



Lions Clubs International

LIONS WORLDWIDE INDUCTION DAY

# CLUB AND DISTRICT PLANNING GUIDE



*Lions Worldwide Induction Day is a worldwide event that welcomes new members and gives Lions the opportunity to stimulate membership growth and increase public awareness.*

## What is Lions Worldwide Induction Day?

Lions Worldwide Induction Day is a worldwide event that welcomes new members and gives Lions the opportunity to stimulate membership growth and increase public awareness.

Since 1917, Lions have been reaching out to people in need in their local and world communities. As demand for Lion service continues, so does the demand for quality members to fulfill the association's "We Serve" motto to helping those in need. Worldwide Induction Day is a symbolic statement to Lions in your area and the general public that Lions Clubs International is committed to recruiting quality members and meeting community needs. Participating in Worldwide Induction Day will not only stimulate membership growth, it will also increase public awareness for your club and its activities.

This comprehensive guide includes event planning tips, recruiting ideas and public relations suggestions to help your club, district or multiple district conduct a successful and meaningful event.

## Where to Begin

### Districts

District governors should decide how their district will participate in Worldwide Induction Day. While holding a district-wide event has the potential for the largest number of participants, Worldwide Induction Day ceremonies can be organized within regions, zones or by individual clubs. If the Worldwide Induction Day ceremony will be a district-wide event, the next step is to determine where the event will take place. Ideally, the event should include every new Lion in the area. In many areas, Worldwide Induction Day will fall during the district or multiple district convention. If this is the case, the induction ceremony should be the highlight of the convention.

If the date does not correspond with the convention, the program may provide a good publicity opportunity and should be planned to maximize both interest for inductees and potential media exposure.

After deciding the parameters of the event, it is important that the district's specific plans are communicated directly to club members. Consider the following ideas:

- Include information about Lions Worldwide Induction Day in district, region, zone and club correspondence. Incorporate a description of the program; when, where and how the event will take place (let clubs know whether this will be a district-wide ceremony or if they should plan their own); and the deadline for tentative induction numbers. Encourage clubs to take advantage of this opportunity to gain new members and increase the awareness of Lions clubs to the public.

Please note in your communication that clubs are encouraged to continue their usual induction ceremonies. This day is intended as an additional event to complement the club's induction ceremony.

- Add membership campaign and event information in your district newsletter and in other correspondence. Include contest results, if applicable, and successful recruiting techniques that clubs have developed.
- Mail a special letter to each Lion leader (such as club presidents, officers, region chairpersons, etc.) to personally encourage them to promote the program.
- Send recruitment information to membership and public relations chairpersons.
- Reinforce participation during club visits and training sessions.

- Close all district correspondence with a reminder of the date and importance of Lions Worldwide Induction Day.

District governors who participated in past Worldwide Induction Days overwhelmingly felt the program helped promote membership growth and increase public awareness by gaining media coverage. While governors conducted the majority of Lions Worldwide Induction Day activities, membership recruitment and follow-up at the club level are essential.

### Clubs

Worldwide Induction Day gives clubs an ideal opportunity to launch a strong membership campaign. While the ceremony may be a district-wide event, the local clubs will benefit the most from inducting new members. First, find out how your district or multiple district is planning to celebrate Lions Worldwide Induction Day. Let your district governor or council chairperson know that your club would like to participate.

Next, plan a recruitment program to coincide with the event. Membership recruitment and follow-up at the club level are vital for program success. Meet with your membership committee and consider the suggestions in this guide.

## Elements of a Successful Event

For overall success, Lions Worldwide Induction Day should include:

- **Strong Membership Campaign:** An aggressive membership campaign is the first step to a successful event. Districts should consider organizing a district-wide campaign to encourage clubs, zones and regions to develop their own program.
- **Meaningful Ceremony:** The ceremony should feature a dynamic speaker or unique program that will make the event memorable. It should underscore the importance of Lions clubs to the community and to the Lions themselves.

- **Effective Public Relations Plan:** Inducting a large number of Lions is newsworthy. Develop a plan for media coverage -- and remember to start planning early!

