



INTERNATIONAL PRESIDENT
LION BARRY J PALMER

&

DISTRICT 412 GOVERNOR
LION CLEVER MUGADZA

“Service Through Integration”



IP & DG Themes 2013-14

REGION 3 CLUB OFFICERS ORIENTATION & LEADERSHIP TRAINING WORKSHOP

– GWERU

13th-14th July, 2013

Assist GLT GMT PDG Dr Pateson TT Mapanda PMJF FDI

0772 344 099 / patteymaps@gmail.com

IP Barry J Palmer 2013-14



Live Your Dream

- **Architect Jorn Urtzon** had a dream to design a structure renowned worldwide for its aesthetic design while defining its surroundings as well as defying modern architecture
- 1957 His **Sydney Opera House** design was best out of 200 entries.
- **1959 to 1973 –14yrs hard work to realise the Urtzon dream**
- Jorn Urtzon`s Sydney Opera House is now the worldwide symbol of Sydney
- Jorn Urtzon withstood many a dream-stealer and detractor as they say
- **“If you can dream it, you can achieve it”**

“Follow Your Dream”

- **“If you can dream it, you can do it.”** -Walt Disney of Disneyland
- **Dr Martin Luther King** did not say,
 - **“I have a goal.” Or “I have an aim.”**
- The most powerful words in Dr M L King`s famous speech were **“I have a dream”**
- Indeed
- **“If you can dream it, you can achieve it.”**

Motivation to Succeed

- Everyone should have a **dream** – a **vision** – a **goal**, and something as **unique as our very DNA**.
- **Challenges to Success** include:
 - firstly **identify your dream**, and then
 - **Share your dream** with your team / club
 - Finally work to **achieve your dream**.
- There is nothing more disheartening than a dream unfulfilled



LCI Founder MJ believed-

➤ ***"You can't get very far in life until you start doing something for someone else."***

➤ **Melvin Jones 1917**-shared with friends – LCI founded

➤ **Motto/Dream: We Serve**

➤ **2013 -46000 Lions Clubs with 1,37million Lions serving**

Lions Purposes & Code of Ethics

- The **Purposes** guide how Lions/Leos clubs must conduct their business and activities
- **Code of Ethics** guide individual Lions/Leos conduct and behavioural standards.
- Lions **service delivery capacity and reach** is best expanded through **membership growth**
- **Family, Women, Youths and Friends** membership recruitment and
- Focussing on **member satisfaction** and **positive club atmosphere** to improve **membership retention**.

Lions Dream-WE SERVE

- Lions exist to Serve Others –**Lions Brand**
 - Lions are Global Humanitarian Service Leaders
 - Annually GSACs total 200million man-hours of service impacting over 16million people
- 1) August-engage the Youths
 - 2) October – work with the Blind & Visually Impaired
 - 3) December/January- Feed the Hungry
 - 4) April - Work & Improve the Environment
 - 5) Focus on Poverty Reduction** – micro-financing and low-cost technologies to break the cycle of poverty so the needy can realise their full potential.

Act Locally for Global Impact

- **46000 LCs** in urban and rural centres making Lions part of the communities they serve
- 2012-13 annual reports **>450 000 service projects** from **500million service hours** benefitting **200million people**.
- **Lions services** include sponsoring youths sports, building community parks, providing students bursaries, improve literacy by RAP, provide food to the needy, preserve sight by supplying spectacles, cataract surgeries or river blindness prevention
- **Lions Tree Planting** supports the environment.
- April- **membership drive** by inviting prospects to Lions activities and socials

Membership Growth Dream

- Lions dream is to **M.A.D. as a TEAM**
- Stimulate **Membership Growth** through **participatory service delivery and engagement**
- Identify and develop inspired, effective Lions leadership
–eg:-**R3COOL workshop-Training!**
- Lions dream of success through TEAMWORK
- **Follow Your Dream**-Share your Dream-Initiate Action-Promote TEAMWORK , Generate Momentum, Engage every Resource possible, Work hard, Enhance your Leadership skills, develop confidence and Embrace Risks

The 9xRs in Membership

- Recruitment
- Re-Orientation Process/Mentoring
- Re-Engagement / Involvement
- Recognition
- Reinforcement /Rejuvenation
- Replication
- Retention
- Resignation
- Retirement

