try to grow membership this year by inviting more people to meetings."

Why it is not SMART:

- Not specific (How many members?)
- Not measurable (How will success be tracked?)
- No deadline
- No clear action plan
- Difficult to determine whether it was achieved

Two Examples of Goals



Example 2: SMART Goal

"The Aquia Harbour Host Lions Club will achieve a net growth of 5 members by June 30, 2027, by conducting one membership-focused event each quarter, having every member invite at least one guest during the year, and following up with all prospects within one week of their first visit."

Why it is SMART:

- **Specific:** Net growth of 5 members.
- **Measurable:** Membership numbers can be tracked monthly.
- **Achievable:** A realistic target for many clubs.
- **Relevant:** Supports club sustainability and increased service.
- **Time-Bound:** Deadline of June 30, 2027.



What Does a Healthy Club Look Like

1. Friendly club meetings
2. Gets new members involved immediately
3. Members work well together and enjoy being with each other
4. Has motivated, enthusiastic, and caring leadership
5. Involve members in planning and service
6. Has goals that are reviewed and adjusted regularly
7. Publicizes service projects pre and post
8. It is not run by the same Lions year after year
9. Is diverse in gender, age, race, and ethnicity
10. Financially healthy with all dues and expenses paid on time



What Does a Successful Club Look Like

1. Members know and appreciate each other
2. Members have fun in meetings, activities, service projects, and fundraisers
3. Constantly changing and trying to achieve excellence in meetings and projects
4. Takes intentional steps to stay healthy
5. Visible and known in the community
6. Makes a difference in the community
7. Stable membership
8. Conducts multiple service projects
9. It has members that participate in the zone, region, district, state, and international activities

Why Members Leave



- Boring
- Lack of Caring, compassion, and concern
- Cliques form
- Club members got older and did no recruiting
- Club officer manipulation
- Lack of commitment
- Lack of dedication
- Lack of diversification
- Lack of interest
- Lack of leadership
- Lack of service
- The community is too small to support a club
- They need to encourage members to go to meetings beyond the local club
- Wrong reasons for starting a club or becoming a club officer
- Lack of training
- Lost heart, mission, and purpose
- Members stop enjoying being Lions. Cease to have fun serving, to enjoy meetings, and projects, no benefit to what the club is doing in the community.
- Naysayers/negative members
- No fun, too much time focusing on details
- No good programs for meetings
- No meaningful projects to keep members interested
- Stagnation
- Stubborn members

Strengths, Weaknesses, Opportunities, and Threats (SWOT)



SWOT Exercise

- Strengths
- Weaknesses
- Opportunities
- Threats

What actions can you take to turn a weakness into a strength?

Aquia Harbour Host Lions Club SWOT Analysis



Strengths

Community Service
Partnership with other clubs in Zone
Club Size
Passion for Service
Public Visibility – Social Media, ...
Fundraisers and Service Projects

Weaknesses

Growing Membership
Succession Planning
Getting Younger Members
District/LCI Involvement
Age of Members
Willingness to Change and Adapt

Opportunities

Social Media – Instagram/TikTok
More Diversity
New Service Projects/Fundraisers
District/LCI training and events
Technology – A/I
Improve Business Processes

Threats

Retirement
Age
Other Lions Clubs/Other Non-Profits
Being Stagnant
Cost
Technology

Setting Your Goals – Things to Consider



- What are the most important needs in our community?
- Are our service projects and fundraisers still relevant and effective?
- What opportunities exist for membership growth and engagement?
- What new ideas should we consider this year?
- Do we have the volunteers and resources to succeed?
- Will you consider leveraging grants – Lions of Virginia Foundation, Lions Club International Foundation
- How will we measure and celebrate success?

Planning for Success – What to do Now



- Working your goals – include the membership, determine what shapes them
- Draft your club calendar
 - Fundraisers/Service Projects
 - District Official Visit (DG/FVDG/SVDG) – they are the program
 - Zone Meetings – up to four
 - Visitation Kick-off and Awards
 - Fall Conference/ Winter Conference/State Convention
 - Nominations for new officers
 - Portal Input (Membership, Activities, Incoming Officers, ...)
 - Awards – MJF, LOVF, State Achievement, Club Excellence, 100% Secretary, 100% Treasurer, Visitation
 - Charter Night/Socials/Officer Installation
 - When bills are due! State and International Dues! And IRS 990 needs to be submitted.
- Assign committees – fit members skills/passions, get everyone involved, document procedures (SOPs), plan for future
- Build a club budget - make realistic, only a guideline