## Hold a Planning Meeting

To help plan and execute a successful Worldwide Induction Day, organize a planning meeting with the following leaders and solicit their support and ideas:

**District Governor:** The governor plans and oversees district events. Work with the district's convention host committee to obtain space, seating and other items needed for the ceremony. If Worldwide Induction Day does not fall during the convention, form a committee to help plan the event.

**Membership Chairpersons:** Multiple district, district and club membership chairpersons should be called upon to develop membership recruitment strategies so that more new Lions can participate.

**Region and Zone Chairpersons:** Region and zone chairpersons can help plan the event, coordinate the recruitment and public relations efforts throughout the district, participate in zone and region challenges and help gather the number of new Lions expected from their areas.

**Club Presidents:** Club presidents should motivate their members to recruit new members, host a recruitment night, participate in club challenges and provide their public relations chairpersons with the sample news releases in this guide. They will also be responsible for inviting the new Lions to the ceremony, since there may be very little time between the date the new Lions join and the induction ceremony.

**Public Relations Chairpersons:** Multiple district, district and club public relations chairpersons should work together and focus their public relations efforts on the recruitment campaigns, newsworthy projects and the Worldwide Induction Day event. They will also be responsible for inviting the media to attend the event.

## Launch a Strong Membership Campaign

The primary goal of Lions Worldwide Induction Day is to recruit quality members in a positive and newsworthy way. Following are some proven membership recruitment techniques used by clubs and districts worldwide:

**The Challenge:** Add an element of fun by challenging other Lions to recruit new members. Challenges can be made between districts, regions, zones or clubs. Each participating group simply challenges the other to meet or exceed the number of new inductees. The “loser” is committed to do something for the “winner” of the challenge, such as host a reception or assist with a project. Prizes can be creative or unusual. Announce the challenges throughout the district by ways of newsletters, announcements, visitations and other meetings.

**Recruitment Night:** Ask each member to invite a potential member to a special club meeting. This meeting should feature projects and accomplishments of the club -- and let the guests get to know the other members.

**Project Volunteers:** Invite the public to participate in a special club project. The public will learn more about the club, and club members will learn more about the volunteers and can invite potential members to a meeting.

**Member-Get-A-Member Campaign:** Each member is encouraged to provide the names of potential members to the club’s membership committee. Possible new members can include colleagues, rel-

atives, neighbors, co-workers, community leaders, corporate leaders, educators, other professionals and friends. If your club is involved with youth activities, you may find parents, youth leaders and other adults interested in community service. The committee can follow up for possible recruitment.

### **Club Advertising and Promotion Campaign:**

Some ideas for reaching out to members in the community using advertising and public relations techniques include:

- Setting up a booth at a community event
- Publicizing your activities in a local newspaper
- Conducting a direct mail campaign
- Designing a Web site for your club and its activities
- Developing some other type of campaign that showcases your club’s activities and accomplishments

**Once the Campaign is Completed:** Provide your district governor with the estimated number of new inductees for ordering the special induction day commemorative certificates, signed by the international president, for the event. Invite the new inductees, as well as current members, to the ceremony. Each individual club will be responsible for inviting and registering new inductees with the district governor or induction ceremony coordinator.

## Host a Meaningful Event

### **Planning the Ceremony**

Many Worldwide Induction Day ceremonies will take place during district or multiple district conventions. Your event should be unique to your club or district and honor your members’ cultures and traditions. Consider these ideas when planning activities for Lions Worldwide Induction Day:

**Ceremony and Orientation:** Organize a special orientation program or ceremony for new inductees in your district. This ceremony can be conducted by Lion leaders or by the District New Member Orientation Team. The program should be both educational and inspirational--and open to any interested Lion. A sample ceremony is attached.

**Public Event:** Conduct induction activities during a special event, community festival, sporting event or service project. Check with area clubs to determine an appropriate, well-attended event where a public ceremony can be conducted. A sporting event or Scouting event that a club sponsors may also be appropriate. Use the opportunity to highlight projects and accomplishments--and be prepared to pass out additional membership materials. Contact local officials to see what permits are needed. Invite these local officials and the media to participate in your event.