Lions are **Responsible**

- Take care of **others needs and M.A.D.**
- Are Accountable and Trustworthy
- Are Duty conscious
- Are Committed to a cause & course of action
- Embracing risks and
- Are Hard Working and pursuing service dreams
- Are able to respond and take action
- Are aware of own boundaries and Recognise others` Responsibilities and acknowledge their efforts and achievements

The Art of Recognition

- **Critical to** member satisfaction and **Retention**
- **Timely Recognition** of efforts and achievements of members is **most motivational**.
- **Dream Achievers Awards** at stake for DG Teams, Region and Zone Chairpersons
- **Club Excellence Awards** for excellence in service, management, leadership development and club growth.
- **Club President`s Awards and Certificates** are encouraged for various appreciations

Reasons For Joining Lions

- Want to serve their Community –**M.A.D.**
- To be involved with a specific Cause or course of action-**Involvement** is crucial
- To serve with Friends and Family-**Fellowship**
- Opportunity to develop and serve as a **Leader**
- To be appreciated by the community
- **Member Needs Satisfaction** is critical for **Lions Membership Retention**

Dream Membership Retention

- Annually **>200 000** new Lions recruited
- Sadly annually **net gain is <10% or loss**
- **Positive Club (Family) Atmosphere** and **Meaningful Service Activities** are vital to **Member Satisfaction =Retention**
- Embrace **Club Excellence Process (CEP)** for Success
- Conduct **Community Needs Assessments** and
- Conduct **Member Needs Assessments**

Dream Club Growth

- Women membership **is >24,5%** of LCI from **0% in 1987**.
- Note women are **>50%** of the population
- **Increase** women membership **by 5,5% annually** through 2017-goal of 50/50.
- **Women, Family, Youths and Friends** are inspired to join and leave Lions for the same reasons men do and have done since 1917.
- Engage the new tool-**"Just Ask!- New Member Recruiting Guide For Clubs"**.

Dream Service Growth

- Increase Service Reach by extending New Lions Clubs.
- New clubs create Diversity bringing in more Women, Youths, and friends.
- New members bring new ideas and new ways to serve the community
- More members means increased service delivery capacity
- >25 Charter Members increase the viability and vitality of a new club

Leos to Lions Membership Dream

- Leos want to give and make a difference
- Leos serve with enthusiasm, they are innovative and ingenious.
- Effective Public Relations must include social media like facebook, twitter, you-tube.
- E-clubhouse is there to assist clubs establish club websites .
- Leos are generally computer literate and could shjhhup

IP AND DG On SERVICE!

- “We must lose ourselves in the service of others to find ourselves.”
Mahatma Gandhi
- ‘We must do the best we can, where we are, with what we have.’ Nelson R. Mandela

• ***“If We Can...We Must...Make A Difference”....***

...YES WE CAN...SO WE SHOULD...AND TOGETHER WE WILL..!

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Adopted Service Program Categories

- **Community services**
- **Diabetes awareness**
- **Environmental services**
- **Hearing/speech and work with the deaf**
- **International relations**
- **Opportunities for youth**
- **Sight conservation and work with the blind**

Community Services



SIGHT CONSERVATION & WORK WITH THE BLIND



Diabetes Awareness





PEACE POSTER





COMMUNITY ACTIVITIES



LIONS CLUBS GLOBALLY

WE SERVE



DG CLEVER THEME

- **“SERVICE THROUGH INTEGRATION”**
- **TEAMWORK** and there is no `I` in
- T. E. A. M.
- Together
- Each
- Achieves
- More!



Conclusion

- “It is only when we develop others , That we permanently succeed” James Firestone
- “We must lose ourselves in the service of others to find ourselves.” Mahatma Gandhi
- ‘We must do the best we can, where we are, with what we have.’ Nelson R. Mandela
- ***“If We Can...We Must...Make A Difference”....***

...YES WE CAN...SO WE SHOULD...AND TOGETHER WE WILL..!

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Appreciation for your TIME!

- Thank You for Volunteering!
- Siyabonga!
- Merci!
- Dankie!
- Avrigado!
- Zikomu!
- Tatenda!