The Role of the President – Club Meetings

- The club president presides at all meetings of the Board of Directors as well as the club.
- Prepares the agenda
 - President provides content
 - Communicates with officers and committee chairs to gather items
 - Works with club secretary to tailor the agenda
 - Ensures it is accurate and includes all required items
- Follows the agenda at the meeting
 - Start meeting on time
 - Ensure meeting runs smoothly
 - Use parliamentary procedures
- Manage group interaction
 - Presides over the meeting
 - Standing authority to deal with conflict resolution
- Have committee arrange a program each month for meeting
- Review and have board approve past club minutes



Robert's Rules of Order
Visit: <http://www.robertsrules.com/>



The Role of the President – Sample Agendas

Sample Club Meeting Agenda

- Call to order (Pledge /Invocation) ** Club Specific **
- Introduction of guests
- Health & Welfare Updates
- Service Anniversaries and Birthdays
- A scheduled program (guest speaker, entertainment)
- Secretary/Treasurer Reports
- Update on projects and activities
- When is Next Meeting

Sample Board Meeting Agenda

- Call to order / Announcements
- Approval of Minutes
- Treasurer's Report (review budget, intakes, expenses, and account status)
- Membership Report
- Service Report
- Committee and Chairperson Updates
- Old Business
- New Business
- Outstanding Items

"A Great Meeting Doesn't Just Inform—it Inspires."



Grow Club Impact



Membership Growth & Retention



- Remember it's not just recruiting, but also RETENTION
- Set SMART goals with your chairman and develop recruitment/retention plans.
- Are there membership options you haven't explored (affiliate, ...)
- Create club brochure/business card to hand out at events – Lake of the Woods best practice
- Have info on how to join on your website/Social Media – leverage Lionsvirtual.org
- Recruit at Service Projects and Fundraisers – invite them to help in Service
- Have fun Membership Contests
- Have a club retreat and do a sensing session
- Onboarding and Orientation are critical
- Keep all involved. Find their PASSION!!

Recruitment Opens the Door; Retention Builds the Home

Considerations for a Membership Recruitment Strategy



- **Define your target prospects** – Who in your community is most likely to be interested in serving through Lions?
- **Promote your impact** – Ensure the community knows who you are, what you do, and the difference your club makes.
- **Create intentional invitation opportunities** – Encourage every member to actively invite potential members throughout the year.
- **Offer meaningful engagement before joining** – Invite prospects to service projects, social events, and meetings to experience Lionism firsthand.
- **Develop a welcoming onboarding process** – Have a plan to quickly connect new members to service, relationships, and club activities.

Recruitment Question: Why would someone want to join our club today?

Considerations for a Membership Retention Strategy



- **Understand what motivates each member** – Service, fellowship, leadership, networking, family involvement, and personal growth all matter to different people.
- **Provide meaningful opportunities to participate** – Ensure every member has a role that matches their interests, skills, and availability.
- **Maintain relevant service and fundraising activities** – Regularly evaluate projects to ensure they remain impactful and supported by members.
- **Foster a positive club culture** – Build an environment where members feel welcomed, appreciated, respected, and connected.
- **Monitor engagement and address concerns early** – Reach out when participation declines and proactively identify barriers to involvement.

Retention Question: Why would every current member want to remain in our club next year?

Lions Membership Types & LCI Dues Overview



Regular Member – Standard full Lions membership with voting rights and eligibility to hold office; pays full LCI international dues plus district, multiple district, and club dues.

Family Member – Allows family members in the same household to serve together at a reduced cost; head of household pays full LCI dues and up to four additional family members pay 50% of LCI dues.

Student Member – Designed for eligible students seeking leadership and service opportunities; students through age 30 pay 50% of LCI dues and no entrance fee.

Leo-Lion Member – Helps current and former Leos transition into Lions membership and leadership; eligible Leo-Lions through age 35 pay 50% of LCI dues and no entrance fee.

Young Adult Member – Encourages younger generations to become involved in Lionism and community service; eligible young adults in qualifying clubs pay 50% of LCI dues and no entrance fee.

Affiliate Member – For individuals who want to remain connected and serve but cannot regularly attend meetings; generally pays standard LCI dues with club-defined local dues.

Associate Member – For Lions whose primary membership is in another club but who also want involvement locally; pays full LCI dues through their primary club with local dues determined by the associate club.

