

District Centennial Coordinator Guide



Congratulations on your appointment as a District Centennial Coordinator! Your leadership is key to the success of our Centennial Celebration.

Centennial Celebration Overview

The **Centennial Celebration Program** celebrates 100 years of Lions humanitarian service. The program began in July 2014 and runs through June 2018. Lions around the world join in the celebration by providing service and inspiring others to join us in service.

Lead through Service

The Lions motto is “We Serve.” The **Centennial Service Challenge** is a call to action for Lions to provide service to 100 million+ people during the celebration. Lions clubs participate by hosting at least one project for youth, hunger, vision and the environment during each year of the celebration.



Invite for Impact

Lions invite others to join us, so we can serve more people. Clubs are encouraged to set a goal of adding at least 3 new members and districts to charter one new club during each year of the Centennial. The **Centennial Membership Awards Program** provides recognition to Lions and clubs for inducting new members, starting new clubs, and keeping those members and clubs active. We estimate 50 people are served by the average Lion annually. If we can meet or exceed our largest year-end membership total by the end of the Centennial Program, we could serve 2.4 million more people.



Connect to Community

Lions clubs engage their communities through service projects and Centennial celebrations.

Centennial Community Legacy Projects provide lasting gifts to local communities and increase the visibility of Lions clubs. Every club is encouraged to complete one Legacy Project that will benefit their community, from a park bench or a bike rack, to a refurbished park, clean water system, medical clinic or school.



Centennial Volunteer Structure



The **Centennial Action Committee** (CAC) advises and assists the **Board of Directors** in the formulation and implementation of Centennial plans. The CAC includes two representatives from each Constitutional Area, plus Africa, along with representatives from the Convention, Finance & HQ Operation, Membership, Public Relations and Service Activities committees. A list of the current CAC members can be found on the Lions100.org website in the *About* section.

As a **Centennial Coordinator**, you are part of a volunteer team of over 700 Lions around the world supporting the Centennial at the multiple district and district levels. At the club level, each club is encouraged to identify a **Club Centennial Chairperson** to coordinate Centennial activities.

District Coordinator Responsibilities, Activities and Resources

There are four categories of Centennial Coordinator responsibilities: educate, implement, communicate and report. Activities and resources for each are included below. All resources can be found on the Lions100.org website.

Educate

As a resource for Centennial information, District Coordinators continually learn about the Centennial and share their knowledge.

Activities

- Stay current on the latest Centennial information and resources through the Centennial Coordinator Newsletter and Lions100.org
- Attend coordinator education sessions, Constitutional Area forums and district events
- Provide Centennial education sessions for clubs

Also, consider volunteering to provide Centennial seminars or staff a Centennial booth at district, multiple district and constitutional area meetings.

Resources

- Lions100.org – The website repository for Centennial information and tools, including presentations, training materials, and handouts.
- [Centennial newsletters](#) – The Centennial Celebration Newsletter is distributed quarterly to all Lions. Specific information for Centennial Coordinators is distributed bi-monthly in the Centennial Coordinator Newsletter.

Implement

District Coordinators are leaders in the planning and implementation of district celebrations and activities. They also support clubs and district Lion leaders in their Centennial efforts.

Activities

- Working collaboratively with the District Governor and District Cabinet, lead the planning and implementation of district-level Centennial celebrations and activities
- Motivate and assist Lions Clubs, Club Centennial Chairpersons and District leaders to develop and participate in District and Club Centennial activities and celebrations

Also, consider volunteering to assist with the planning and implementation of Centennial activities at your multiple district level.

Resources

- [Club Centennial Planning Guide](#) – A guide to assist clubs in planning all of their Centennial activities, including executing service projects, fostering membership growth, implementing a Legacy Project and hosting a celebration.
- [Centennial Videos](#) – These short films of Lions Clubs International founding, expansion, and legacy of service can be used as part of Centennial celebrations and as inspiration for service and Legacy Projects.

Communicate

District Coordinators serve as a vital communication link, providing Centennial information to clubs and to district Lion leaders.

