



Lions Clubs International

LIONS ONLINE

What the Internet Has to Offer



Table of Contents

Why use the Internet?	2
Conducting Club Business.....	2
E-Mail.....	3
e-Clubhouse	3
Electronic Newsletters	4
Fundraising	5
iPhone App	5
Message Boards	6
Chat Rooms	6
Collecting Dues	6
WMMR.....	6
Promoting Your Club	6
Public Relations Tools.....	7
Social Networks	8
Facebook.....	8
Twitter	9
Blogs	9
Connect with Lions Clubs International	10
Cyber Lions Clubs.....	11
Chartering a Cyber Club	10

Lions Online

People use the Internet for just about everything nowadays. From paying bills and shopping online to communicating with family and friends, the Internet also serves as the go-to resource for researching and getting information.

This guide is designed to show you what the Internet has to offer Lions clubs worldwide. It includes suggestions for keeping members informed, conducting club business and promoting your club.

Why Use the Internet?

Using the Internet is a great way to communicate what your club is up to, and it's free! Communication using e-mail, club Web sites, social networking sites and e-newsletters allows you to do club business online while keeping club members connected and promoting your club to the general public.

Conducting Club Business

Cyber and Internet-savvy clubs carry out business and handle administrative work electronically, and then get together to perform service activities and conduct fundraisers. The benefits of conducting Lions business online include:

- Expedited administrative duties and decision making
- Reduced costs for meetings, mailings, dues, etc.
- Increased meeting attendance
- Maximized flexibility in scheduling
- Enhanced convenience for members
- Reduced environmental footprint

Amend Your Clubs Constitution and By-laws

A club doesn't need to be labeled a cyber club to conduct some, or all, of their business online. All Lions clubs can conduct club business online, providing they amend their constitution and by-laws consider the following sample resolution:

"BE IT RESOLVED that [Your Club Name] Lions Club may transact business via the Internet, provided that no such action shall be effective until approved in writing by majority of the members of the club. Such action may be initiated by the president or (consider including the current directors) of the said club, but votes thereon to be valid, must be received by the secretary within 10 days of the original e-mail."

By adopting the above resolution, clubs may take quick action on items needing immediate attention. Even if a club intends on maintaining their traditional meeting schedule, allowing for online business transactions if the need arises. As with a traditional meeting, Lions clubs conducting business online must have a quorum to vote.

The following are ways that clubs can conduct club business via the Internet.

E-Mail

E-mail is one of the most popular forms of communication. It provides an easy way to communicate with club members between meetings.

To begin, set up an e-mail address for your club so that communication to members always comes from the same e-mail address. A club officer should be assigned to check the e-mail box regularly, respond to inquiries and send out member update e-mails. Free e-mail providers are abundant, but some of the most popular are [Gmail](#), [Yahoo](#) and [Windows Live Hotmail](#). Your e-mail account will have a contact list, so make sure club members and their e-mail addresses are entered into the list and kept updated.

Ideas for using e-mail to communicate with club members:

- Send a copy of the agenda before a meeting and a copy of the minutes after the meeting.
- Send a reminder before a service activity with all the details (time, place, what to wear, etc.).
- Send a notice when a new member joins, introducing them.

Tips for using e-mail to communicate with club members:

- Check e-mails regularly and reply to them promptly.
- Use hyperlinks when directing members to a Web site.
- Use blind carbon copy (BCC) when sending group e-mails. This both protects your members and prints a shorter e-mail by hiding recipient e-mail addresses.
- Use a meaningful subject line so members know what the e-mail is regarding.
- Keep messages simple and provide only the information needed. People get a lot of e-mails and may not have time to read a lengthy message.

e-Clubhouse

If someone is looking for information about your Lions club, the first thing they will do is research your club online. This is why it is imperative for each club to have an attractive, informational Web site.

Lions Clubs International makes having a professional looking Web site easy by providing clubs with the free [e-Clubhouse](#). The e-Clubhouse allows you to keep your members and the community updated on the projects the club is working on while promoting your club's activities and recruiting new members.



