

# District Extension Chairperson's Manual



*You have accepted  
an appointment  
that will have a lasting impact  
on the future of  
Lions clubs*



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## **DISTRICT EXTENSION CHAIRPERSON'S GUIDE**

Expanding the reach of Lions Clubs International through the chartering of new clubs is essential to the vitality of your district. During your tenure as district extension chairperson, you will have a key role in securing the future success of your district by leading its extension efforts. You will call upon your leadership skills, knowledge of Lions Clubs International, and most of all, your dedication to your district as you fulfill your duties. These qualities were major reasons why you were selected for this important position.

### **Major Responsibilities of a District Extension Chairperson**

As district extension chairperson, you will be responsible for assisting with the following:

#### **Goal Setting**

1. Set goals, develop and implement a District Extension Plan incorporating the goals and objectives of the district MERL Team. Communicate goals and plan to the Multiple District Extension Chairperson and the District MERL Team on or before August 1<sup>st</sup> of each Lions year.
2. Present a budget to the District Council in order to fund a District Extension Plan.
3. Develop and advertise a District Extension Plan that includes incentives for district and individual Lions who contribute to the achievement of the prescribed levels of club formation.

#### **Communication**

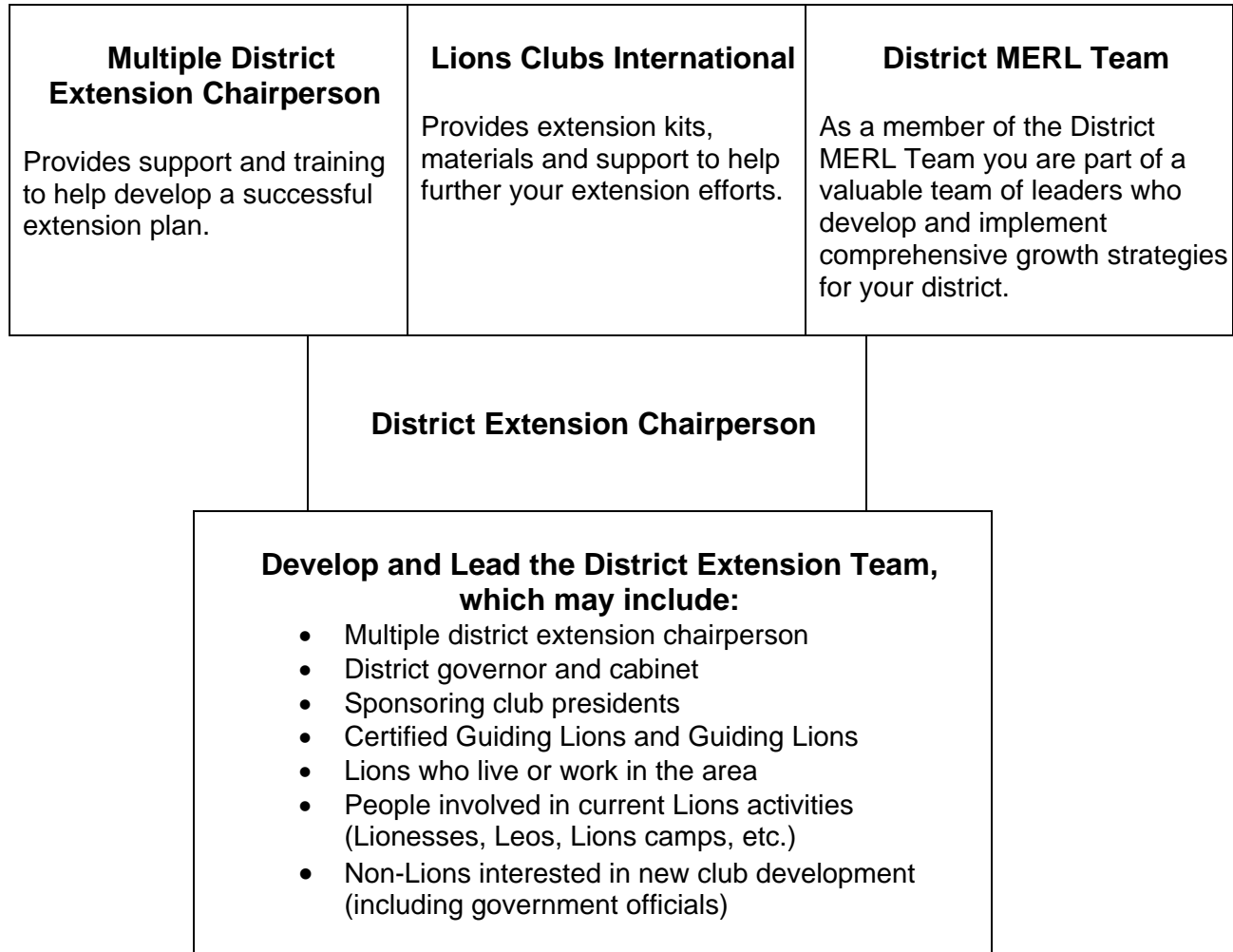
1. Communicate goals and implementation procedures to extension-minded Lions.
2. Establish a monthly reporting system to foster open communication and to monitor progress.
3. Keep the multiple district extension chairperson apprised of the district's progress using the reporting system established by the multiple district extension chairperson.
4. Keep multiple district and district leaders and other extension-minded Lions apprised of extension developments from Lions Clubs International.
5. Communicate with the district MERL Team members at least once a month to ensure exchange of information and ideas, preclusion of redundancy of effort, and development of plans to enhance the overall effectiveness of the MERL Team effort.
6. Advise the New Clubs and Marketing Department at LCI of district and the new club needs.
7. Publish extension articles in the district newsletter.

