

**LEO CLUBS**

**April Leo**

**Advisory Panel**

**Symposium**





# Join us in Montréal

- Reuniting with fellow Lions and Leos from around the world
- International Parade of Nations
- Annual flag ceremony celebrating every Lion nation
- Special Sessions just for Leos
- Inspiring talks from Lion leaders and special guests
- Immersive, world-class entertainment
- A bright, interactive Exhibit Hall
- The sights, sounds, and tastes of Montréal city culture
- Opportunities to grow and strengthen your service



**SCAN ME**

April is...

# LEO CLUB

awareness month



Leos clubs are in

# 151

nations.

IN 2021, LEOS  
SERVED OVER  
**15 MILLION**  
PEOPLE



There are more than

# 7600

Leo Clubs worldwide.



LEO CLUBS

April Leo

Advisory Panel

Symposium



# Video from IP Doug



**Fernando Plachicoff**

2021-22 Leo Advisory Panel Chairperson



**Khamisi Grace**

Department Manager, Young Lions and Leos

# Leo-Lion Board Liaisons

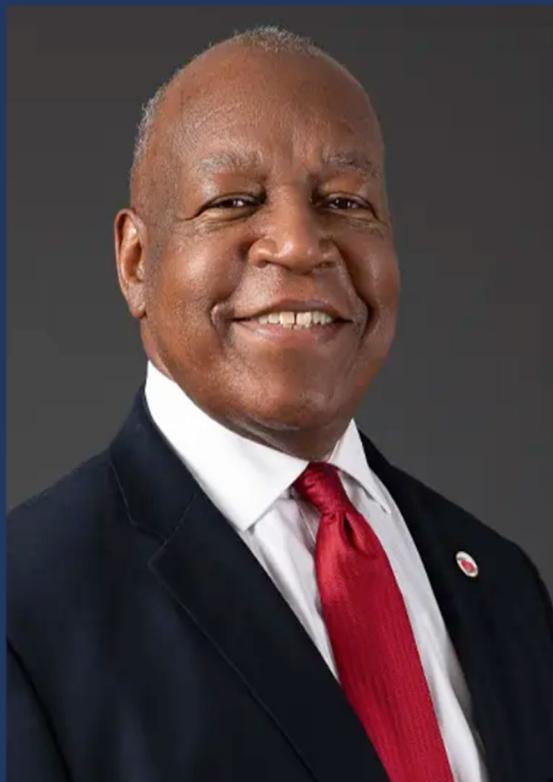
2021-2022



**Ulrike "Ulli" Herrmann**  
**Schwentinental, Germany**  
**Technology Committee**



**Shefanie Vin**  
**Paramaribo, Suriname**  
**Membership Committee**



Special Guest  
Douglas X. Alexander  
Lions International  
President

# 2022 LEO-LION VIRTUAL TOWN HALL: The Art of Multigenerational Collaboration



Hosted By: Leo-Lion Board Liaisons  
Shefanie Vin and Ulrike “Ulli” Herrmann

**May 4, 2022**  
**11:00 am. – 12:00 pm. CDT**

Panelists  
ILO President Letizia Vanelli, Italy  
Leo-Lion Veronica “Vero” Caballero, Colombia

**Register Today!**

<https://attendee.gotowebinar.com/register/2406008940679440143>



# Leo Advisory Panel





## Leo Advisory Panel

- 32 Panelist, two Leos and two Lions from all 8 Constitutional Areas
- Appointed by the Lions Board of Directors
- Act as representatives, advisors, and resources
- Established in 2009

# Committee Structure

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**Membership Experience Committee**

**Leo to Lion Transition Committee**

**Recruitment Committee**

# Purpose of Symposium

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**Promote Leo Club Awareness Month**

