

Five Easy Ways to Revitalize Club Meetings

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1. **Get to know your neighbors.** Sue Doell is a Lion in a small town in Wisconsin. Like many, her club neighbors other small-town clubs. So many members decided to combine their meetings to change things up and meet other Lions. Doell says it works best when a facilitator asks Lions to sit with someone from the neighboring club and uses the time to share information about projects and community needs, rather than everyone listening to a speaker.
2. **Take on an out-of-the-box service project.** Last June, members of the Kendal Lions Club in Ontario, Canada, asked community members for their underwear. Yes, you read that right. The group decided to create a mile-long line of bras to raise money for a local breast assessment center set to open at an area hospital. "It was a nice little gimmick... But it's helped all of the members in our club to become aware of the effects of breast cancer and the effect it has on the family," says club member Karen Christopher. The project is something that all 28 members have rallied around, reminding everyone they know to donate a bra and \$2 when they attend club events.
3. **Let a Lion tell his story.** Allow club members the floor to talk about their own history. Many intriguing stories have probably been sitting next to you for years, and getting to know one another better helps bond the group and makes new members feel welcome. The Medina-Dale Readfield Lions Club in Wisconsin took time for a question-and-answer session after everyone shared. "It wound up being one of our best programs yet," says Doell. "We learned so much about one another."
4. **Invite a local celebrity.** A few minutes spent listening to a motivational speaker, notable author, sports icon, or public official every few months keeps members energized. Invite the local mayor, for example, and also get the benefit of introducing an influential person to your Lions club.
5. **End on time.** We've all been there, fiddling with a cell phone under the table and feeling like a caged animal because the meeting is running long. Keep agenda items brief and relevant. Heed the adage – the brain can only absorb what the bottom can endure.