#### **Training**

1. Conduct an Extension Workshop for extension-minded Lions within your district at the beginning of each year and provide ongoing in-field training to support new club formation.
2. Share extension techniques and provide motivation and support using the Multiple District and District Extension Chairperson Guides as well as other extension kits and publications available from LCI.
3. Provide Certified Guiding Lion Training for interested Guiding Lions.

## Building Your Extension Network

Your extension network will include your multiple district extension chairperson, your district MERL Team and Lions Clubs International. You may call on any of these for support as needed.



## District Support

As the district extension chairperson, you are a valuable member of your district MERL Team. Enlist the knowledge and experience of these key Lions to help further your extension efforts.

## **Multiple District Support**

Your multiple district extension chairperson can provide you with guidance, training and additional support. You can obtain the name of your multiple district extension chairperson by contacting your council chairperson or the New Clubs and Marketing Department at Lions Clubs International Headquarters.

## **Support from Lions Clubs International**

The New Clubs and Marketing Department staff can provide materials and guidance to help you plan a successful term. The department can supply you with extension kits and materials as well as check on the status of recently submitted charter applications or answer extension- related questions.

*For Questions or Materials Contact:*  
New Clubs and Marketing Department  
Lions Clubs International  
300 W. 22<sup>nd</sup> Street  
Oak Brook, Illinois 60523-8842, USA  
Phone: 630-571-5466, extension 306  
Fax: 630-571-1691  
E-mail: [newclubs@lionsclubs.org](mailto:newclubs@lionsclubs.org)  
Website: [www.lionsclubs.org](http://www.lionsclubs.org)

## **Assisting the New Club**

Each new club should be able to count on the support of Lions both locally and internationally. In addition to local support from the sponsoring club, Guiding Lion and your extension team, the New Clubs and Marketing Department offers additional resources and programs to help with your efforts.

### ***Certified Guiding Lion***

The Certified Guiding Lion Program is a certification course that was developed to enhance the quality of the service provided by the traditional Guiding Lion. The program provides Lions with training that will give them the skills and knowledge needed to support the development of a new club. The course can be taken as a self-study course or given to a group, allowing a forum for idea exchange. Presentation materials and an instructor's guide are available on CD ROM.

Certified Guiding Lions are asked to serve the new club for two years. Upon successfully meeting the Certified Guiding Lion requirements, the Lion qualifies for the Certified Guiding Lion Award. For more information about the course, please contact the New Clubs and Marketing Department.

## Extension Programs Offered by Lions Clubs International

### Traditional Club:

Most likely, a majority of the clubs chartered in your district will be traditional Lions clubs. The New Club Extension Kit contains the extension guide with step-by-step instructions to help guide you through the chartering process as well as the following materials:

- **Making it Happen:** a guide for developing service activities to meet community needs
- **Charter Night Booklet:** a helpful publication for planning the new club's charter night celebration
- **Recruiting Brochures:** general information for prospective members
- **Charter Application, Report of Charter Members, Temporary Membership Cards** and other materials to help charter a new club.