The e-Clubhouse offers clubs two predesigned templates that incorporate the Lions Clubs International brand and have fill-in-the blank fields. The site comes preformatted with:

- **Club Home Page:** Feature a photo of your club members participating in a project or club activity and provide a brief history of your club.
- **Calendar of Events:** Use the calendar to keep everyone informed of meetings, service activities, fundraisers and other important dates.
- **Club Projects:** Provide information on your projects and let your community know how they can support your projects.
- **Photo Gallery:** Showcase your club's activities by posting photos of recent projects.
- **Contact Page:** Post key contact information for people in your community to call so they can learn more about your club and get involved.
- **Member-Only Page:** Provide a way for your members to communicate important club news, encourage attendance to meetings and recognize member dedication.
- Up to five additional pages for your club's special functions or news.

To set up your club's e-Clubhouse site, complete the [e-Clubhouse application](#). You may also wish to [view other club's e-Clubhouse sites](#) to get ideas on how to make your page stand out. Once you create your Web site, be sure to add your e-Clubhouse Web site URL to your club's [Club Locator](#) page by e-mailing stats@Lionsclubs.org.

Tips for creating a professional Web site:

- **Keep it Simple:** Do not put too much information on one page as it is difficult to read and will turn off readers.
- **Update Often:** Make sure the site is updated often, especially the calendar. The last thing you want is a prospective member to show up for a meeting at the wrong time or place.
- **Proofread:** Be sure to carefully proofread your Web site before it is released for public viewing.

Electronic Newsletters

If your club has been sending out paper newsletters, consider switching to an e-newsletter. Sending newsletters via the e-mail will not only save you money on printing and postage, they will help your club go green!

E-newsletters can be used for anything from recruiting, to public relations to keeping members informed. They can be sent to community supporters, club members and potential new members to connect them to your club and its activities.



Suggested information to include in an e-newsletter:

- Event calendar to list upcoming meetings, service activities and fundraisers
- Contact information, including a list of club officers
- Information on how to become a member
- Fundraising and service activity results and pictures
- A link to your club's Web site
- Links to your club's social networking pages
- Member and supporter recognition

Fundraising

Since the Internet opens a Lions club to a wider public audience, online activities make it easier than ever for Lions to raise more funds. With so many people using the Internet to conduct their daily business, online fundraising offers a convenient way for the public to participate and support your club. In order to fundraise online, clubs need to work with one of the numerous sites that can set up an online credit card payment system:

- [Pay Pal](#) offers the ability to add a Donate button to your Web site, blog, social networking page or e-mail and even create your own Web site to raise funds online for any cause.
- [Causes](#) allows nonprofits to build communities of supporters, conduct fundraising campaigns, build volunteer capacity and more. The available tools can be used to empower everyone in your cause community to take action, get friends involved and expand your reach through your supporters' social networks.

iPhone App

Stay in touch with Lions Clubs International by downloading the free [Lions Clubs App from iTunes](#). Using the App, you can access the following resources – at the touch of your fingertips:

- Daily news updates from Lions Clubs International on [Twitter](#)
- [YouTube](#) videos from Lions Clubs International, and Lions around the world
- Lions Clubs International [Facebook page](#)
- Photos from clubs around the world on [Flickr](#)
- [LQ – Lions Quarterly Video Magazine](#) podcasts
- Lions Clubs International Web site, [Club Locator](#) and more



Message Boards

A message board, also known as an Internet forum, is a place for members to talk. Divided by topic, message boards allow club members to communicate in their own time and at their own pace. Items posted on a message board remain there until they are deleted or archived by the moderator. A variety of Web sites offer free message boards such as [Board Host](#), [Active Board](#) and [Yahoo Group](#). [Facebook](#) offers the ability to create a group, which can be used in the same manner as a message board. Keep in mind that club members need to have a personal Facebook account in order to be a part of the group.

Code of Ethics

Always abide by the [Lions Code of Ethics](#). This applies to all electronic communications.

Chat Rooms

Chat rooms are a meeting place where members can connect in real time conversation. Sites such as [Yahoo Messenger](#) be used to conduct club meetings, discussions and brainstorming sessions.

Collecting Dues

Allow club members the convenience of submitting their dues payments via online sites such as [Pay Pal](#) or [We Pay](#). Include links to pay dues online in e-mails, e-newsletters or on your e-Clubhouse members only page.

WMMR

The [Web Monthly Membership Reporting \(WMMR\)](#) system makes club membership updating easy and convenient. Use the [WMMR Reference Guide](#) to learn how your club can take advantage of online reporting.

