



Achieving Club Excellence

August 6, 2024

Plan for Your Club's Success

(Global Membership Approach)

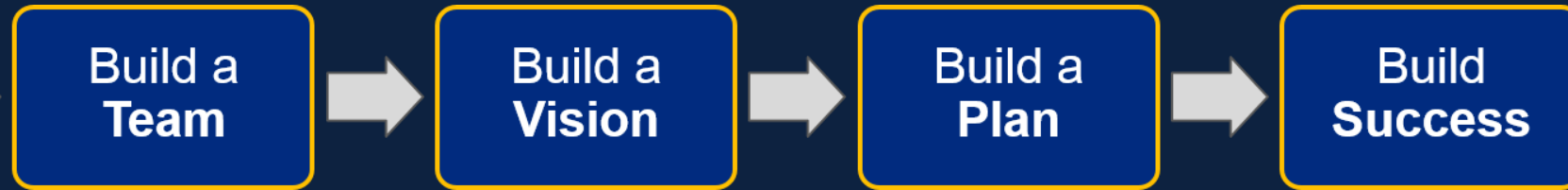




Coming together is a beginning. Keeping together is progress. Working together is success.

- Henry Ford

Global Membership Approach for Clubs



- 1 Build a Team of Club Leaders
- 2 Build a Vision, Assess Needs and Set Goals
- 3 Build a Plan to Achieve our Goals
- 4 Build Success



Build a Team of Club Leaders

- **Current Leaders:** Identify who can carry out and lead the development of the strategy.
- **Future Leaders:** Include Lions who can serve as future leaders.
- **Poll the Members:** To gain a full perspective of your club's needs.



Build a Vision, Assess Needs and Set Goals





Focus Area 1

Rejuvenate Club with New Members

Discussion Questions

1. What opportunities exist to expand membership?
2. What do we need to do to better recruit members?
3. Why are members not joining our club?
4. Why do people join our club?



Focus Area 2

Revitalize Clubs with New Service Opportunities

Discussion Questions

1. Are the club's service projects relevant to current community needs?
2. Are members enthusiastic and actively involved in service projects?
3. Is club leadership receptive to members' ideas for new service ideas?
4. Do our service projects attract new members?



Focus Area 3

Excel in Leadership Development and Club Operations

Discussion Questions

1. Do club officers participate in training for their positions?
2. Are members encouraged to take leadership positions?
3. Do members regularly attend and participate in club functions?
4. Do you need to reconsider the format of club meetings?



Focus Area 4

Share your Club's Achievements with your Community

Discussion Questions

1. Is the club active on social media (Facebook, Instagram, X)?
2. Does your club have an e-Clubhouse or website?
3. How are you keeping the public informed of your events?
4. Do we include welcoming messaging that encourages people to join?

SWOT Analysis



- Leverage our Strengths
- Manage our Weaknesses
- Take advantage of Opportunities
- Minimize impact of Threats



Resources to Support Focus Areas





Club and Community Needs Assessment

All Lions Clubs are autonomous, meaning that each Lions club is an independent entity responsible for conducting its own events and complying with local laws and regulations. This resource is intended to provide recommendations and should not be considered legal advice or best practices; the activities within may or may not be appropriate for your community. Please consult a local professional to ensure compliance with all laws and regulations, safety guidelines and best practices.



Lions Clubs International

Your Club, Your Way!



Customizing
Your Club Meeting



Club Quality Initiative



This workbook has been designed to lead you and your fellow club members through a number of steps to help you discover new ways to improve the way your club operates and increase your support of *MISSION 1.5*.



Lions International



Club membership chairperson's guide



Lions Clubs International



Membership Satisfaction Guide

How to keep members engaged and involved

 Lions Clubs International



Just Ask!
Fostering a Culture of Recruitment

New Member Recruiting Guide for Clubs

 Lions Clubs International



Marketing Communications Chairperson Guide
Get Ready for Your Role

As the marketing communications chairperson, you play a dynamic lead role in your club. In this exciting position, you'll inspire and motivate new and current members, increase your club's visibility in the community and increase the impact of your projects and membership initiatives.

Get ready to meet new people and use your creativity to keep your community informed and engaged in all the great things your club is doing.

Three Steps to Success
No one knows your club better than you. Here are three ways you can promote the key activities of your club.