**Dinner Program:** Host a dinner for new members. The induction ceremony can feature a candlelight or other special ceremony and some form of entertainment.

**Reception:** A reception can accommodate a larger group, if a dinner program is not feasible. Be sure to have an agenda, and include refreshments at the end.

**Service Project:** A new or unique service project can be announced at the end of the induction ceremony. This is an excellent opportunity to generate media coverage.

**Local Celebrity:** Are you inducting a prominent person such as the mayor or a local sports figure? This may provide a great photo opportunity for your club, and help generate publicity about your club's programs and activities.

**Testimonials:** The event may include a presentation given by a well-known and respected Lion or a testimonial from a person whom the club has helped.

**Reaffirming Commitment:** Worldwide Induction Day also offers a perfect opportunity to honor current

members. Use this event to recognize your current members, provide them with a fresh start and refocus their efforts toward service. Clubs can plan an additional ceremony that is a variation of the induction ceremony for current members who would like to renew their commitment or simply ask their current members to stand during the new members' ceremony to show their support and make a personal pledge.

### **Obtaining a Site for the Ceremony**

One of the most difficult steps in the planning process will be estimating the number of new inductees and obtaining a site that will accommodate the ceremony. Keep these tips in mind:

- Contact all club presidents to obtain an estimated number of inductees, guests and members who will attend.
- Contact the facility to find out if it can provide seating for your estimated number of participants.
- Determine whether audio-visual equipment or a sound system is needed.
- If the event is to be held in a public area, contact local officials to check if permits are required.

## **Develop an Effective Public Relations Plan**

Lions Worldwide Induction Day is a unique event. It provides an opportunity to promote Lions service activities and membership programs to both internal and external audiences.

### **Internal Communication**

Every Lion should be involved in the event. First, everyone in your club or district should be aware of Worldwide Induction Day and club/district plans. Promote participation and event ideas through newsletters, Web sites, club correspondence and any other publications.

Plan an "idea session" during one of the club meetings. Explain Worldwide Induction Day in

detail and ask for input from all members regarding club and district plans. This is an excellent chance to determine who has contacts with media, celebrities or government officials who may be of assistance. Incorporate appropriate ideas into your Worldwide Induction Day plans.

### **Working With the Media**

If the event will be district-wide, club and district public relations chairpersons should coordinate publicity responsibilities for the program so that efforts aren't duplicated. The Public Relations Chairman's Guide (PR-730), available from the Public Relations Department, is a helpful resource for publicity planning for this event. To obtain a copy, search online or contact the department by phone: 630-571-5466, ext. 358 or email: pr@lion-sclubs.org.

### **Making Your Event Newsworthy**

While the simultaneous induction of a large number of new Lions club members will be newsworthy in some areas, it is a good idea to add an extra element of interest for local media. Consider incorporating these suggestions into Worldwide Induction Day plans:

- Ask local officials to publicly proclaim Lions Worldwide Induction Day. Invite them to participate in your ceremony by speaking about the importance of volunteering and to officially proclaim the day. A sample proclamation is included in this guide.
- Has a special person or group been helped by your club in the past? With their permission, suggest a feature story to media contacts about how Lions have made a difference in their lives. Emphasize that the Worldwide Induction Day membership drive will enable the club to reach more people in need.

- Invite a local celebrity to serve as an honorary Lion. A local radio or television person can serve as a spokesperson about Lions programs. This spokesperson could participate in the event, conduct media interviews and record radio public service announcements.

### **Creating a Media List**

If you don't already have one, create a list of local media that would be likely to report your Lions activities.

- Consult the Yellow Pages for a listing of newspapers and radio and television stations in your area.
- Determine the most appropriate person to receive your information. This could include the feature editor, photo editor or lifestyle editor at a newspaper; the news director or special segment producer at a radio station; or the news director, assignment-planning editor or special segment producer at a television station.
- Create a list including the name, title, phone, fax numbers and e-mail addresses of your contacts so that you have it available when sending information. Use this list for ongoing publicity efforts.
- Find out if your contact prefers to receive news releases via the mail, fax, e-mail or delivered personally.