### New Century Lions Club:

This club format is designed to give young adults through age 35 the ability to create a club that meets their need for flexibility, desire for hands-on projects and interest in more extensive use of the Internet to ease club administration. Members of New Century Lions Clubs still enjoy the same rights, privileges, benefits and responsibilities common to all Lions club members. The New Century Extension Kit includes:

- **Application for New Century Lions Club Charter**
- **Charter Member Applications**
- **Making It Happen:** a Guide for Developing New Century Lion Club projects
- **Guide for Chartering a New Century Lions Club:** step-by-step directions for forming a New Century Lions Club
- **Membership Brochures:** Brochures designed to appeal to young adults.

### Campus Lions Club:

College and university campuses offer an exciting way to introduce the leaders of tomorrow to Lions activities. Campuses have the resources needed to support a successful Lions club: a well-defined infrastructure and a diverse population of qualified individuals for potential membership. Through membership, students learn the value of helping those in need and also hone a variety of skills that will be beneficial to them in their personal and professional lives. The campus Lions club kit contains all the necessary materials for chartering a club:

- **Guide to Chartering Campus Clubs:** a helpful publication for forming a campus Lions club
- **Lions Activate Campus Communities:** a brochure designed to explain the benefits of campus clubs to school administrators
- **Promotional Materials:** Campus Club recruiting brochures, camera ready ads, and posters for publicizing the formation of your campus club
- **New Club Charter Application, Charter Member Report, and Charter Member Applications.**

## **Club Branch Program:**

Forming a club branch allows Lions clubs to reach beyond traditional locations to help include more people in Lions activities. Branches can be formed with fewer than the 20-member minimum required to form a Lions club, which makes them ideal for locations such as small towns, rural areas, ethnic neighborhoods, business parks, medical complexes, and retail stores. Members of club branches are full members of their “parent” club and enjoy all the privileges and responsibilities of club membership. The Club Branch Builder Kit has all the materials necessary for forming a club branch:

- **Guide to Club Branch Formation:** details the steps to organize a club branch
- **Coordinator’s Guide to Club Branch Management:** this manual contains helpful information for use by branch leaders
- **Club Branch Notification, Branch Membership Update, Membership Applications**
- **Club Officers’ Manual, Standard Form Constitution and By-laws:** essential references for club officers
- **Membership Brochures**

## **Lioness Bridge Program:**

The Lioness Bridge Program makes it possible for Lionesses to honor and acknowledge their proud past while enjoying all the benefits, rights and privileges associated with Lions club membership. The program combines three elements – the use of “Lioness” in the club name, the Lioness Conversion Program and a special Lioness-Lions pin. This program is an excellent way to reach out to the current and former Lionesses in your area.

## **Recruiting and New Club Extension Video:**

Two video programs, available on a single videocassette, address the critical areas of membership – recruiting members and new club extension. Use the first video to recruit members. The second video, “River Lions” walks through the formation of a Lions club and may be used as an instructional video as it provides your extension team with ideas and direction. This video is an outstanding addition to your district’s video library and will certainly ignite your recruitment and extension efforts.

## Recognition and Awards

### EXTENSION AWARDS

Two extension-minded Lions (as determined by the district governor) may receive an extension award for the formation of a new club. Extension award recipients cannot be members of the newly established club unless they are active transfer members or former members of a Lions or Lioness club. The district governor or employees of Lions Clubs International may not receive the extension award.

Pins are awarded for organizing 1 – 5 clubs, then each major interval beginning with the 10<sup>th</sup> club. Letters are sent to the recipient to acknowledge their dedication and confirm the award count.

### DISTRICT EXTENSION CHAIRPERSON'S AWARD

Each district extension chairperson with a 5% net increase in clubs at the close of the fiscal year will receive the District Extension Chairperson Award, an attractive plaque that is engraved with the name of the chairperson.

## Planning Your Term

***Before beginning your extension program***, determine the following:

- Contact your district governor and the MERL Team to discuss the district extension goals for this year.
- Contact knowledgeable Lions, such as past district extension chairpersons, past district governors, zone and region chairpersons and others to identify areas within the district that can support new Lions clubs or perhaps a club branch. Complete the “District Location Tracking Report” to begin to track club development for the identified areas and send a copy of the report to your Multiple District Extension Chairperson, District Governor and the MERL Team so they understand the areas of focus.
- Contact clubs near the area and ask if they would be willing to sponsor a new club. Find out if they have the manpower, time and finances required.
- Schedule extension training for your team.
- Check your supplies to make sure you have all the materials and information needed to help organize a new Lions club.
- Each quarter, send an updated “District Location Tracking Report” to your Multiple District Extension Chairperson, District Governor and the MERL Team to keep them informed of your progress.

