

LIONS CLUB INTERNATIONAL

Lions Texas District 2-E2

Leadership and Cabinet Meeting

October 15, 2022

Crown of Life Lutheran Church

Colleyville, Texas

Round Table Discussion [called to order at 9:30am]

Lion Don Noblit moderated a round table discussion on the following topics:

- What service projects are your Club doing today? What service projects does your Club need to do for your community?
- What is the most positive thing about your Club or the District? What is the most negative thing about your Club or the District?
- How do we get new members? How do we keep members?

What service projects are your Club doing today? What service projects does your Club need to do for your community?

Do Today:

- Plastic recycling for park benches (TREX.com)
- Health advisory council for schools
- Vision screening in schools and pre-schools
- Collect glasses
- Clay shoot fund raiser
- Provide Thanksgiving meal to homeless shelters
- Participate in Drug Awareness Council
- Grocery bags
- Chili cook-off
- Recycling
- Neighborhood night out
- Police outreach
- Adopt a road
- Writing a guide to childhood eye diseases
- Provide Christmas gifts
- Food and bathroom items for needy
- Meals on Wheels
- Presentations by kids/adults who were on drugs and received help
- Eye screening and pay for exam and glasses
- Shop for and Contribute to free food pantry
- Ring bells for Salvation Army
- Sponsor blood drive with grocer
- Help with Serenity High
- Main Street Arts Center booth
- Xmas gifts to elementary schools
- Sponsor family for Xmas
- Xmas and 4th of July parades
- Sponsor student of the month at each high school and give to schools' food bank
- Weiner dog races
- Adopt section of town (lower income)
- Collect \$ for food and presents for Xmas through payroll deduction in ISD
- Audio screening at schools
- Donate to Habitat for Humanity
- scholarships to high school seniors
- give "gold dollars" to elementary school students for perfect attendance
- participate in veterans day parades
- dinosaur and pirate fundraiser projects sponsored by businesses
- parking control at fireworks
- assist ISD with cross country meet
- staff rest stop on bike race

- staff food bank
- make sandwiches for When We Love
- listen to children program
- read to children at adopted school
- Thanksgiving boxes to needy families and fire and police departments
- Flowers and cleaning at cemetery
- Meals for Arlington life center
- Food distribution for charities
- Meals on wheels
- Attendance incentives at area schools
- Take people to vision appointments
- Support ministries
- Scholarships for students
- Maintain riverside park
- Food baskets to children for weekends
- Support homeless shelter
- Playground project
- Support Hope Farm
- Support Presbyterian Night Shelter
- Summer party at Presbyterian Night Shelter
- Lunch for police and fire departments and city employees
- field of honor for veterans
- School food pantries
- Alzheimer's Walk participation
- Backpacks to children
- Charter girl schools
- Red Ribbon week with DAC
- Small train to entertain children at functions
- Bookcase project for Head Start

- Food for Xmas tree lighting ceremony
- Cornhole tournament
- Turtle race
- Trunk or treat
- Back to school supplies for elementary schools
- Memorial signs for deceased
- Monthly special needs movie day
- White Cane Safety day walk
- Trinity River trash bash
- Adopt a river program
- Turkeys to underserved community
- Eyeglass Recycling Center
- Bull Frog West Fest rodeo and races

To Do:

- *Help homeless*
- *First aid kits out of glasses cases*
- *More involved in schools to attract parents*
- *More for diabetes research*
- *Food drives*
- *Collect eyeglasses*
- *Provide banners at city park to promote community pride*
- *Project to beautify local creek and nature trails*
- *More of what we are doing*

What is the most positive thing about your Club or the District? What is the most negative thing about your Club or the District that can be improved? What can District do to help?

Positive:

- **Strong recruiting by former member who rejoined club**
- **Building available for other organizations to lease and advertise Lions**
- **Bingo revenue enable support of local charities and schools**
- **Building**
- **Fundraising events enable contributions to community**
- **Willingness of members to participate in humanitarian projects**
- **New young members**
- **Can count on members to do service projects**
- **Involved in multiple service projects**
- **Building provides income and recognition**
- **Well known in community**
- **Positive membership**
- **Caring for community**
- **Members are dependable and show up, and are like family**
- **Support free school vision and hearing**
- **Lot of professionals as members who show up for activities**
- **City is huge supporter of club; club works to stay in view of city leaders**
- **Work with non-Lion organizations who thus are aware of Lion activities**
- **Communications Lion who writes a weekly article on a Lions event to be published in local newspaper, to maintain community exposure**
- **Communications Lion to market club by maintaining social media presence**
- **Communication to absent Lions about Club meetings/activities to help retention**

LCI is trying to help in marketing though Global Membership Approach program

Negative:

- *Older Lions – dying off*
- *Members all part of ISD and ISD events interfere with Club events*
- *Building upkeep and repair is costly, and damage limits use of building*
- *Need more participation from members*
- *Not enough communication about Lions to community to create community recognition*
- *Lack involvement by new members*
- *Older members*
- *Cost of food prohibits meetings where they eat*
- *Board of directors makes decisions without involving members*
- *Too many old people*
- *Not well known in community*
- *80/20 rule in effect*
- *Older club – growing pains to rebuild with young members*
- *Need older members to mentor younger members*
- *Lot of non-Lion partners who won't join Lions*
- *Need activities to bring in younger members*
- *Lots of professionals as members whose children and activities keep them from Lion events*
- *Need more communication within Club*
- *Need participation at District to see broader Lionism*
- *Need community awareness and exposure that Lions are still around; work in background is good but perhaps self-defeating*
- *Need more community exposure to create awareness*
- *Lack of social media and media activity to provide community exposure*
- *Too much bureaucracy*

- *Clubs do not send information to District Communications director to be circulated on social media and to other Clubs*

Substantial discussion on lack of marketing of Lions and ways to market better

- social media
- Lion signs at events or screenings
- means within each community
- help other Clubs with their events to increase Lion presence in community
- Networking with non-Lion groups to market Lions and get them involved in Lion events
- select a big signature event that requires significant effort and all members to participate; think big

How can the District help your club?

- Provide someone from the entities we support to be a speaker to give information and updates
- Make sure each member of each club receives information about District news.
- Provide trainings in different locations which allows access to more members

DG Vince Rosen wrapped up the discussion with:

1. Marketing and publicity for Lions and Clubs is a priority.
2. We need to more new member orientation and education about Lions.
3. Clubs should have District entities present at meetings.

How do we get new members? How do we keep members?

New members:

- **Open house to public with food**
- **Bring neighbors as guest**
- **Cubs program for families with kids**
- **Make meetings fun**
- **Recruit young members through social media**
- **Communicate to non-Lion guests about Lion events**
- **Use participation in other group's activities to demonstrate Lion activity**
- **Public name and phone number of Club that brings in public requests**
- **Encourage employees to participate**
- **Maintain follow-up list for prospects who lack current time but have future availability**

Retain members:

- *active mentors*
- *keep members involved*
- *phone committee to contact absent members and send cards*
- *make meetings fun*
- *acknowledge new ideas from members*
- *educate members about Lionism outside of the Club, including District and Lion entities*
- *have a meeting at a Lion entity facility*
- *have presentations from entities at meetings*
- *immediately get members involved in a project*