### **Preparing and Distributing Media Materials**

Once you have your list of media contacts assembled, prepare the media materials. Each contact should receive a news release that explains what will be happening (who, what, where, when and why) at the event and a fact sheet that provides background information about your club. A sample news release and fact sheet are included in this guide.

Please keep these tips in mind when writing the release:

- Be sure to include a contact person and a phone number where they can be reached.

- Make quotes pertinent and timely. Be sure to include the correctly spelled name and title of the person being quoted.
- Be as specific as possible when referring to club activities. Provide names, dates, locations and activities that relate directly to your local community.
- Include the following general Lions Clubs International statement at the end of each news release:

*Lions Clubs International is the world's largest service club organization with 1.3 million members in approximately 45,000 clubs in over 200 countries and geographical areas around the world.*

### **Choosing a Spokesperson**

Choose a spokesperson that is knowledgeable about the event and able to clearly articulate the points you wish to express. Often, this person will be the club president or the district governor. Write out specific points about the event that the spokesperson can use as a guideline when responding to reporters, or to review before an on-camera interview.

### **Contacting the Media**

Before contacting the media, become comfortable with all the facts about the ceremony or activity being promoted. Try to anticipate questions the reporter might ask, using the following questions as a guide:

- *Why is this story newsworthy?*
- *Will readers/listeners/viewers be interested?*
- *Is there a local celebrity or politician involved?*

Allow adequate time for the news materials to be delivered, and then call each reporter on the list to encourage coverage. (Note: it is usually best to call the news media in the morning. Many radio personalities work early shifts, and reporters and TV producers are often on afternoon deadlines.)

Provide the reporter with basic information on the program. If you are not a spokesperson for the event, make sure you know how and when this person can be reached so the reporter can get accurate quotes or set up a live interview.

After the event, send a thank-you note on your club's letterhead to the media that covered your event.

### **Additional Publicity Ideas**

Be sure to take advantage of other available communications vehicles to get the word out about Worldwide Induction Day. Public service directors at local radio stations will often help with promotions. A brief (30-60 second) script can be provided to the station describing Lions programs.

Also, contact local cable television stations and ask for public access airtime. Many will offer time to community groups -- or run an announcement on a community bulletin board. Lions Clubs International has pre-recorded public service announcements (PSAs), available for download online.

### **Post Event Publicity**

Immediately following the event, you will need to continue your public relations effort to reaffirm the importance of the occasion and to update media not present for the ceremony. Calculate the number of inductees and gather newsworthy information about the program. Use the information to develop a news release to distribute to the media. Continue internal communications efforts by publishing the results in the club newsletter, Web site and other forms of club correspondence.

## **Planning Time Line**

Successful events require thorough planning and follow through. While the event itself may be simple, advance planning helps ensure all elements run smoothly.

The following time line provides a general idea of when various objectives should occur:

## **Immediately**

- Determine which clubs in the district are participating in Lions Worldwide Induction Day.
- If Worldwide Induction Day falls during your convention, contact convention organizers to discuss where and when the ceremony may take place. If your convention does not fall during this date, form a Worldwide Induction Day committee.
- Contact all multiple district, district and club membership chairpersons to develop membership recruitment ideas. Determine if a joint recruitment program can be conducted.
- Organize and announce challenges between clubs, regions and zones.

## **January**

- Begin inviting new Lions club members to the ceremony. There may be little time between the date when new Lions join and the induction ceremony.
- Develop a public relations plan.

## **February**

- Determine the number of inductees expected from the area. Submit the total number of new Lions to the Membership Programs and New Clubs Marketing Department to receive the special commemorative certificates signed by the international president.

## **March**

- Estimate the total number attending the ceremony, including new members, guests and spouses. Confirm the meeting space, equipment, refreshments, permits needed, etc.
- Finalize a public relations plan and distribute appropriate information to the media.

- Discuss how the ceremony will proceed with the presenter and others involved. Have certificates signed by the ceremony presenter.
- Confirm that all new members and their guests have been invited to the ceremony.

## **Day of Ceremony**

- Conduct ceremony and present certificates.
- Follow up with news releases to local clubs, if applicable.