## Frequently Asked Questions

This quick reference guide answers some of the most commonly asked questions about extension.

### **Q. Who can become a member?**

A. Any person, male or female, of legal age, good character and good reputation in the community may be invited to become a member.

### **Q. Are there any limitations on where a club can be organized?**

A. A Lions club may be organized anywhere in the district with the knowledge of the district governor, even if there is a club already organized in the area. It is highly recommended that you get the cooperation of the existing club and, if possible, obtain sponsorship for the new club.

### **Q. Are there any minimum community population requirements?**

A. There are no minimum community population requirements.

### **Q. How many members are required to organize a new club?**

A. Each new club must have at least 20 members. However, a branch may be started with as few as two members.

### **Q. Who is a charter member?**

A. Any member of a new club who becomes a member prior to the charter night banquet, or the charter closing date (which is predetermined by the new club) or the date 90 days following the charter approval date, whichever comes first.

### **Q. How soon after organization should a club's charter night be held?**

A. The Charter Night celebration is optional. However, many clubs choose to hold a banquet to mark their charter night. Usually the charter night is held within 90 days following the charter approval date.

### **Q. To whom are charter fees payable?**

A. Lions Clubs International.

### **Q. What are yearly international dues?**

A. International dues will be changing, please contact Lions Clubs International for the most current rate. THE LION Magazine, published nine times annually, is one of the benefits of Lions membership dues.

In addition to international dues, each district and club sets its own dues to cover administrative costs. Club dues will vary from club to club.

### **Q. When should club dues be established?**

A. Club dues should be established at the new club's organizational meeting.

**Q. Who can organize a Lions club?**

A. Any number of Lions can work together to organize a new club. Clubs, district cabinets or committees as well as zone and regions may sponsor a new club. However, only two Lions, who are not members of the new club, (unless they are transfer members), are eligible to receive an Extension Award for any individual club formed.

**Q. When is the first Monthly Membership Report (MMR) due?**

A. The report is submitted by the new club secretary on the first day of the month following charter night or 90 days after charter approval, whichever comes first.

**Q. What is the term of office for the new club's officers?**

A. Their term is officially until the end of the Lions Clubs International fiscal year, which runs July 1 through June 30. Charter officers may serve during the second fiscal year, if re-elected by the club's members.

## DISTRICT LOCATION TRACKING REPORT

To be completed by the District Extension Chairpersons and sent quarterly to the Multiple District Extension Chairperson, MERL Team and the District Governor.

Date: \_\_\_\_\_ District: \_\_\_\_\_  
Name: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_  
Address: \_\_\_\_\_ Telephone Number: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Fax Number: \_\_\_\_\_  
Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

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Community for Possible Extension: \_\_\_\_\_

Status:  Identified Community  
 Developed Extension Team  
 Conduct Site Development Research  
 Gained Commitment of Sponsoring Club: Club Sponsor: \_\_\_\_\_  
 Assigned and trained Guiding Lions Guiding Lion #1: \_\_\_\_\_  
  
Guiding Lion #2: \_\_\_\_\_  
  
 Conduct Public Relations  
 Developed Prospect List  
 Recruit Charter Members  
 Held Informational Meeting  
 Held Organizational Meeting  
 Completed Charter or Branch Application  
 Trained Club Officers  
 Officers Attended District Training  
Number of Members Recruited to date: \_\_\_\_\_  
Date: \_\_\_\_\_  
Date: \_\_\_\_\_  
Date: \_\_\_\_\_  
Date: \_\_\_\_\_  
Date: \_\_\_\_\_

Next Step: \_\_\_\_\_

Completion Date: \_\_\_\_\_

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Club Sponsor: \_\_\_\_\_

Guiding Lion #1: \_\_\_\_\_

Guiding Lion #2: \_\_\_\_\_

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 Conduct Site Development Research  
 Gained Commitment of Sponsoring Club:  
 Assigned and trained Guiding Lions

Club Sponsor: \_\_\_\_\_

Guiding Lion #1: \_\_\_\_\_

Guiding Lion #2: \_\_\_\_\_

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Date: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Next Step: \_\_\_\_\_

Completion Date: \_\_\_\_\_

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