Evaluate Fundraisers/Service Projects



- What are the community needs?
- What are the members PASSIONATE about?
- Do NEW members have NEW ideas and is the club listening?
- Are fundraisers/service projects accepted by the membership?
- How can they be better? Do they make less each year because of competition, lack of enthusiasm, or members getting too “seasoned”?
- What is the return on investment? (\$/hr raised)?
- Do you have Standard Operating Procedures and succession planning?
- What are other successful clubs doing?
- How much do you want to make and how active do you want to be?
- Are you investigating innovative ways to leverage technology – Lionsvirtual.org?

"Keep What Works. Improve What Doesn't. Explore What's Next"



Leverage Recognition and Resources





Awards and Recognition

International:

- Club Excellence Award
- Melvin Jones Fellowship
- Kindness Matters
- Chevrons

MD24 / District Awards:

- State Achievement Award
- 100% Treasurer Award
- 100% Secretary Award

Foundations

- Lions of Virginia Foundation Distinguished Humanitarian Award

District 24-L Awards

- Visitation Awards
- District Outstanding Club
- Membership/Leadership/Service Awards

Club Level

- Lion of the Year
- Recognition after Chairing Event or going above and beyond
- Recognizing Board and Chairs
- Service Anniversaries and Birthdays

"Every Lion's Service Matters—Make Sure They Know It."



A club president is not alone in the role

Lions Team

- Club Members, Officers, Past Presidents, ,,,,
- Zone Chairperson
- District Cabinet
- Lions Club International

LCI Site - www.lionsclubs.org

- Lions Learning Center
- Club President & Vice President e-Book
- Awards Applications
- Blueprint for a Stronger Club (The Big Picture)
- Your Club Your Way (Great meetings)
- Club & Community Needs Assessment
- Club Quality Initiative (The annual plan)
- New Member Orientation Guide
- Best Practices for Financial Transparency Guide

Leveraging Artificial Intelligence

- Lions Virtual.org – <https://lionsvirtual.org>

Websites/Social Media

- Lions of Virginia - <https://lionsofvirginia.org>
- District 24L - <http://valions.org>
- District 24L - Facebook/Instagram

Lions University - <https://lionsuniversity.org/>



Lion ID	Type	Status	Total Member Count
38435	Lions Club	Active	67

Details **Members** Officers Data Export **Service Activities** **Statements** Sponsored Clubs New Club Applications

View Tax ID

View Reports

Edit Club Details

Account Name

AQUIA HARBOUR HOST L C

Account Name (Local)

Parent Account ⓘ

[District 24 L](#)

Region or Zone ⓘ

[Zone:F](#)

Lion ID ⓘ

38435

Charter Established Date ⓘ

5/1/1980

▼ Club Details

Description

▼ Meeting Location 1

Meeting Place ⓘ

AQUIA HARBOUR INN

Type ⓘ

Lions Club

Total Member Count

67

Club Specialty ⓘ

Club Sub-Specialty ⓘ

Specialty Description ⓘ

Website

<http://vallons.org/24AllionsClubWebsites.html>

Meeting Local Place ⓘ

Membership

Service Activities

LCI Statements



Account

AQUIA HARBOUR HOST L C



+ Follow

Lion ID	Type	Status	Total Member Count
38435	Lions Club	Active	67

Details

Members

Officers

Data Export

Service Activities

Statements

Sponsored Clubs

New Club Applications



View Reports

Select a Report

Select a Report

Club Achievements

Club Attendance Report

Club Monthly Reporting History

Lions Club Officer Report for Current Year

Club Roster

Club Roster of Membership Data

Lions District Officer Contact List

Family Unit Report

Account Name

AQUIA HARBOUR

Account Name

Parent Account

District 24 L

Region or Zone

Zone:F

Lion ID ⓘ

38435

Charter Established

5/1/1980

Club Details

Description

<http://vallons.org/24AllonsClubWebsites.html>

Meeting Location 1

Meeting Place ⓘ

Meeting Local Place ⓘ

Content Type: Learning Paths

Reset filters

Sort: Default

Content Type

- Courses
- Learning Paths

Languages

Tags

Q Tags

- #ask
- #clubrebuild
- #demo
- #just_ask
- #just_ask_membership_guide
- #rebuild



Learning Path ★★★★★ (425)

Club Membership Chairperson Learning Path [EN]

The Club Membership Chairperson learning path has been creat



Learning Path ★★★★★ (1786)

Club President Learning Path [EN]



Learning Path ★★★★★ (60)