**Share the 3 presentations created by the panel**

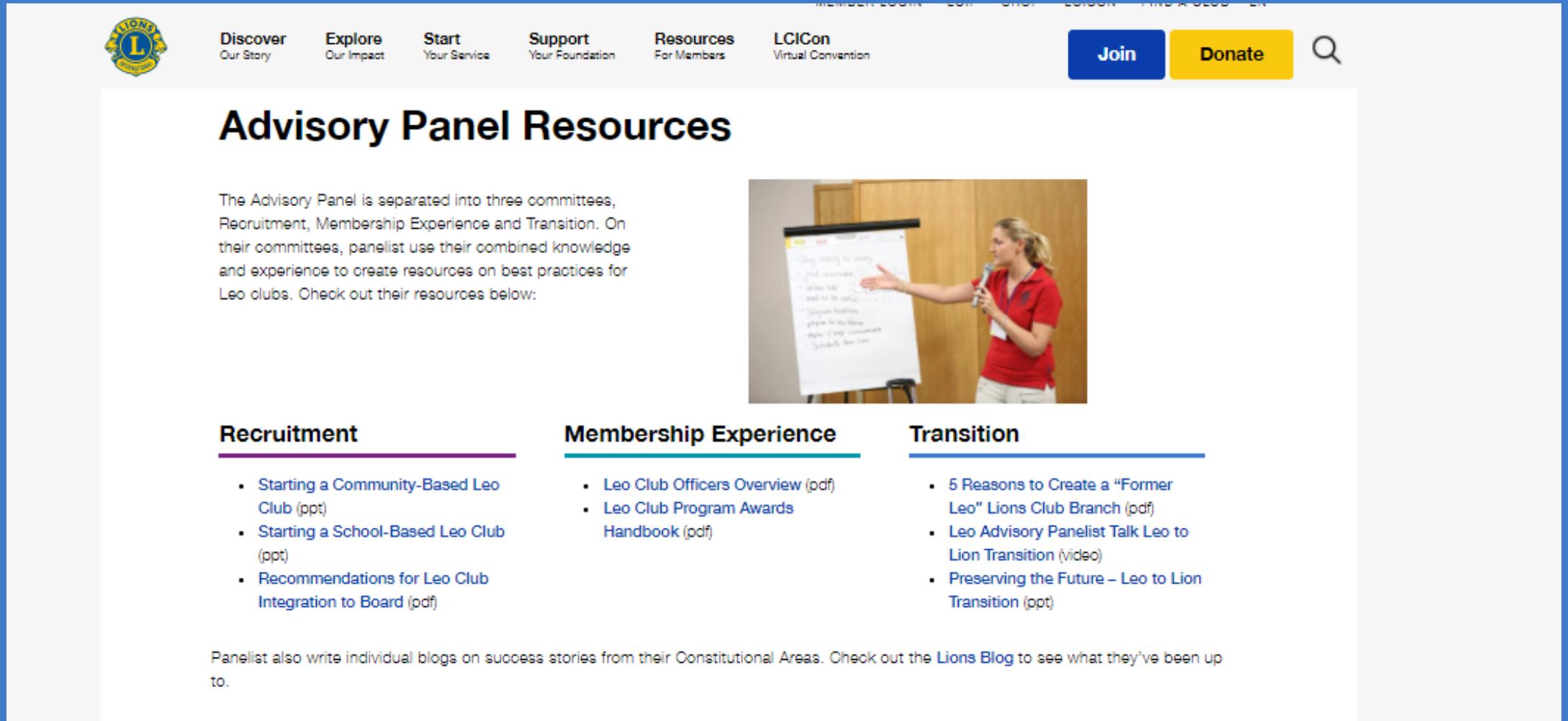
**Share the 3 supplemental resources created**

**Open up for any questions you have for the panel**

# *Accomplishments of the Advisory Panel*

- ▶ Hosted 8 Constitutional Area webinars in September
- ▶ 2<sup>nd</sup> Leo Advisory Panel symposium
- ▶ Improvement in Leo Membership Reporting
- ▶ Increased Reported Leo Advisors
- ▶ Served as guest speakers at Local, Regional and Constitutional Area-Wide Events

# Leo Club Advisory Panel Webpage



The screenshot shows the top navigation bar of the Leo Club website with the logo on the left and links for Discover, Explore, Start, Support, Resources, and LCICon. There are also 'Join' and 'Donate' buttons and a search icon. The main content area is titled 'Advisory Panel Resources' and includes a descriptive paragraph, a photo of a woman presenting, and three columns of resource links under the headings 'Recruitment', 'Membership Experience', and 'Transition'. A footer note mentions individual blogs by panelists.

**Discover** Our Story   **Explore** Our Impact   **Start** Your Service   **Support** Your Foundation   **Resources** For Members   **LCICon** Virtual Convention

[Join](#)   [Donate](#)   🔍

## Advisory Panel Resources

The Advisory Panel is separated into three committees, Recruitment, Membership Experience and Transition. On their committees, panelist use their combined knowledge and experience to create resources on best practices for Leo clubs. Check out their resources below:



### Recruitment

- [Starting a Community-Based Leo Club \(ppt\)](#)
- [Starting a School-Based Leo Club \(ppt\)](#)
- [Recommendations for Leo Club Integration to Board \(pdf\)](#)

### Membership Experience

- [Leo Club Officers Overview \(pdf\)](#)
- [Leo Club Program Awards Handbook \(pdf\)](#)

### Transition

- [5 Reasons to Create a "Former Leo" Lions Club Branch \(pdf\)](#)
- [Leo Advisory Panelist Talk Leo to Lion Transition \(video\)](#)
- [Preserving the Future – Leo to Lion Transition \(ppt\)](#)

Panelist also write individual blogs on success stories from their Constitutional Areas. Check out the [Lions Blog](#) to see what they've been up to.

# What's **NEW**



## Criteria:

- Net growth of 5 new members in MyLCI
- Reported 5 service projects in MyLion
- Reported all Leo officers for the fiscal year

# What's **NEW**

New Leo  
Leadership website  
pages

Leo Club Pride  
Page

MyLCI access to  
Leo District Officers

Continuing the  
Journey  
Powerpoint

Lions Share Pin for  
Leos

Lions Learning  
Center Track for  
Leos

Leo/Leo-Lion  
Cabinet and  
Council Liaisons in  
MyLCI

Developed  
Reporting  
Resources



## Leo Awareness Month

Take a picture of you wearing your Leo swag and use the hashtag **#LoudandProudLEO** on Facebook and Instagram with new social media templates

[Lionsclubs.org/LeoPride](https://Lionsclubs.org/LeoPride)

# Recruitment Committee

**Chair: Leo Luis Alvarez**

**Co-chair: Leo-Lion Akshit Bagla**





# Leo Club Program Advisory Panel Webinar

Recruitment Committee (2021-22)