## **Following the Ceremony**

- Thank all involved who made the event a success.
- Prepare and distribute post-event media materials.
- Tell the Membership Programs and New Clubs Marketing Department how you took advantage of the opportunity to promote volunteerism and to strengthen your club's activities by sending a description of your program, videos and photos to the address listed below.

## **For additional recruiting ideas or other membership materials, please contact:**

Lions Clubs International  
Membership Programs and New Clubs  
Marketing Department  
300 W 22ND STREET  
Oak Brook, Illinois 60523-8842 USA  
Phone: 630-571-5466, ext. 522  
Fax: 630-571-1691  
E-mail: [inductionday@lionsclubs.org](mailto:inductionday@lionsclubs.org)



# SAMPLE PRE-EVENT NEWS RELEASE

(Name of Contact)

**For Information Contact:**

(Name)

(Phone number)

(E-mail address)

**For Immediate Release**

## **(NAME) LIONS CLUB HONORS NEW MEMBERS ON LIONS WORLDWIDE INDUCTION DAY**

**(City, date)** -- For nearly 100 years, the men and women of Lions Clubs International have never hesitate to get involved. Today Lions club members from **(location)** celebrate the future of community service as they honor new members during Lions Worldwide Induction Day.

With ceremonies being held simultaneously around the world, the **(name of club or district)** will hold its induction ceremony **(place and time of ceremony)**. **(Name of speaker)** will participate in the ceremony.

According to **(name of club president)**, Lions Worldwide Induction Day is significant for several reasons. "As we welcome our newest members, we feel that it is appropriate to share the pride of what being a Lion means and underscore the importance of getting involved, helping our neighbors in need and building a closer community here in **(name of city)**."

In celebrating Lions Worldwide Induction Day, the **(name of club or district)** has made a commitment to **(add sentences about current or upcoming club/district projects, include date and location of upcoming events)**. Proceeds from past fundraising events have gone to (list scholarships and/or other causes to which the club has contributed). The **(name)** Lions Club was chartered in **(year)**.

The **(name)** Lions Club has **(#)** members and meets on **(day of week/month)** at **(time)** at **(location)**. Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with the **(name)** Lions Club, please contact **(name)** at **(phone number/add Web site address if appropriate)**.

Lions Clubs International is the world's largest service club organization with 1.3 million members in approximately 45,000 clubs in over 200 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at [www.lionsclubs.org](http://www.lionsclubs.org).

## SAMPLE PRE-EVENT NEWS RELEASE

(Name of Contact)

**For Information Contact:**

(Name)

(Phone number)

(E-mail address)

**For Immediate Release**

### **(NAME) LIONS CLUB HONORS NEW MEMBERS ON LIONS WORLDWIDE INDUCTION DAY**

**(City, date)** -- On **(date)**, the association staged one of the largest events in its **(#)**-year history, celebrating the induction of thousands of new members in ceremonies around the world for Lions Worldwide Induction Day.

Here in **(city)**, **(#)** new men and women members were inducted into the **(club)** Lions Club at a special ceremony held at **(location)** in conjunction with the international activities of Lions Clubs International. **(List names of inductees)** were inducted.

According to **(name, title such as club president or project chairperson)**, Lions Worldwide Induction Day was successful for many reasons. "As Lions clubs members, we are dedicated to serving the community," said **(last name)**. "Here in **(city)**, we wanted to share our spirit of volunteerism and that of our mission, "We Serve," with our newest members so that they would feel the pride of what it means to be Lion."

In celebrating Lions Worldwide Induction Day, the **(name)** Lions Club made a commitment to **(add sentences about current or upcoming club/district projects, include date and location of upcoming events)**. Proceeds from past fundraising events have gone to **(list scholarships and/or other causes to which the club has contributed)**. The **(name)** Lions Club was chartered in **(year)**.

The **(name)** Lions Club has **(#)** members and meets on **(day of week/month)** at **(time)** at **(location)**. Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with the **(name)** Lions Club, please contact **(name)** at **(phone number/add Web site address if appropriate)**.