Club Rebuilding Learning Path Demo [EN]

Club Rebuilding Learning Path Demo [EN]





Member Resource Center

Donate



- Home
- Leaders**
- Service
- Membership
- Marketing & Events
- Training
- Grants & Awards

Club

- Managing Your Club
- Club Service Chairperson
- Club Membership Chairperson

Multiple District & District

- Managing Your District
- Managing Your Multiple District
- Managing Your Zone & Region
- District Goals
- Childhood Cancer Chairperson
- Diabetes Chairperson
- Disaster Relief Chairperson
- Environment Chairperson
- Hunger Chairperson
- Vision Chairperson
- YCE Chairperson
- Coordinating Lion
- Leo District & Multiple District

Global Action Team

- Global Action Team Roles & Resources
- Global Service Team Toolbox
- Global Membership Team and Global Extension Team Toolbox
- Global Leadership Team Toolbox

Resources

- Presidential Theme
- Finance Resources
- Legal Resources
- Insurance
- [Lion Portal Resources](#)
- How to Plan a District Convention
- Make Your Club Visitation Count
- Member, Officer or Club Information Requests
- Membership Report Toolbox
- LCIF Leadership Toolkit
- Speaker Request Notification Form

Check out our helpful training and tutorial videos, quick guides, frequently asked questions and other training materials

Member login

Training and tutorial videos
Quick guides





Member Resource Center

Donate



- Home
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- Service**
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- Training
- Grants & Awards

Global Causes & Initiatives

- Childhood Cancer
- Diabetes
- Disaster Relief
- Environment
- Humanitarian
- Hunger
- Vision
- Youth

Programs

- Advocacy
- Diabetes Camps
- Diabetes Peer Support Groups
- Strides for Diabetes Awareness
- Type 2 Diabetes Screening
- Lions KidSight
- Lions Eye Banks
- Recycling Eyeglasses
- Recycling Centers
- Lions Quest
- Youth Camps & Exchange

Resources

- The Service Journey
- Service Project Planners
- Service Reporting
- Service Toolkit
- Insurance

Partners

- Corporate Social Responsibility
- Sight for Kids
- The Choose Kindness Project
- LCIF & Global Hope Partnership Africa
- LCIF & World Food Program USA
- Lions & UNODC: Partners in Prevention
- Special Olympics
- The Carter Center
- World Health Organization

Hi! I'm Ellie, your Lion AI Assistant. How can I help today?



Training and tutorial videos
Quick guides



Member Resource Center

Donate



- Home
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Lions Club Types

- Club Branch
- Campus Club
- Traditional Club
- Virtual Club
- Leo-Lion Club
- Specialty Club Program

Increase Membership

- MISSION 1.5
- Global Membership Approach
- Family Membership
- Rebuilding & Reactivating Clubs
- Start a New Club
- Member Recruitment
- Cub Program

Strengthen Clubs

- Club Quality Initiative
- Get To Know GAT
- Guiding Lion Program
- Improving Club Quality
- Member Orientation
- Mentoring Programs
- Worldwide Induction Day
- New Voices Initiative
- Lions Networks

Leos & Young Lions

- Leo Club Advisor
- Leo Club Advisory Panel
- Leo Club Leadership
- About Leos
- The Leo-Lion Program
- Show Your Leo Pride
- Starting a Leo Club
- Young Lions Hub

Lion Portal Resources

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Training and tutorial videos
Quick guides



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- Home
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- Marketing & Events**
- Training
- Grants & Awards

Marketing & Public Relations

- Logos & Brand Guidelines
- Club Marketing
 - Lions International Road Signs
- Lions Press Center
- Social Media

Events & Programs

- Calendar
- Lions International Convention
- Lions Day at the UN Headquarters
- International Forums
- International Leo Day Video Contest
- International Peace Contests
- White Cane Safety Day

Service Stories

- LION Magazine
- Lions Video Center
- LCIF Stories of Pride
- The Lions Blog

Check out our helpful training quick guides, frequently asked questions and other training materials.

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- Grants & Awards

Leadership Training

Leadership Development

Vice District Governor Training Programs

FVDG/DGE Training Program

Second Vice District Governor Training Program

Club Officer Training

Zone Chairperson Workshop

Leo Advancement Sessions

Institutes

Leadership Development Institutes

Emerging Lions Leadership Institute (ELLI)

Faculty Development Institute (FDI)

Lions Certified Instructor Program (LCIP)

Regional Lions Leadership Institute (RLLI)

Online Learning

Lions Learning Center

Virtual Events Center

Club Marketing Guide

Lion Portal Resources
Discover helpful training articles, instructional videos, quick guides, frequently asked questions and other training materials.