## Recruitment in a Glance



**Luis Cuevas**  
**Constitutional Area 3**  
**Committee Chair**



**Akshith Bagla**  
**Constitutional Area 6**  
**Committee Co-Chair**

**Know your committee**

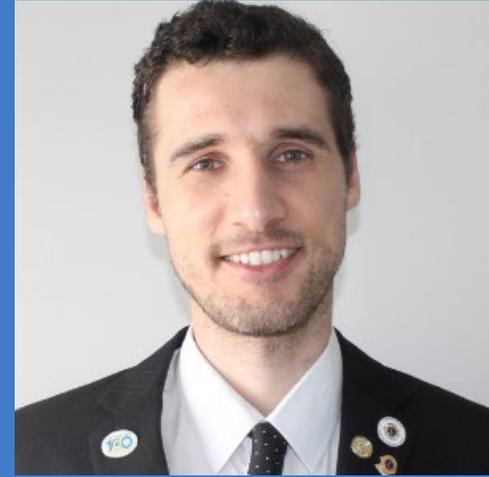


**Diana Grise**  
**Constitutional Area 1**



**Alicia Beer**  
**Constitutional Area 2**

**Know your committee**



**Guilherme Manenti**  
**Constitutional Area 3**



**Massimiliano Manera**  
**Constitutional Area 4**

**Know your committee**



**Calina Cheung**  
**Constitutional Area 5**



**Ranjit Bhagat**  
**Constitutional Area 6**

**Know your committee**



**John Clare**  
**Constitutional Area 7**



**Kellie Bryan**  
**Constitutional Area 7**

**Know your committee**



# Olajide Ogunsola

## Constitutional Area 8

**Know your committee**

# Leo Club Statistics

**7,684** Total Leo Clubs

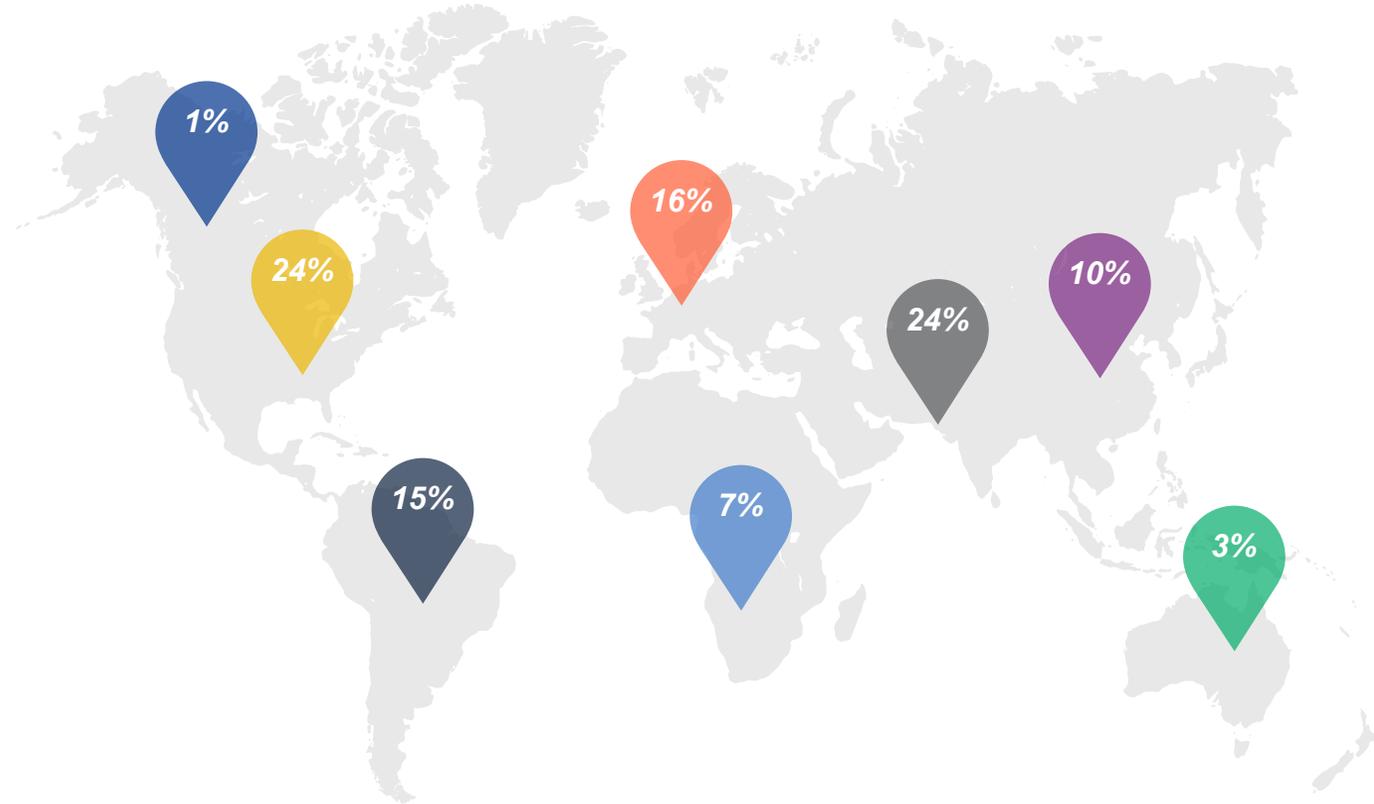
**3,089** Alpha Leo Clubs

**4,595** Omega Leo Clubs

**153** Nations and Territories

**181,731** Reported Leos

As of 25<sup>th</sup> March 2022



# Leo Club Program Members Statistics

CA	Region	As of July 2021	As of January 2022	Net Growth
1	USA	15,418	17,349	2,021
2	Canada	1,113	1,256	143
3	S & C America, Mexico & Caribbean	13,795	13,766	(-29)
4	Europa	8,336	8,351	15
5	OSEAL	12,553	13,466	913
6	ISAME	93,297	104,968	11,671
7	ANZI	2,829	2,896	67
8	Africa	10,148	10,640	492
<b>Total</b>		<b>157,489</b>	<b>172,692</b>	<b>15,293</b>