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# SAMPLE PROCLAMATION

## PROCLAMATION

**WHEREAS**, since its founding in 1917, LIONS CLUBS INTERNATIONAL members have volunteered time in their communities to helping humanitarian causes; and

**WHEREAS**, LIONS CLUBS INTERNATIONAL has become the world's largest service club organization with 1.3 million members in approximately 45,000 clubs in over 200 countries and geographical areas around the world; and

**WHEREAS**, LIONS CLUBS INTERNATIONAL members continue their commitment to community service through many local efforts, as well as through international programs; and

**WHEREAS**, LIONS CLUBS INTERNATIONAL continues to celebrate, among new and long-standing members, their proud legacy and commitment to helping others;

**NOW THEREFORE**, I, (name of city official), by virtue of the authority vested in me as (title) of (city name), do hereby proclaim the day of (date), as Lions Clubs Worldwide Induction Day in (city name).

**FURTHERMORE**, I join the citizens of this community in appreciation and celebration of LIONS CLUBS INTERNATIONAL members for their many contributions throughout the world.

ISSUED: This *(date)*.

*(City official's name)*

*(Title)*

## INDUCTION CEREMONY SAMPLE SCRIPT

*The induction of new members into the Lions organization can take a variety of forms depending upon the customs and activities of the club and the district. To lend dignity and importance to the induction ceremony, it should be performed by a well-respected Lion. Existing Lions may be invited to stand during the ceremony to reconfirm their commitment to service.*

### **The Lion leader calls the meeting to order with these words:**

This is a very special day.

Lions Worldwide Induction Day is a day dedicated to honoring new members who have been brought into our organization and to recognize the dedication of the sponsors who have invited them into our clubs. Today, thousands of new Lions around the world will be simultaneously inducted into Lions Clubs International . . . expanding our ability to serve our communities and helping us to carry on our humanitarian efforts. On this day, we offer these new Lions an opportunity to experience our pride of service and the gift of lasting and meaningful friendship. This is truly a cause for celebration!

We honor these new Lions because they fill a very important role. . . they hold the key to our future. We must teach them well for they will be the leaders that will move us forward to serve the next generation. As we share our traditions and ask them to carry on the legacy of Lions. . . we should also look to them for new ideas and inspiration so that we may learn from them as they learn from us.

As we celebrate this day, we must remember that no one becomes a Lion on his/her own . . . each new Lion is brought into our organization upon approval of the club's board of directors and on the recommendation of a very important Lion . . . the sponsor. These sponsors have had the foresight to see the qualities of a Lion in these promising new members. It may be outstanding leadership ability,

a sincere commitment to serve others or maybe a special skill. Their sponsors saw potential for these new Lions to do something truly great and to use their skills for the most important mission of all . . . to help others.

We are about to begin the initiation ceremony to recognize Lions Worldwide Induction Day that will welcome (number) new members to the fellowship of the (Lions Club of \_\_\_\_\_/ or District \_\_\_\_). Please withhold any applause or demonstration until it is completed. I will call the names of the new members and their sponsors. As their names are called, will the sponsors and candidates please rise and come forward.

### **Here the Lion leader calls the names as follows: Susan R. Brown, sponsored by Lion Walter M. Smith. When all candidates and sponsors are standing, the Lion leader says:**

Ladies and gentlemen, on behalf of the officers and members of the (Lions Club of \_\_\_\_\_ or District \_\_\_\_), I express our pleasure with your presence at this special ceremony for Lions Worldwide Induction Day. You have been invited to become members and we are all happy and proud that you have accepted membership in our organization and Lions International.

Membership in a Lions club is an esteemed privilege. You are joining the world's largest and most active service club organization, consisting of 1.3 million service-minded men and women in approximately 45,000 clubs in over 200 countries and geographical areas. Our organization was conceived at a meeting in Chicago, Illinois, USA on June 7, 1917, under the leadership of founder Melvin Jones. The expansion and growth of humanitarian service has been accomplished through the dedication of our members. Today, we ask you to help us carry the torch of Lions and build a brighter future for all mankind. We ask you... "to serve."

