



Lions Clubs International

The Importance of Extension

As a Lion, you understand the difference your club makes in your community, and that's why it's important to help start new Lions clubs. But there may be more reasons than you can think of. Starting new clubs is important for the following reasons:

1. To Rejuvenate and Grow Membership

Starting new clubs grows active volunteers. Through extension, you:

- Cultivate new resources.
- Boost enthusiasm.
- Generate new and innovative ideas for service and fundraising projects.
- Build leadership skills and new leaders.
- Increase district funds for activities and projects.

2. Because Community is What We Make It

At the end of the day, it's what Lions do that matters. Starting new clubs:

- Gives communities currently without a Lions club the opportunity to respond to local needs.
- Provides an avenue for community and service-minded individuals to be involved in projects they care about.
- Readies more hands for service.

3. To Engage New Member Types

No two Lions clubs are alike, because no two people are alike. A new club:

- Allows members to establish a unique club culture.
- Persuades younger members to get involved, particularly when the club has a focus on community service projects and utilizes modern communication methods.
- Encourages family and women membership.
- Removes the uncomfortable issue of seniority and leadership felt by long-time members.
- Enables members with shared interests to form a Special Interest Lions club.

4. Because the Future of Lions Depends on It

We matter, because people know they can count on Lions to pitch in. With new Lions clubs we continue to:

- Enable more Lions to continue making a difference.
- Support the humanitarian work of Lions clubs through LCIF.
- Ensure our members remain as our most sustainable resource.

It's impossible to imagine that some communities are still without a Lions club. We became the world's largest service organization one club at a time, so begin your extension efforts today.

MEMBERSHIP PROGRAMS & NEW CLUBS MARKETING
300 W 22ND ST | OAK BROOK IL 60523-8842 | PHONE 630-571-5466 | FAX 630-571-8890
e-mail: extension@lionsclubs.org | www.lionsclubs.org

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