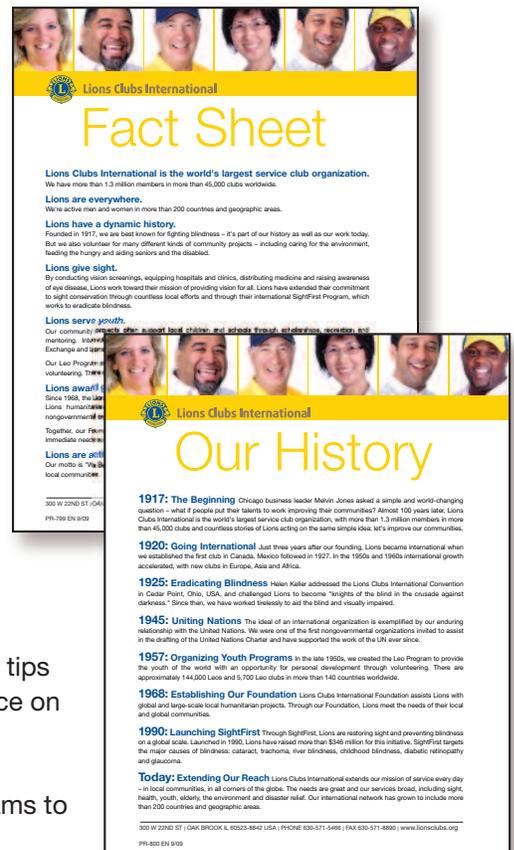
Promoting Your Club

The Internet is a vital component to your club's communication strategy. Your primary means of communicating electronically to the public will be your Web site – that is why it is so important that it is relevant, well-written, thoughtfully organized and easy to navigate. Put your club's Web address on everything you club produces: stationery, flyers, posters, news releases, brochures, business cards, etc. The more your Web address is publicized, the greater likelihood people will turn to it to seek more information.

Public Relations Tools

Take advantage of Lions Clubs International's [Public Relations Online Tools](#) to help you develop your club's public relations program:

- **Sample News Releases:** A variety of sample fill-in-the-blank news releases are available to download.
- **Key Messages and Questions:** When talking to the media and others in your community about your Lions club and LCI, it is helpful to know what messages you want to get across.
- **Fact Sheet and History Sheet:** These publications contain up-to-date information about the association and its history and can be downloaded.
- **Logos:** LCI and LCIF logos and program logos are available in various formats to download.
- **Lions News Network:** Lions News Network contains all available videos and public service announcements from LCI and LCIF.
- **LQ – Lions Quarterly Video Magazine:** LQ is produced four times a year and features inspiring stories from Lions clubs around the world dedicated to making a difference in their communities and the lives of individuals. This is an excellent presentation for Lions and non-Lions groups and can be used on cable access stations.
- **Tools to Submit Stories and Photos:** Use [Submit a Story](#) and [Submit a Photo](#) to provide information to International Headquarters.
- **Newswire:** This monthly online newsletter covers the latest news, information and programs from International Headquarters. The information is appropriate for inclusion in club, district and multiple district publications.
- **How to "Get In" LION Magazine:** This Web site provides tips on preparing articles for LION Magazine and offers advice on taking effective photographs.
- **Review the LCI [Calendar of Events](#)** for upcoming programs to promote locally.



Social Networks

Social networking sites allow users to share ideas, activities, events and interests within their individual networks. Our members and our future members are out there on Facebook, Twitter and other social networking sites. Take your club's conversations to these sites by creating a free account for your club. Social networking is a new way of promoting your club and will help build community outreach, promote club members, increase giving and improve event participation.

Facebook

Facebook is a social networking Web site intended to connect friends, family and business associates. Users may create a personal profile, add other users as friends, exchange messages and join common-interest user groups.

How to get started on Facebook:

1. Create a personal account on [Facebook](#).
2. Connect with friends and create a [Page](#).
3. Ask friends and club members to "Like" the Page via e-mail, newsletters and blogs. Once you have at least 25 fans, shorten your Web address and get a [vanity URL](#) so it is easy for members to find your Page.



Facebook Terms to Know:

- **Profile:** Your profile is a complete picture of yourself, like a biography.
- **Friends:** Friends are people who have connected with your personal profile.
- **Page:** Pages are for organizations and businesses to broadcast great information in an official, public manner to people who choose to connect with them.
- **Group:** Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.
- **Like:** A like is a way to give positive feedback or to connect with things you care about on Facebook. You can like content that your friends post or like a Page that you want to connect with on Facebook.

For more detailed instructions, watch the [Lions Clubs International Facebook 101 video](#). Sites like Facebook change their platform and templates often therefore, use the [Facebook Help Center](#) to search for the most updated information.