You are aware of the ethics and objects of our association, and of the work that Lions are doing. I must impress upon each of you that the privilege of Lions membership also entails definite obligations. Lions Clubs International is not a fraternal, social or

political organization. It is a group of men and women bonded together to do things that you and I cannot do as individuals, a medium through which people of goodwill can serve their fellow man. The motto of our association and of our own club is "We Serve." As you progress as a Lion, you will discover the great satisfaction that comes from sharing in our effort.

You have seen how Lions clubs serve their communities and their neighbors who are blind, sick, stricken and disabled. This humanitarian work would not be possible unless people were willing to give their time and effort. Any member will tell you that this requires work . . . work that you will be assigned and will be expected to do. Our work is a cooperative effort in which every member shares the load so that the load of less fortunate people will not be so heavy.

The rewards of membership are great. You will enjoy the fellowship of the finest men and women in our communities. You will be warmed by the thanks of people you help and by the people of the community you serve. You will have the pleasure of working with other people and through club committee structure. You will see the problems of the community and, as a Lion, be asked to assume leadership in their solution. Above all, you will find in your Lions club a medium through which you... as good citizens and good neighbors... can express to others, the good will that is in your hearts.

Since you have expressed a desire to affiliate with your club, and with Lions Clubs International, I now ask that you repeat after me, the Obligation of Membership:

"I (**your name**)... take this solemn obligation... to abide by the Constitution and By-Laws of the club and the International Association of Lions Clubs... to attend all meetings regularly... to support and further the interests of the club... in all its undertakings... to contribute my fair share... towards the financial support of the club... I further declare... that I will assist in maintaining... build-

ing... and strengthening the membership of the club... that I will help the club... by actively serving on committees and in other capacities... where my efforts are needed... and that I will practice... the principles of the Code of Ethics... and the Objects of Lions International."

Thank you and welcome into the membership of the (Lions Club of \_\_\_\_\_ or District \_\_\_\_\_). A certificate has been designed to signify the importance of Lions Worldwide Induction Day. As your sponsors present you with the commemorative certificate, I will ask them to repeat the obligation of a sponsor:

"I (**your name**)... having sponsored (new member's name)... as a member of Lions Clubs International... do hereby agree... to see that he/she is properly welcomed and indoctrinated... in the activities and functions... of the club and of Lions Clubs International... I further pledge myself... to the best of my ability... to see to it that he/she attends all club functions... and that he/she becomes a good Lion."

Lions, remember this day and remember to wear your Lions pin with pride. Let me congratulate you and welcome you into the greatest of all service club organizations... Lions Clubs International. And now, from all Lions in this room who are proud and happy to have you as members of the Lions Club of \_\_\_\_\_, I want to hear... for these new Lions... a great big round of applause.

# (Name) Lions Club Fact Sheet

**For more information contact:**

(name)  
c/o (Lions Club name)  
(address)

**Phone:****Fax:****E-mail:****Web Site:****Club History**

Founded in (city/location) in (year)

**Club Membership**

(#) men and women members

**Community Involvement/Club Projects**

*(Enter a summary of current/upcoming programs and projects.*

*For example, Lions Worldwide Induction Day, Lions World Sight Day, Recycle for Sight, fundraiser, etc.)*

Club meets on *(day of week/month)* at *(time)* at *(location)*.

**Lions Clubs International****Headquarters**

300 W. 22nd Street  
Oak Brook, IL 60523-8842  
Phone: (630) 571-5466  
Fax: (630) 571-8890  
Web site: [www.lionsclubs.org](http://www.lionsclubs.org)

**History**

Founded in Chicago, Illinois, in 1917, by businessman Melvin Jones. Since its inception, Lions Clubs International has been dedicated to helping those less fortunate in their communities and around the world. In 1925, Helen Keller challenged the members to be “knights of the blind.” “We Serve” became the association's official motto in 1954.

**International Membership**

- World's largest service club association
- 1.3 million men and women members
- Approximately 45,000 clubs
- Clubs in over 200 countries and geographical areas

# Notes

# Notes



# Notes



## Lions Clubs International

Lions Clubs International  
300 W 22nd St  
Oak Brook IL 60523-8842 USA  
[www.lionsclubs.org](http://www.lionsclubs.org)  
Phone: 630.571.5466

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