



# Lions Clubs International

## Message from International President Sid Scruggs to Lion Leaders

March 2011

Dear Lion F CURTIS,

Service to others is our number one priority. Recognition is secondary. All Lions know that.

Consider the effect that your club or district's innovative, successful service projects can have on another Lions Club or district, perhaps one on the other side of the world. You have the power to encourage and inspire fellow Lions you may never meet face-to-face. That is why it is so important to communicate your successes to the association as a whole.



The best way to do that is by using the Service Activities Report. Please keep this in mind as you plan to take part in the fourth Global Service Action Campaign -- Protecting our Environment -- in April. Using the Service Activities Report ensures that your district can qualify for the newly established Light Keeper awards.

Being recognized as a Light Keeper is not only an appropriate recognition for the hard-working Lions of your district. It also shows Lions everywhere what can be done when we work together in service.

Best wishes,

Sid L. Scruggs III  
International President

Global Service Action Campaigns  
Protecting our Environment

### Let Your Light Shine on the World Wide Web

Create a Free Web site  
for your district or club

No special skill is required to create a free website for your club or district with e-Clubhouse and e-Districthouse! If you can access the site and answer the fill-in-the-blank prompts, you can create an attractive site that will let the public know about your service to the community and communicate important news to your members.

You may choose either of two predesigned templates that coordinate with Lions Clubs International branding efforts. Each template includes a Home Page, Calendar of Events, Projects, **Photo Gallery and Contact Page**. Just fill in the blanks to create

The [Protecting our Environment](#) campaign is scheduled for April to coincide with [Earth Day](#) on April 22. Clubs that plan tie-in events for that day can increase the reach and impact of their projects.

One of the aims of Earth Day is to "inform and energize populations so they will act to secure a healthy future for themselves and their children."

Some projects that align especially well with those goals are:

Develop an awareness campaign around environmental issues.

Host seminars regarding simple practices that "Protect our Environment."

Raise awareness about the benefits of "going green."

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

### Beacon of Hope Highlights

Through the Global Service Action Campaigns, Lions have devoted more than 252,000 service hours to over 3,000 projects that helped young people learn valuable life skills, collected nearly 22,000 eyeglasses and provided food to over 620,000 people.

Dedicated Lions worldwide are shining our light even brighter by serving their communities and showing the strength of our worldwide network.

### Set Your Sights High

A Second Chance for [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.

Now your district has a second chance to achieve those goals. If they have not already done so, clubs in your district

and maintain the site. The new Members-Only section provides a way for your members to communicate important news, encourage meeting attendance and recognize member dedication.

[Create a Free Web Site for Your Club](#)

[Create a Free Web Site for Your District or Multiple District.](#)

**Connect With us online**



11/03/07

March eletter from President Scruggs

may plan and report service projects that meet the goals of the first three campaigns:

Engaging our Youth  
Sharing the Vision  
Relieving the Hunger

Reports must be received at International Headquarters by April 30, 2011.

[Forward email](#)



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