

MESSAGE FROM THE DISTRICT GOVERNOR



Greetings friends!!

Firstly I would like to once again express my very sincere gratitude for your confidence in me to lead our district governor team for this lionistic year. I promise to serve the district together with you as we strive to get to greater heights of service throughout all the countries of our district

As you would be aware the theme for this year, SERVICE THROUGH INTEGRATION was informed by a realisation that whilst we all worked very hard as lions at delivering needed service to our local communities more often than not we tended to work in and focus on our own clubs and in our own local communities where perhaps working together in an integrated fashion through individual members of clubs or as zones, regions and even as all the countries in the district on common projects the impact and effect of the collective scale would have delivered higher levels of service to a greater number of people than achieved so far

This year our International President Barry J Palmer's theme is "Follow Your Dream" He is passionate about this and he believes that we should all individually and as lions, clubs, zones, regions and up to districts identify our dreams, write these down, then draw up a plan for how we are going to achieve those dreams. Finally we have to come up with an execution plan on how we are going to achieve our dreams. For as we all know a dream will remain a dream unless we do something about making it a reality. President Palmer has set a target of 1.4million members worldwide and in the process to increase the female membership percentage to 30% by the end of this lionistic year

The theme of Service Through Integration that I chose for this year dovetails into the International President's theme in that I have identified my dream to be heightened service throughout the district through integrating our efforts as district officers initially and between ourselves as individual lions and I hope that of all of us in the district will buy in to follow that dream of providing our service in an integrated manner which would only be possible through our drive for recruitment of new members and working with them so that they remain loyal and committed lions. Research conducted by Lions Clubs International has shown that the biggest challenge that our association faces is the loss of members, some if not mostly, new members with less than one year service. Why is this so? The research shows that we are very good at recruiting new members but after they are inducted we leave them on their own and do not include them in our projects and they feel excluded and alien to the club and or association and ultimately disenchanted and eventually they drop their membership either through just straight forward non attendance but often through non-payment of dues and we are forced to drop them. We lose their service to the community whereas integrating them into our activities and or projects them would have kept them active lions. I have already set out my club visitation programme and I will endeavour to visit each club as per plan and where due to distance and logistical challenges I am unable to do so personally, I will seek the assistance of our GD team members to do the club visits on my behalf as we would like everyone to feel part of the district family of lions.

We have been challenged to follow the International Priorities known as the **3 R's**

- Ø **RESPONSIBILITY** - As lions we have a strong sense of responsibility to make our communities better. It means taking care of others and being accountable and trustworthy. We need to take ownership of the needs that our communities have and then finding a way of getting them done
- Ø **RECOGNITION** – Both formal and informal is part of the tradition of lionism. President Palmer has put in a recognition programme through his Presidential Region Chairperson Awards and the Presidential Zone Chairperson Awards for those chairpersons that excell. He encourages clubs to achieve the Club Excellence Awards by going through the CEP programme. The district governor team has also been challenged to earn the District Governor Team Excellence Award and I will be working with the team to ensure that we achieve this award during this lionistic year not forgetting the individual club members whom we must recognize should they merit formal recognition
- Ø **REACH** – All clubs are encouraged to implement the Club Excellence Process (CEP) through **Community Needs Assessments** and **How Are Your Ratings Surveys**. We need to encourage clubs to recruit young members with a special emphasis on women. We have a very good example of such a club in our district where as you know the Lions Club of Harare The Phoenix which had almost closed due to having only a few old lions won the Best Club in the district last year as awarded by our IPDG Lion Clement Ndala. This club was resuscitated by the transfer of a few young lions from another old club but these young lions went on a very fruitful

recruitment drive that has seen the club grow from only 5 members at the beginning to almost 30 members as at the end of June. This is a club with an average age of 35 years of age where because of their youthfulness and vigour they have embarked on many and varied projects that have served the communities of Harare and uplifted the lions reputation in Zimbabwe . This club gets an almost 100% attendance at every meeting which I might add is held weekly because of all their involvement of each individual member who has something to do in the club and is obliged to participate at all club activities. Occasionally they involve other nearby clubs in their projects and the impact is much greater than if they were always doing their projects on their own This is an example of the integrated approach that I encourage where lions work together with other clubs .This club is vibrant and is still growing and in my opinion this is the way we all need to go as due to the integration we find that collectively the membership numbers are growing and there have been no drops in quite a long while.

The international president has challenged us to save only one member in the five that we are currently dropping and if we manage to do that then the targets set will be easily achieved

Working together in an integrated manner between the DG team and our district GMT and GLT leaders the targets that I have set for our district for this year should be achievable. For your adoption the details of our dream are :-

New Clubs	Charter Members	New Members in existing clubs (other than charter members)	Dropped Members	Net Member Growth
6	120	300	115	260

FELLOW LIONS, I INVITE YOU TO MAKE THIS DREAM A REALITY BY WORKING TOGETHER IN THE TRUE SPIRIT OF FELLOWSHIP. THESE TARGETS ARE NOT UNACHIEVABLE AND WHILST WE ARE AT IT WE SHOULD MAKE AN EFFORT TO RECRUIT MORE FEMALE MEMBERS AS OUR INTERNATIONAL PRESIDENT HAS SET THE MAGIC TARGET OF 30% FEMALE MEMBERSHIP OF THE ENTIRE LIONS MEMBERSHIP BY END OIF THIS LIONISTIC YEAR.

FRIENDS, I ASK YOU TO PROMISE YOURSELVES TO DELIVER A NET GROWTH OF 260 IN DISTRICT 412 THIS LIONISTIC YEAR