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Training and tutorial videos

Quick guides



Member Resource Center

Donate



- Home
- Leaders
- Service
- Membership
- Marketing & Events
- Training
- Grants & Awards

Foundation Grants

- LCIF Grants Toolkit
- Childhood Cancer Grant
- Diabetes Grant
- Disaster Grant
- District & Club Community Impact Grants
- Hunger Grant
- Lions Quest Grant

Association Grants

- Grant Types
- Leadership Development Institute Grants
- Leadership Development Multiple District & District Grants
- Leo Grants
- Marketing Grants
- Membership Development Grants

Foundation Recognition

- Melvin Jones Fellowship
- Presidential LCIF Recognition
- LCIF Recognition Program
- Lead & Major Gifts Program

Association Awards

- MISSION 1.5 Awards
- Presidential Awards Initiatives
- Membership Awards
 - Jesse Robinson Membership Growth Cup
 - Membership Key Awards
 - Chevron Awards
 - Extension Awards
- Lions International Marketing Award
- Kindness Matters Service Award
- Leo & Leo-Lion Awards & Recognitions
- Humanitarian Award Winners

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Training and tutorial videos
Quick guides



AI-POWERED TOOLS

Tools to Grow, Lead, and Serve a Better World

Built by Lions, for Lions – four powerful AI-enhanced tools to elevate your journey in Lionism, whether you're leading a club, planning a project, or expanding your reach.

LionsMap2Grow

Guides Lions members in growing clubs by using asset mapping, outreach, marketing, S.W.O.T., GMA, and action plans.

[Open in ChatGPT →](#)

LionsMarket2Grow

Transforms Lions service reports into press releases, social media content, and LinkedIn posts.

[Open in ChatGPT →](#)

LionsServe2Grow

Helps Lions partner with local libraries and community organizations to create a Service Carnival.

[Open in ChatGPT →](#)

LionsLearn2Grow

Helps Lions create and design training and teaching designed on what problems need to be solved.

[Open in ChatGPT →](#)



Lions University

Year-Round Training Provided by the
USA/Canada Lions Leadership Forum



Home

About

Bachelors

Masters

Doctorate

Calendar

Resources

Support

My Account

Home

Empowering Community Service Leaders

NOTICE – As of late May 2026, software updates have affected the operability of the forms we rely on to register new members. Our volunteer Lions team is aware of the issue and working to implement alternatives that maintain all the key features Lions University needs, while still being able to provide at no cost. We anticipate this being resolved before June 7, and will follow-up with individual inquiries

Select Language ▾

Powered by [Google Translate](#)

Search

Search

Lions University is offered by the USA/Canada Lions Leadership Forum. For questions or comments, please check our [Frequently Asked](#)

Take Immediate Action



What's the
DIFFERENCE
BETWEEN A CLUB THAT SURVIVES
AND A CLUB THAT
THRIVES? 

Lions Clubs International

IT'S CULTURE. Culture shapes how people experience your club—and that determines whether they **join, stay, or lead.**

 <i>Welcome</i> Do people feel like they belong from day one?	 <i>Inspire</i> Do we create meaningful experiences?	 <i>Empower</i> Do people have opportunities to grow and lead?	 <i>Make Impact</i> Do we make a real difference in our community?
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Stronger Culture. Stronger Club. Stronger Lions. 

Be part of something bigger. **Be a Lion.** 

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Planning Checklist

Checklist for Incoming Presidents:

- Annual Club Calendar
- Budget Draft
- Committees Assigned
- Theme and Vision Statement
- Club Goals (Service, Membership, Fundraising)
- Review Award Criteria



One Action I'll Take Home Tomorrow

Write down and share one step you'll take within 24 hours.

**“Create your own tomorrows with your thoughts and actions – today.” —
Catherine DeVrye**



Learning Objectives

By the end of this session, incoming club presidents will be able to:

- **Lead with confidence** by understanding officer roles, responsibilities, club structure and authorities, and leading/motivating members
- **Plan for success** using goals, annual priorities, SWOT analysis, meeting execution
- **Grow club impact** through membership, service, and fundraising strategies
- **Leverage recognition and resources** to strengthen club performance
- **Take immediate action** with key next steps for the first 90 days



Wrap Up and Questions

Thank you for your leadership!



Lion Dan Visone

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