<p>1 Shine a light on your service Lions are built to serve. Be sure to let the community know about your service projects, fundraisers and community events. This will help people understand who you are, what you do, and why they should join you in service.</p> <p>QUICK TIP ▶ When planning an event, think about how you'll promote it before, during and after the event.</p>	<p>2 Tell your stories Lions have the greatest stories on earth. Storytelling is a powerful way to help people understand your club and all the good you are doing for those in need. Authentic human experiences help people connect on an emotional level and inspire change.</p> <p>QUICK TIP ▶ Great photos get attention, so take lots of photos of Lions serving and smiling. Get close when you're photographing for the best images.</p>	<p>3 Promote your membership events Your club can do more good with more members. Promoting membership events to the community is a great way to make sure that caring men and women show up at your events.</p> <p>QUICK TIP ▶ Don't forget that every service project and club event is an opportunity to find new members.</p>
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[HOME](#) / THE SERVICE JOURNEY

The Service Journey

The Service Journey is an approach to living and serving well. To making a real difference people can see and feel. It encompasses four simple phases: Learn, Discover, Act, and Celebrate. We love these words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leos.

If the past 100 years have taught us anything, it's that as we serve, we grow. And we were never meant to stop. **Service is our journey. Let's explore it together.**



Troubleshooting Guide for Clubs



Establish Goals





S

Specific

Ensure that the objective is clear.

M

Measurable

Benchmarks and progress must be measurable.

A

Actionable

Each goal must be achievable.

R

Realistic

Challenging but not unrealistic.

T

Time Bound

Timeframe that outlines a schedule of progress.

Goal Statement Form



Goal Statement Form

District: Club Name: Club Number:

Rejuvenate Your Club with New Members:

Rejuvenate Your Club with New Service Opportunities:

Excel in Leadership Development and Club Operations:

Share your Achievements with your Community:

Resources to help establish goals

[Goal Setting On-Line Course](#)

[Goal Statement Form](#)

[Club Excellence Award](#)

[Lions International Website](#)



Build a Plan to Achieve Our Goals





Build A Plan to Achieve Our Goals

DEVELOP YOUR *ACTION PLAN* by outlining the steps you will take to achieve your goals.

For Each Area

- ❖ What? (Goal Statement)
- ❖ How? (Action Steps)
- ❖ When? (Deadline for Completion)
- ❖ Who? (Person (s) Responsible for Action)
- ❖ How Will You Know? (How Will You Know It's Accomplished)

Action Plan Worksheet



3 Build a Plan to Achieve Our Goals

DEVELOP YOUR *ACTION PLAN* by outlining the steps you will take to achieve your goals.

This step outlines how the goal will be achieved (action steps), when each step will be completed, who will be responsible for the step, and how you can determine each step has been completed. The Action Plan Worksheet is a tool you can use as you develop a plan to achieve each goal. Together, the plans for each goal comprise your *Vision*.

Make a copy of this form and complete one for each goal.