# Leo Club Program Club Statistics

CA	Region	As of July 2021	As of January 2022	Net Growth
1	USA	1,696	1,658	(-38)
2	Canada	86	84	(-2)
3	S & C America, Mexico & Caribbean	1,094	1,088	(-6)
4	Europa	1,146	1,138	(-8)
5	OSEAL	746	742	(-4)
6	ISAME	1,968	2,156	188
7	ANZI	201	199	(-2)
8	Africa	555	553	(-2)
<b>Total</b>		<b>7,492</b>	<b>7,618</b>	<b>126</b>



# Ways of Recruiting Members



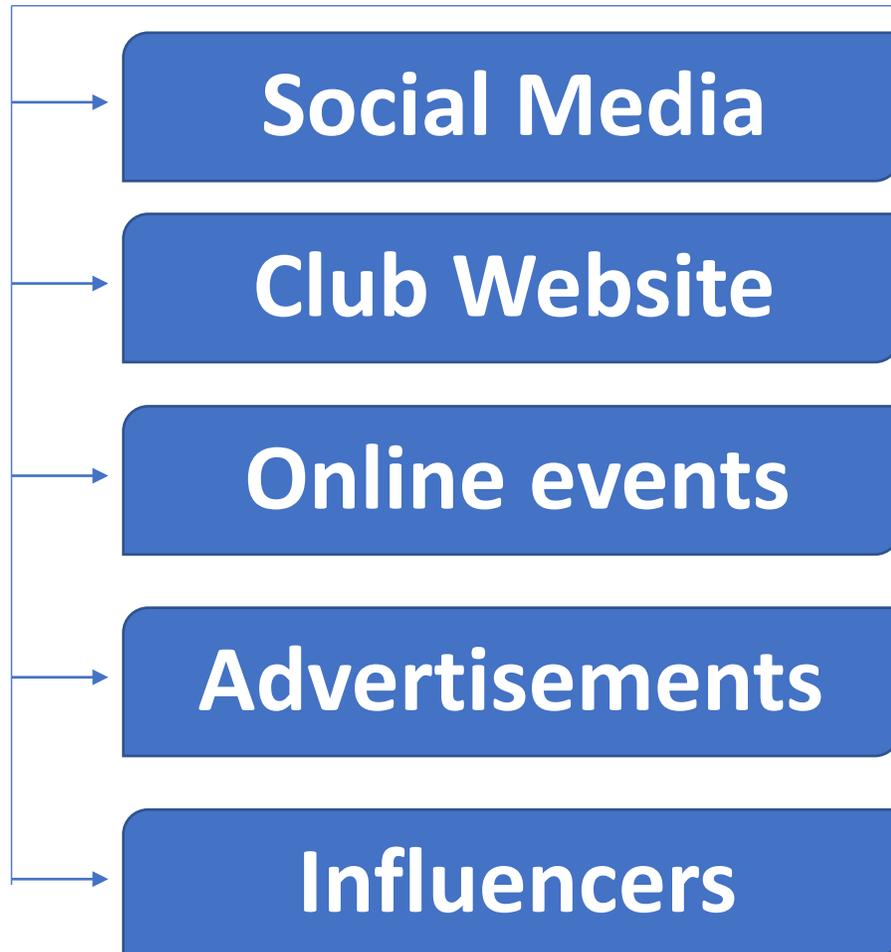
**Online  
Techniques**



**Traditional  
Techniques**

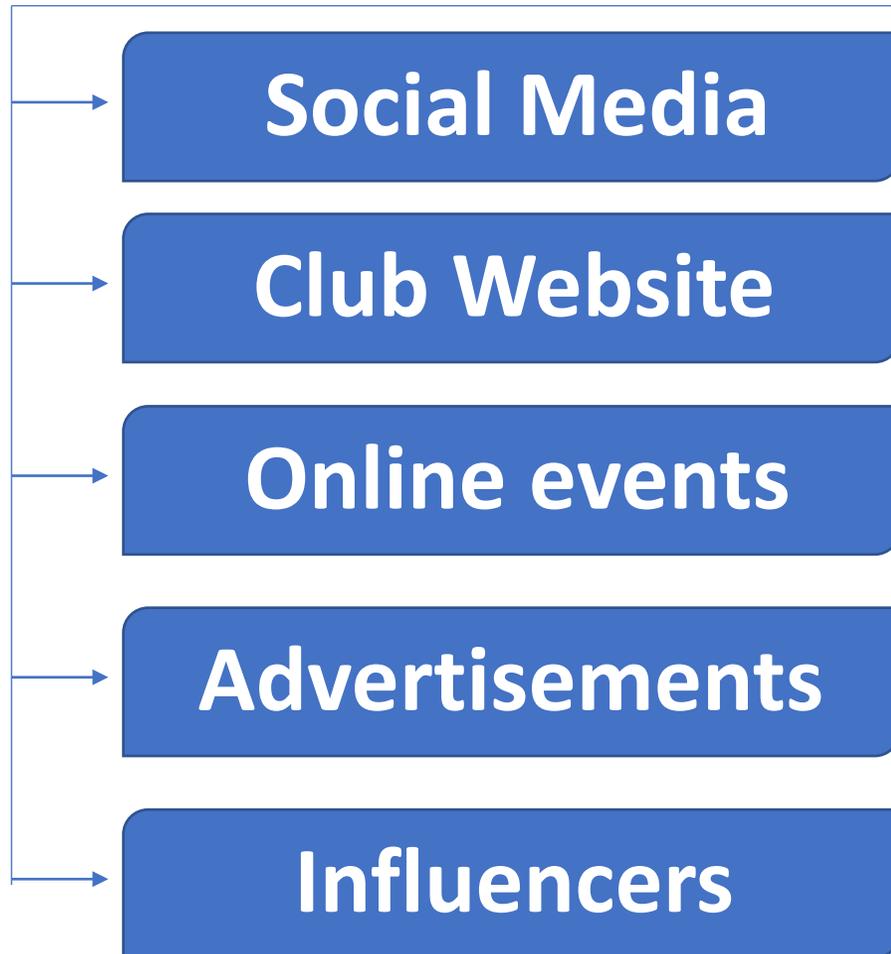


# Online Techniques of Recruiting Members



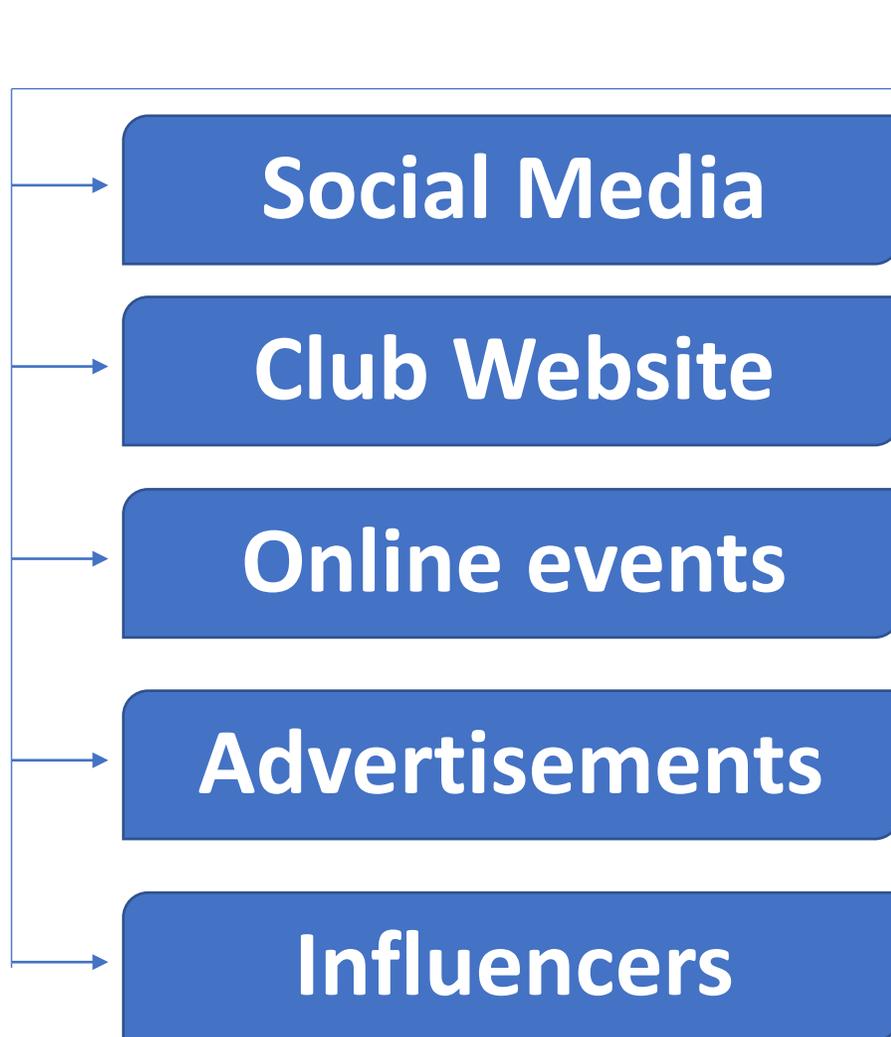
**Make effective use of Social Media to attract more members**

