



Lions Clubs International

Message from International President Sid Scruggs to Lion Leaders

February 2010

Dear Lion F CURTIS,

With three Global Service Action Campaigns completed and one to go, I could not be more pleased with the results. These campaigns have energized clubs and districts around the world, making them shining lights in their communities, lights that will attract service-minded people who now see a Lions Club as the ideal place in which to serve.



The year's final Global Service Action Campaign, [Protecting our Environment](#), not only gives clubs and districts the opportunity to demonstrate Lions commitment to a healthy planet, but will help districts to qualify for the newly-created [Light Keeper Awards](#). Districts in which 50 percent of clubs participate in two of four Global Service Action Campaigns will receive the Silver Level: Harbor Light Master Award. Districts that achieve the requirements for the Harbor Light Master Award and also exceed membership growth of two percent or more from July 1 through April 30 will receive the Gold Level: Harbor Light Master Award.

I hope that you will encourage your clubs to assure that at least 50 percent of the clubs in your district participate in the Protecting our Environment Global Service Action Campaign and one of the previous Service Action Campaigns if not already completed. It will give me great pleasure to award as many Light Keeper Awards as possible.

Best wishes,

Shine a Light on Your Activities

Club secretaries please remember to report your club activities through the [Service Activity Report](#) to help your district qualify for the [Light Keeper Award](#) and to nominate your club for the [Beacon Awards](#).

Clubs currently using EMMR should contact their District Secretary for electronic submission guidelines.

Connect With us online



Sid L. Scruggs III
International President

Global Service Action Campaigns

Protecting our Environment

One of the most effective ways that Lions can help preserve the environment is by shining a light on the problem of waste and pollution. Clubs can raise awareness in their communities about eco-friendly practices by:

Developing an awareness campaign around environmental issues;

Hosting seminars regarding simple practices that "Protect our Environment;"

Raise awareness about the benefits of "going green;"

Recognizing a local environmental leader;

Sponsoring a nature camp to teach youth about environmental preservation;

Sponsoring an environmental preservation training program in partnership with park/forestry authorities for residents, or

Working with a local school to organize a contest that will challenge students to offer creative solutions to solving environmental issues.

Shining a light on the environment means setting a good example and using effective communication techniques to ensure that as many people as possible hear the message. For publicity tips and help planning an event, visit ["Protecting Our Environment" Global Service Action Campaign](#).

Beacon of Hope Highlights

Relieving the Hunger

The Relieving the Hunger campaign concluded in January and reports to date show an outstanding success. In 879 projects reported to date, Lions Clubs have provided food and other necessities to more than 620,000 people worldwide.

Clubs have until March 31 to report their Relieving the Hunger activities.

Please visit [Lions Global Service Action Campaign Projects](#) for updates on the progress of the campaigns.

Set Your Sights High

Lions Worldwide Induction Day

The 13th annual Lions Worldwide Induction Day on April 9, 2011 will be an ideal opportunity to raise community awareness about Lions and to invite quality new members to join Lions Clubs.

Clubs and districts can use the event to:

Celebrate new members and recognize their commitment with a special commemorative certificate signed by the international president;

Join Lions worldwide, and together induct thousands of new members;

Demonstrate the importance Lions clubs have in helping and serving the less fortunate;

Launch a [membership campaign](#) and reward membership recruitment;

Strengthen [member retention](#), or

Initiate a [public relations campaign](#) to raise awareness for your club.

For help planning and publicizing a Worldwide Induction Day event or to order commemorative certificates visit the [Lions Worldwide Induction Day web page](#).

On the Horizon

Global Leadership Team

The great success that the Global Membership Team has achieved in membership worldwide has provided a model for enhancing an equally critical function of our association - leadership development. Solid leaders who provide

vision, guidance and motivation will be needed in coming years to sustain membership growth and assure that Lions Clubs International continues to fulfill its mission of providing quality, relevant service to communities around the world.

A new Global Leadership Team has been established to identify and cultivate effective Lion leaders through new and existing training and leadership development programs. With similar structures and methods of operation the GMT and GLT will work as a mutually supportive team designed to more closely integrate the association's membership and leadership development functions. As of July 1, 2011 the GMT and GLT will replace the MERL program.

In January, a group of 57 experienced and knowledgeable Lions gathered at international headquarters for a three-day GLT orientation. This group, appointed by Lions Clubs International executive officers, has already begun its task of developing the next generation of Lion leaders.

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