



Lions Clubs International

# CERTIFIED GUIDING LION REBUILDING ASSESSMENT

For Certified Guiding Lions Assigned  
to Assist Existing or Cancelled Clubs



Congratulations for being assigned as a Certified Guiding Lion to help reinvigorate a club. Unlike a new club, there may be areas of the Guiding Lion Course that club members and officers fully understand and may be left out of the training. Use the checklist below to find areas that could be improved and design the training and support accordingly. The pages noted after each section refer to the Certified Guiding Lion Workbook (CGL-1).

As a Guiding Lion you will receive a monthly Club Health Assessment Report to help you monitor club reporting, membership growth, the financial status of the club and more. To receive the report you will need to be officially assigned to a club and have an active email address. For more information about the assignment process contact the English Language Department at [EnglishLanguage@Lionsclubs.org](mailto:EnglishLanguage@Lionsclubs.org).

Club Name: \_\_\_\_\_ Assesment Date: \_\_\_\_\_

**Understanding Club Responsibilities:** This section is for new club officers who are also new Lions. This section can be skipped if the officers are experienced Lions. However, it might be helpful to review and test the knowledge of the club officers to make sure they understand the basics.

- YES    NO   Do the officers have a general understanding of Lions Clubs International's structure, objectives and history?  
 YES    NO   Do the officers understand the general responsibilities of their club?

If the officers are unsure or are new to Lions, review Training Session One on page 13 of the Certified Guiding Lion Workbook to see if training is needed.

**Club Management:** Make sure club officers are aware of their roles and responsibilities and the training available to support effective club management.

Do the following officers understand their responsibilities well enough to fulfill their role effectively?

- YES    NO   Club President  
 YES    NO   Club Secretary  
 YES    NO   Club Treasurer

The monthly Club Health Assessment Report will indicate if reports were filed, accounts are past due and elections are timely. Refer to the report to answer the items below.

- YES    NO   Are membership and activity reports submitted regularly?  
 YES    NO   Are the club accounts current?  
 YES    NO   Does the club have new leadership each year (officers do not repeat)?

If needs appear, follow the training outline that begins on page 16 of the Certified Guiding Lion Workbook. Assign a Club Officer Mentor when needed. In cases when officers repeat, encourage new Lions to accept the officer position and assure them that they will receive the support needed to be successful.

**Service Activities:** Service provides meaning to member involvement and is the single most important element to club success.

- YES    NO   Is the club involved in meaningful service activities?  
 YES    NO   Are these activities visible and relevant to the community?  
 YES    NO   Are there other projects the members would rather pursue?

If service activities need to be strengthened or new projects need to be identified follow the “Making it Happen” outline on page 16 or consider the course on Providing Community Service offered in the Lions Learning Center.

**Communications:** An effective communication plan recognizes the club’s efforts and makes the community aware of the club’s activities. Communication, both internal and external, needs to be positive and inviting to existing and potential members.

- YES     NO    Does the club effectively publicize the projects that are supported?
- YES     NO    Are meetings, events, and projects effectively communicated to club members?
- YES     NO    Does the club have a website?

Applicable resources include the Public Relations Guide, the e-clubhouse and Club Secretary Training. Also consider the Public Relations Course offered in the Lions Learning Center.

**Meetings:** Meetings are at the heart of the member’s experience. Poor meetings can ruin a club. While the Guiding Lion Workbook lists Membership Recruitment next, it is suggested that this topic be taken out of the training sequence and addressed before recruitment and retention. Since existing clubs already meet it is important that the club provides a welcoming atmosphere before new members are recruited.

- YES     NO    Are meetings positive, meaningful and productive?
- YES     NO    Are they held regularly?
- YES     NO    Are they well attended?
- YES     NO    Is meeting attendance encouraged?
- YES     NO    Do the meetings involve all the members?

What improvements could be made? \_\_\_\_\_

If needs appear, follow the outline beginning on page 20 in the Certified Guiding Lion Workbook to boost attendance and improve the overall meeting. Also consider the Managing Meetings Course from the Lions Learning Center.

**Membership Growth:** Membership growth is most likely the greatest challenge for rebuilding a club and should only be initiated after the other aspects of club management have been corrected or the new members will most likely leave. Make sure all other issues are resolved before launching a membership campaign.

- YES     NO    Is the club actively recruiting?
- YES     NO    Are all members, including new and existing members, involved in projects that they find meaningful?
- YES     NO    Does the club have a membership plan?

Why are members leaving the club and what adjustments need to be made to improve retention?

\_\_\_\_\_

For additional help, see the Importance of Recruitment and Retention as noted on page 18 of the Certified Guiding Lion Workbook and also recruit the assistance of a Membership Chairperson Mentor as outlined on page 33. Your District Global Membership Team (GMT) Coordinator can also provide assistance. Additional online resources include Valuing Member Diversity, Member Motivation, and Effective Club

Membership Teams (an on-line independent study module). These resources and others can be found in the Leadership Resource Center.

**District Support:** The purpose of the district leadership is to support club health and development. However, care needs to be taken to ensure that the club is supporting the projects and events that are of interest to the club's members. Studies show that healthy clubs will support district projects that are important to the members, however, they may also take away energy that is needed to rebuild a weak club.

- |                              |                             |   |
|------------------------------|-----------------------------|---|
| <input type="checkbox"/> YES | <input type="checkbox"/> NO | Is the district leadership viewed as positive and helpful?  |
| <input type="checkbox"/> YES | <input type="checkbox"/> NO | Does the district or multiple district offer training opportunities that would benefit club officers and members? |
| <input type="checkbox"/> YES | <input type="checkbox"/> NO | Do club officers attend zone meetings?  |
| <input type="checkbox"/> YES | <input type="checkbox"/> NO | Are district functions and meetings communicated effectively to club officers?                                    |
| <input type="checkbox"/> YES | <input type="checkbox"/> NO | Do district events/projects keep club members from supporting their own projects?                                 |

What support could the district provide? \_\_\_\_\_

**Further Leadership Development:** There are times when a club is failing due to leadership issues which could range from disruptive members to lack of direction. Lions Clubs International has a vast resource of leadership development courses and programs offered to members to help the Lion leaders be successful. Your District Global Leadership Team (GLT) Coordinator can provide more information about the training opportunities available. *Be sure to let new and existing members know the tremendous opportunity they have for personal and professional growth by participating in the training programs offered by Lions Club International.* Visit the Lions Leadership Resource Center for additional information.



## Lions Clubs International

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