ACTION PLAN WORKSHEET

WHAT? (Goal Statement): _____

HOW? (Action Steps): _____

WHEN? (Deadline for Completion): _____

WHO? (Person(s) Responsible for Action): _____

HOW WILL YOU KNOW? (How Will You Know It's Accomplished): _____

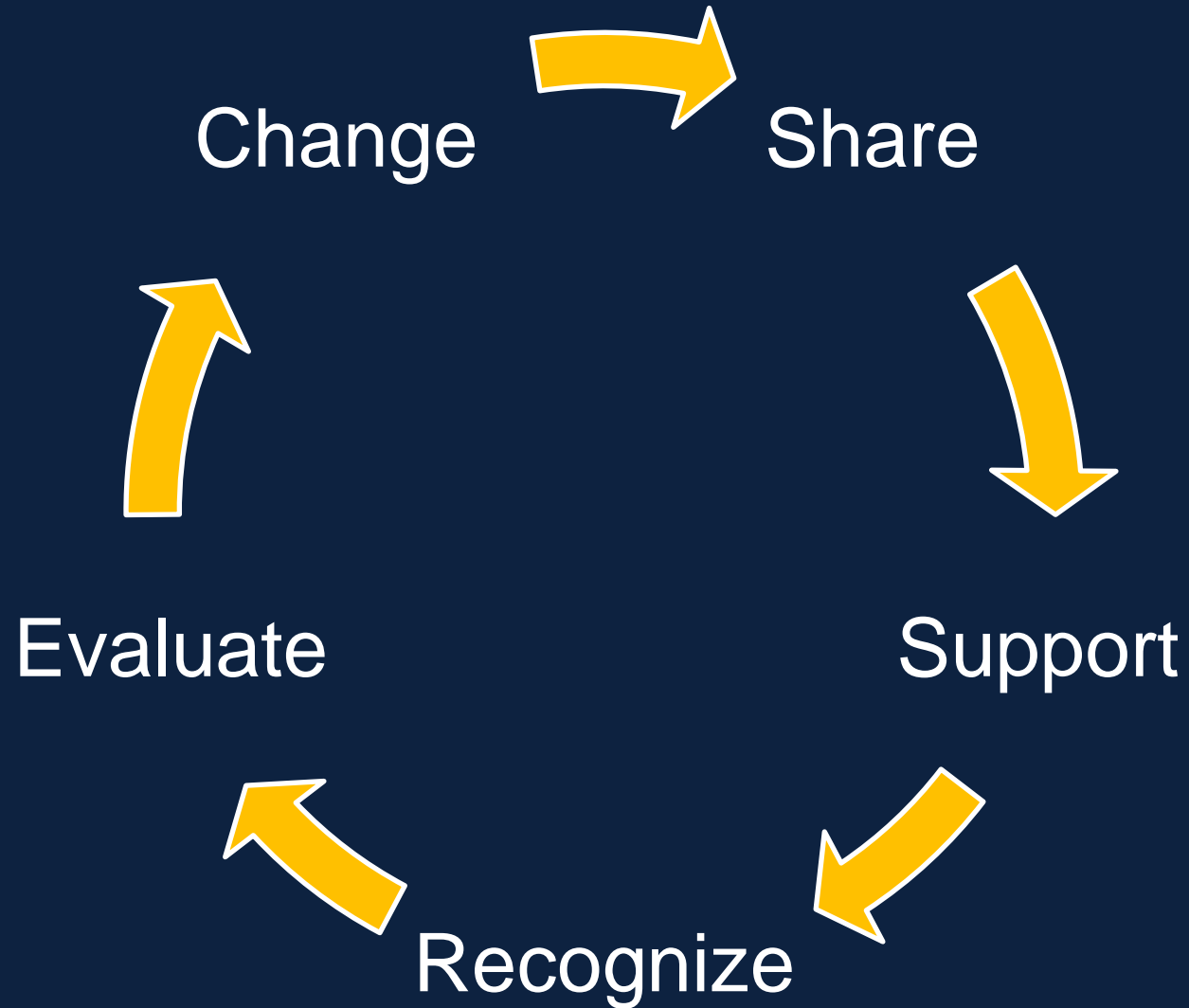
Make a copy of this form and complete one for each goal

Build Success





Build Success



To be Successful:

- **SHARE**
- **SUPPORT**
- **RECOGNIZE**
- **EVALUATE**
- **CHANGE**



**Remember to
Celebrate**

Celebrate





Club Excellence Award



Roadmap to success

Club Excellence Award

The Club Excellence Award is the ideal way to set your club on the path to continued success while gaining prestige for excelling in the areas of membership, service, leadership and organizational excellence, and marketing.

Upon receiving the award, a banner patch and pin will be awarded to your club president. But more importantly, your club's membership will be revitalized, your service impact will grow and your members will see greater leadership opportunities.

Application process

Use the qualifications outlined in the Club Excellence Award Application as your road map to excellence.

Applications must be signed by the current district governor. If sent from the district governor's email, it qualifies as signature on application submitted electronically.

[Download application \(2023-24\)](#)

[Download application \(2024-25\)](#)

2023-2024 applications due by: August 31, 2024
2024-2025 applications due by: August 31, 2025

Send to: clubexcellenceaward@lionsclubs.org

2023-2024 awards mailed to: 2024-2025 district governor
2024-2025 awards mailed to: 2025-2026 district governor

For questions, inquiries or to submit your Club Excellence Award Application you may contact us by email clubexcellenceaward@lionsclubs.org or phone (630) 468-6828.

Award qualifications

To qualify for the Club Excellence Award, clubs must meet specific requirements in four categories: **Membership, Service, LCIF, Leadership and Organizational Excellence, and Marketing.**

**See below for additional requirements*





This award may be achieved every year – it is a great goal for every club to set!

Club Excellence Award

Road Map to Success

Criteria has these areas of focus:

- Membership
- Service
- LCIF
- Leadership & Organizational Excellence
- Marketing



Contact us: clubexcellenceaward@lionsclubs.org

Website: lionsclubs.org/ClubExcellenceAward



Remember to Celebrate

The Lions Shop is an easy way to order certificates, plaques and more to celebrate. If you have further questions regarding club supplies, please email orderdetails@lionsclubs.org.



Contact Us

Club Support

clubofficers@lionsclubs.org



Plan for Your Club's
Success Webpage

Club Excellence Award

clubexcellenceaward@lionsclubs.org



Club Excellence
Award Webpage



Questions





Thank You