

# PRE-INSTITUTE ASSIGNMENT



## “We Serve”

In 1917, Melvin Jones initiated the Lions “We Serve” tradition. Today, more than 1.3 million men and women in more than 45,000 clubs worldwide proudly continue the Lions tradition.

The Lions Leadership Institute includes a session about service projects called “**We Serve.**” In this session, you will examine the ways we go about selecting relevant service projects, the resources we have available for those projects which can be categorized as Adopted Lions Service Programs, and the important public relations tools that we should be using to spread the message to the world about Lions and the good works we do.

Before you arrive at the institute you have three assignments related to this session. For each assignment you will go to the Resources section of the LCI website, [www.lionsclubs.org](http://www.lionsclubs.org):

1. Review the steps in assessing community needs and the sample questionnaire as explained in the New Clubs publication, “[Lions Community Needs Assessment](#)” (MK9).
2. Review the service program categories and criteria, and examine the many resources available to clubs and districts in the publication called “[Adopted Service Programs of Lions Clubs International](#).” (IAD223)
3. Review the sections called “What is News?” and “How Do You Use Key Public Relations Tools” as well as the sample news releases in the Public Relations publication, “[Club Public Relations Chairman’s Guide](#)” (PR710).

After you have reviewed the guide, use a single sheet of paper to create your own news release describing a Lions service project in which you have been involved at the club or district level. Follow the guidelines for writing news releases in the guide.

**Bring this news release with you to the institute,** as you will use this to share your service project with others during the class session.