# Online Techniques of Recruiting Members



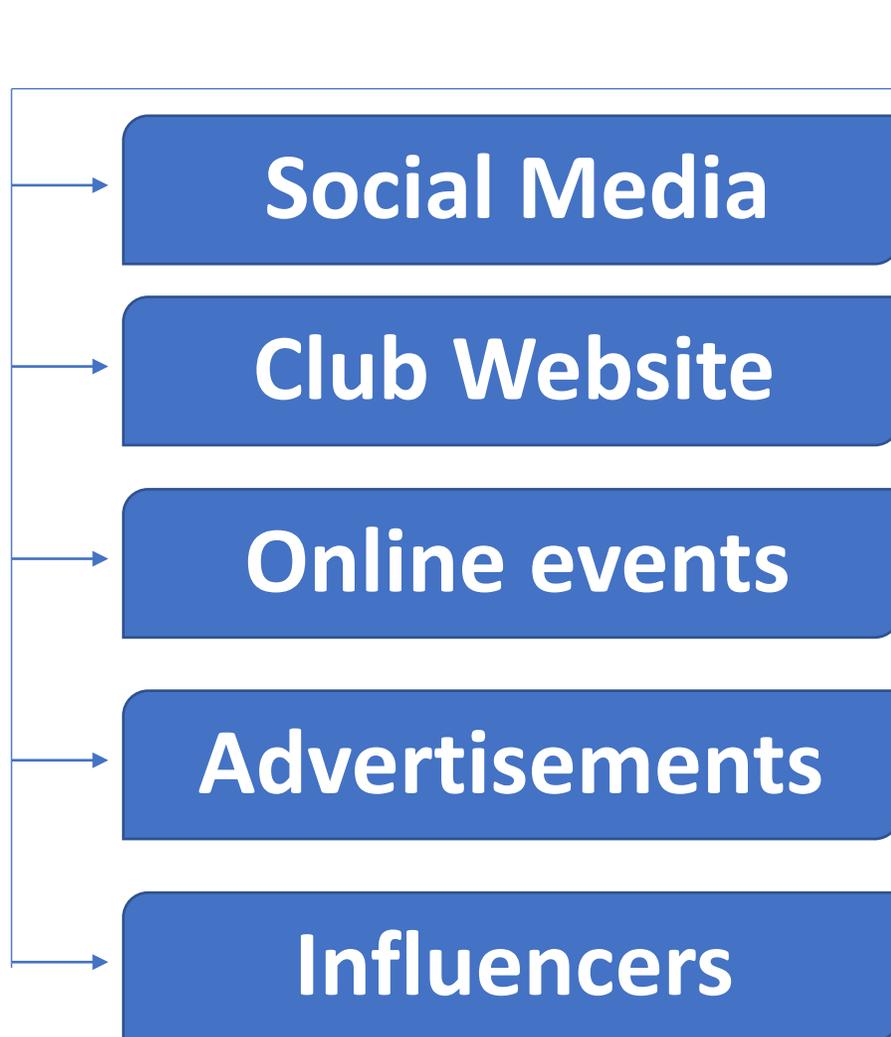
Create your own website or use the E-Leoclubhouse

# Online Techniques of Recruiting Members



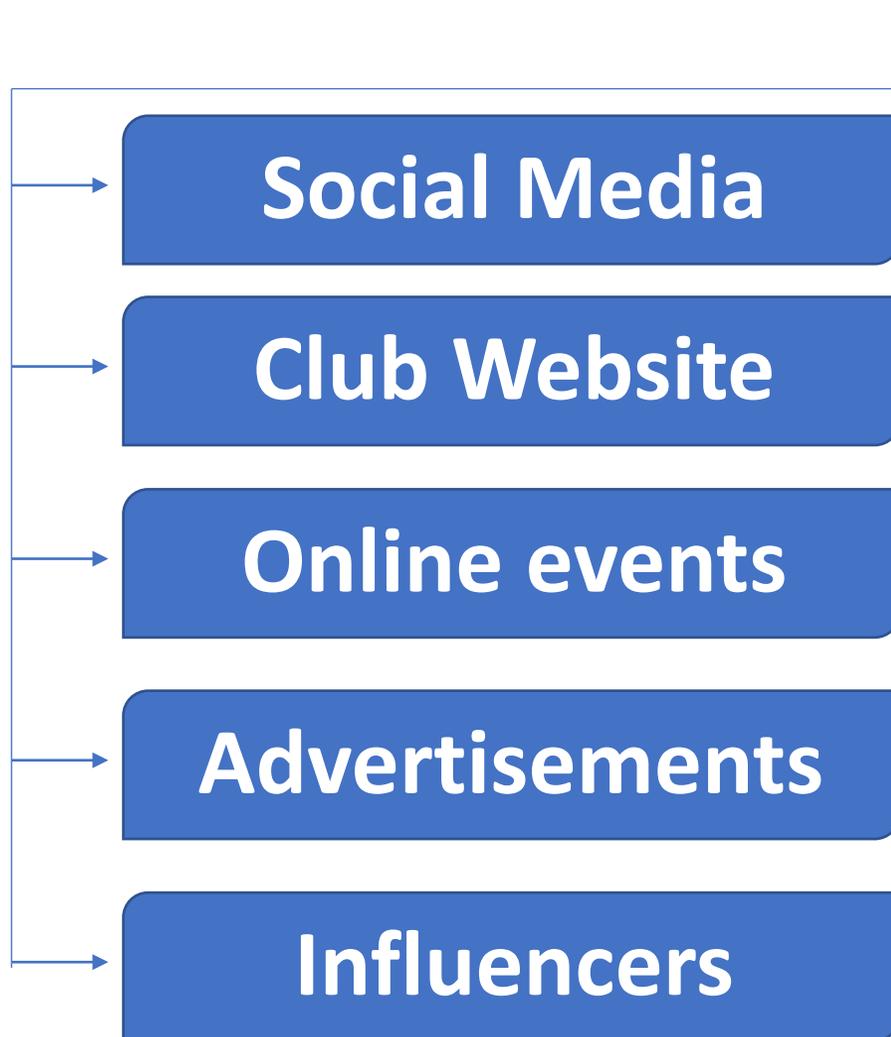
Invite prospective members to the Online events