Facebook tips:

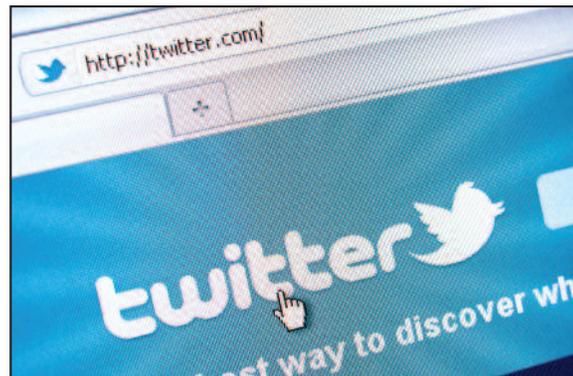
- Post information and pictures about club meetings and service projects.
- Ask open-ended questions of your fans.
- Pay attention to what your fans say.
- Always respond to fan comments.
- Invite your contacts to join your Page.

Twitter

Twitter is an online social networking and microblogging service that enables its users to send and read text-based posts of up to 140 characters, informally known as "tweets."

How to get started on Twitter:

1. Create an account on [Twitter](#).
2. Complete the biography with a profile and photo.
3. Find others by searching by name, topic or importing your contacts.
4. Write your first Tweet.



Twitter terms to know:

- **Tweets:** Messages sent
- **140 Characters:** Maximum message size
- **Retweet:** Tweeting someone else's tweet on your profile
- **Followers:** Those who follow your account
- **Following:** Other accounts you subscribe to

For more detailed instructions, watch the [Lions Clubs International Twitter 101 video](#).

Sites like Twitter change their platform and templates often, therefore, use the [Twitter Help Center](#) to search for the most updated information.

Twitter tips:

- Tweet topics such as events, projects and notable members.
- Ask questions.
- Invite your contacts to connect with your account.
- Retweet messages by others to build relationships.

Blogs

A blog, or Web log, is an online journal. Blogs give clubs another venue to communicate. Blogs are generally written in an informal, conversational style. To be effective, blogs should be updated regularly. Many free blogging sites are available, such as [Wordpress](#) and [Blogspot](#).

Some good ideas for blog topics include:

- An up close look at one of your service projects
- The benefits of being a Lion
- A member profile
- Interesting tidbits about your club
- Testimonials about your club
- Information about volunteering

Connect with Lions Clubs International

Join one or more of these online communities to network with other Lions. Share information, ideas and videos. And let the world know you're proud to be a Lion!



Visit our [blog](#) for frequent posts by Lions Clubs International staff – and our international president.



Subscribe to our channel on [You Tube](#) – the world's premiere video sharing site – to see our new videos.



Follow us on [Twitter](#) for news from International Headquarters – and Lions clubs around the world.



Like [Lions Clubs International](#) and [the Leo Club Program](#) on Facebook – the world's most popular social networking Web site.



Join a network of Lions club members – and experienced professionals – on [LinkedIn](#).



See photos from Lions around the world on [Flickr](#) – the world's most popular on line photo sharing site.



Be a friend of Lions Clubs International on [MySpace](#) to connect with other members and clubs.



Cyber Lions Clubs

The Internet continues to change the way communities interact and how the world does business. That's why you may wish to start a [Cyber Lions club](#). Cyber clubs meet primarily via the Internet and conduct business online. Carrying out business online helps keep Lions connected, expedites club administration and can help a club get to the business of serving their communities quicker.

Chartering a Cyber Club

A Lions club that meets solely via the Internet and conducts business online can be chartered just like a traditional club. Please note that LCI requires 75% of new charter members to reside or work within the multiple district to ensure that all clubs are connected to the communities they serve and are within reach of local leadership support and events.

You will need:

- 20 or more charter members
- A sponsoring club, district cabinet or district committee, region or zone
- Your district governor's approval
- Completed [charter application](#)
- Appropriate charter fees and certification forms

A club may also choose to create a cyber [club branch](#).



A sponsoring club helps their new Lions club obtain and maintain a high level of commitment, activity and enthusiasm.



Lions Clubs International

Membership and New Club Programs Department
Lions Clubs International
300 W 22ND ST
Oak Brook IL 60523-8842
E-mail: memberprog@lionsclubs.org
Phone: 630.203.3846
www.lionsclubs.org

MK-71 EN 9/11