Activities

- Encourage and support Centennial leadership at the region, zone and club level

- Communicate Centennial goals and objectives to clubs
- Inform clubs of Centennial news and upcoming deadlines through club visits and emails
- Encourage and support clubs in organizing Centennial activities
- Support the Global Membership Team in fostering membership and club development
- Join the [Lions100 Centennial Coordinators](#) Facebook group and share Centennial inspiration and insights (optional)

Also, consider collaborating with newsletter editors and PR chairpersons in your district to help promote the Centennial Celebration to Lions and the local press.

Resources

- [Lions Touchstone stories](#) – These short articles on our history and hallmark programs can be used to engage Lions and promote the Centennial in newsletters and at meetings. They can also be shared with local newspapers for publication.
- [Social media page on Lions100](#) – Learn more about using social media and the #Lions100 hashtag by seeing current examples from Lions around the world.

Report

Reporting focuses attention on key Centennial activities and drives conversations that develop collaborative relationships between Coordinators and other Lion leaders.

Activities

- Review Centennial reports on [MyLCI](#) and maintain awareness of club Centennial activities in the district
- Report Centennial activity to Multiple District Coordinator during Centennial Report Days
- Develop annual Centennial budget plans and send to Multiple District Coordinator for approval

Also consider volunteering to assist anyone who needs help entering service or Legacy Project information into MyLCI. The more projects that are reported, the more powerful our global impact becomes.

Resources

- [Centennial Report Days Overview](#) – Describes the Centennial Report Days purpose, process, and schedule. Also provides sample report forms.
- [District Budget Form](#) – Coordinators type their plans for spending their annual budget allocations directly into these forms and email them for approval.

Activity Timeline

Date	Activity	Description
January - February 2016	Coordinator education	<ul style="list-style-type: none"> • Participate in the education session facilitated by your Multiple District Coordinator
April - May 2016	District Centennial Report Days #1	<ul style="list-style-type: none"> • Meet with your Club contacts and collect activity data • Complete the Report Day form and meet with your MD Coordinator to discuss progress and challenges
July 2016	District Budget Plans	<ul style="list-style-type: none"> • Develop your budget plan for 2016-17 and send to your MD Coordinator
August - December 2016	Centennial 2017 planning	<ul style="list-style-type: none"> • Take a leadership role in the planning of a district Centennial celebration, service and/or Legacy Project for 2017

Date	Activity	Description
September - October 2016	District Centennial Report Days #2	<ul style="list-style-type: none"> Meet with your Club contacts and collect activity data Complete the Report Day form and meet with your MD Coordinator to discuss progress and challenges
January - December 2017	Centennial 2017 implementation	<ul style="list-style-type: none"> Take a leadership role in the implementation of a district Centennial celebration, service and/or Legacy Project for 2017
March - April 2017	District Centennial Report Days #3	<ul style="list-style-type: none"> Meet with your Club contacts and collect activity data Complete the Report Day form and meet with your MD Coordinator to discuss progress and challenges
June 2017	Global Service Focus Announcement	<ul style="list-style-type: none"> When the new global service focus is announced at the 2017 International Convention, share it with your clubs and district leaders
July 2017	District Budget Plans	<ul style="list-style-type: none"> Develop your budget plan for 2017-18 and send to your MD Coordinator
August - December 2017	Centennial 2018 planning	<ul style="list-style-type: none"> Take a leadership role in the planning of a district Centennial service and/or Legacy Project for 2018
September - October 2017	District Centennial Report Days #4	<ul style="list-style-type: none"> Meet with your Club contacts and collect activity data Complete the Report Day form and meet with your MD Coordinator to discuss progress and challenges
January - June 2018	Centennial 2018 implementation	<ul style="list-style-type: none"> Take a leadership role in the implementation of a district Centennial service and/or Legacy Project for 2018
March - April 2018	District Centennial Report Days #5	<ul style="list-style-type: none"> Meet with your Club contacts and collect activity data Complete the Report Day form and meet with your MD Coordinator to discuss progress and challenges

Contact List

LCI staff members are available to answer your questions regarding all aspects of our Centennial Celebration:

Centennial Service Activities	Programs@LionsClubs.org
Centennial Membership Activities	CentennialMembership@LionsClubs.org
Centennial Legacy Projects	LegacyProjects@LionsClubs.org
Centennial Communications	Communications@LionsClubs.org
Centennial Club Supplies	orderdetails@lionsclubs.org
MyLCI	mylci@lionsclubs.org
Other questions	LCICentennial@LionsClubs.org