# Online Techniques of Recruiting Members



Advertise your events on the social media to create awareness

# Online Techniques of Recruiting Members



Increase awareness by involving Social Media influencers to promote your club



**Story of 900 to 5,000**



# Traditional Techniques of Recruiting Members



Engage the youth in the community by involving them in activities



# Traditional Techniques of Recruiting Members



Asking the members to motivate others to join

# Traditional Techniques of Recruiting Members



Newspaper and other advertisements inviting youth to join



# Traditional Techniques of Recruiting Members



**Inviting prospective members to Fellowship events before service events**



# Traditional Techniques of Recruiting Members



**Increased visibility through impacting the needs of community**



**District 301 – A2  
Leo Philippines, MJF**

**Sharing their  
Secret to Success**



# The New Normal

## *Path Ahead*





# Improve the Social Media presence of your club





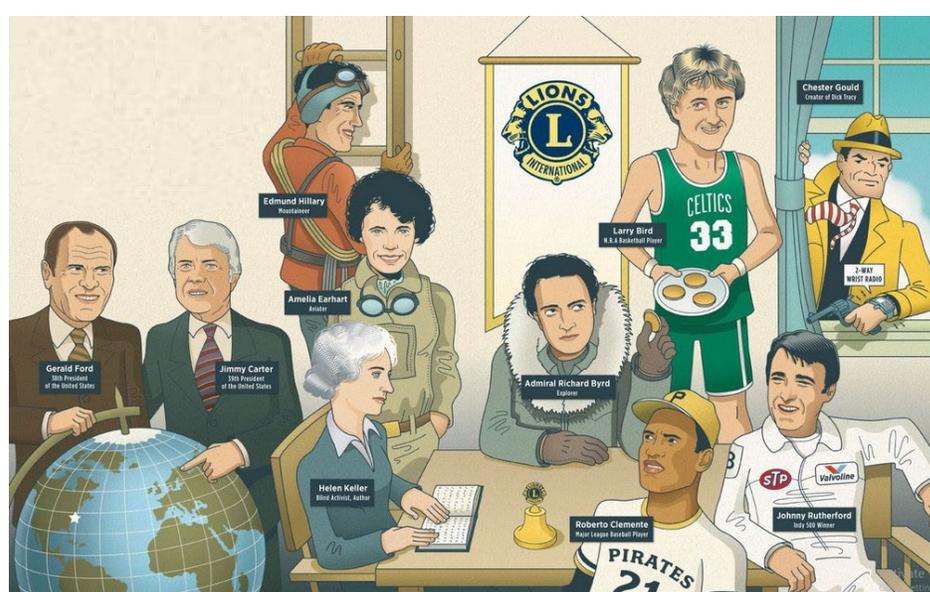
# Build your image in the community

Engage the community youth in service projects





# Involve children of Lions members and win their trust



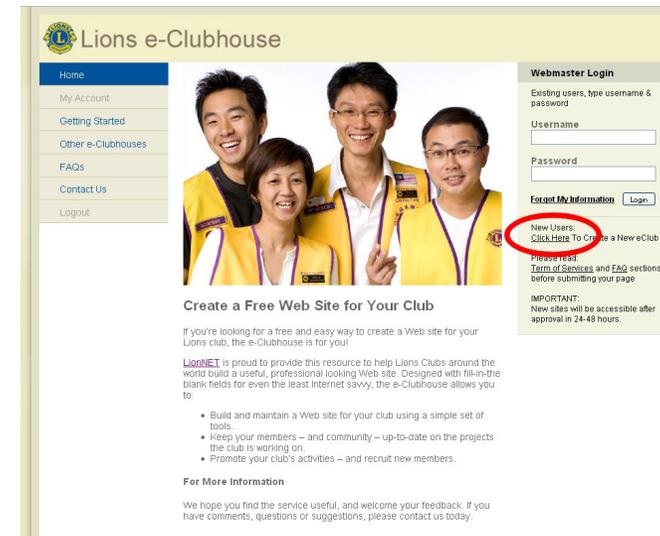
## Invite prospective members to fellowship or service events





# Launch membership drives and announce recognition initiatives

## Create your own website or use the E-Leoclubhouse



# Tips for Good orientation Session



*Available on website*

*Or*

*Scan QR*



## **01** MAKE THEM FEEL COMFORTABLE

Before beginning, make everyone feel comfortable with a short round of introduction

Brief Introduction about Lions and Leos including meaning of acronym

## **02** KNOW THE ORGANISATION

## **03** SHOWCASE OUR NUMBERS

Show them our diversity by informing the numbers and division into 8 Constituional Areas

Teach the organisation's structure and importance of Club officers

## **04** ORGANISATIONAL STRUCTURE

## **05** WHO ARE WE? WHAT WE DO?

Inform about the types of events done by us - Service, Leadership Development, Fellowship, Sports etc with examples

Communicate the benefits of joining - Global recognition, Personality development, Enhancing Resume, Networking, Fun & Learning etc.

## **06** BENEFITS OF JOINING



**RECRUIT** new Leos  
and  
**REPORT** your members



Lions Clubs International



Thank you!



Lions Clubs International

# Membership Experience Committee

Chair: Leo-Lion Joane Ngo

Co-Chair: Leo Katie Townsend





# LEO CLUB ADVISORY PANEL

## Connecting Leos



Please Use Headphones to Avoid Sound Feedback



# Meet the Team



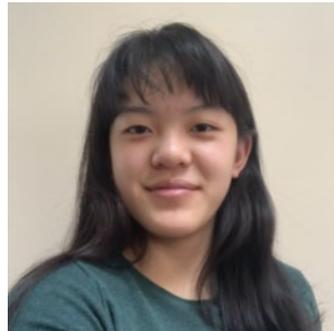
**Analaura Gregorio**  
CA1- USA



**Joane Ngo**  
CA2- Canada  
**Membership  
Experience  
Chairperson**



**Luc Debois**  
CA4- Belgium



**Angela Li**  
CA1- USA



**Fernando  
Plachicoff Rochner**  
CA3-Uruguay  
**Advisory Panel  
Chairperson**





# Meet the Team



**Bruno Silva Soares**  
CA4- Portugal



**Hasitha Srimal Warnakulasuriya**  
CA6- Sri Lanka



**Amine Lehna**  
CA8- Morocco



**Noriko Mori**  
CA5- Japan

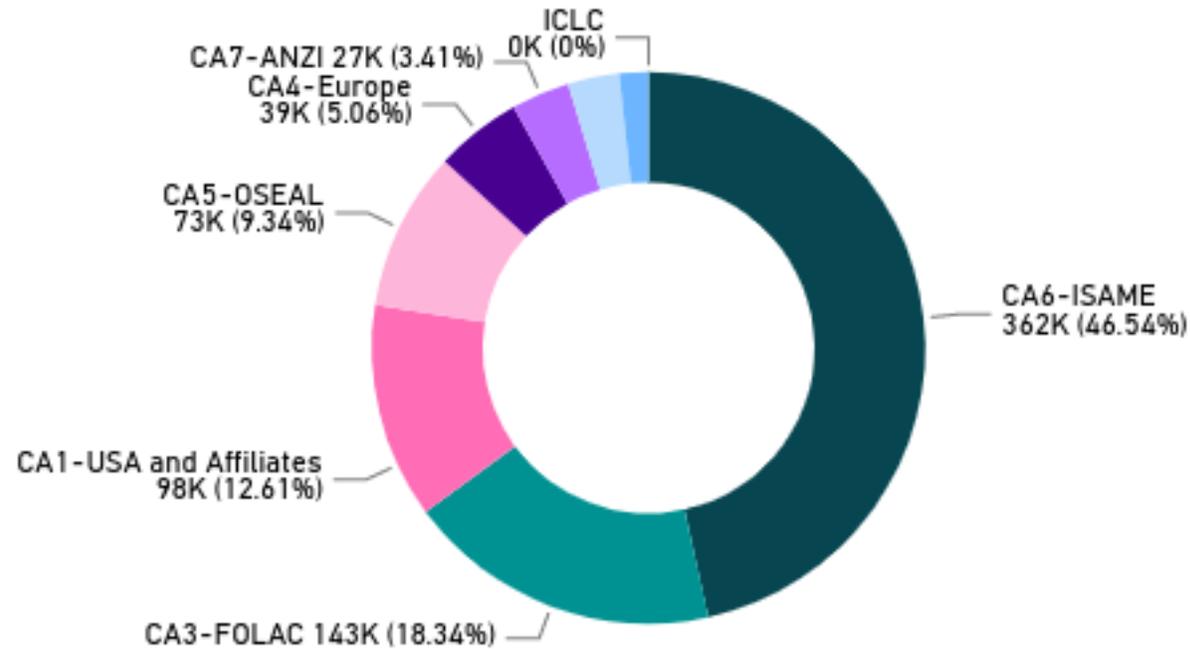


**Katie Townsend**  
CA7- New Zealand  
**Membership Experience Co-Chairperson**



# Project data (both Leos and Lions)

Activity Count in FY by CA



## Service Metrics

**778,198**

Overall Activity Count in FY

**227,523,815**

Overall People Served in FY

**36,505,943**

Overall Volunteer Hours in FY

**51%**

Clubs Reporting in FY





**Your Leo club is only a  
small part of a bigger Leo  
family**



# Benefits

## Individual

- Confidence
- Friendships
- Social skills
- More understanding of diversity

## Club

- Collaboration
- New service project ideas
- Outside perspective of club dynamics
- Appreciation of diversity
- Shared interests





# Barriers

<b>Local</b>	<b>District/Multiple District</b>	<b>International</b>
<ul style="list-style-type: none"><li>• <b>No other Leos clubs in area</b></li><li>• <b>No access to internet</b></li><li>• <b>Unaware of other leos clubs in area</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Distance</b></li><li>• <b>age/ maturity (Alpha/ Omega)</b></li><li>• <b>Communication (Community/ school based clubs)</b></li></ul>	<ul style="list-style-type: none"><li>• <b>Cultural differences</b></li><li>• <b>Language barriers</b></li><li>• <b>Time zones</b></li></ul>



# Social Media

Facebook, instagram, whatsapp, etc

- Allows clubs to promote events and any important dates.
- Can give inspiration for new ideas
- Gain new members



Leo club of Kandy



Leo Club of Colombo Knights



Leo Club of



Rangiora High School Leos





The graphic features a yellow envelope with a white letter inside, set against a light blue background with a faint white pen nib. At the top left is the Lions International logo (a yellow and blue shield with a white 'L' and the words 'LIONS INTERNATIONAL'). To its right is the Leo Pen Pal logo (a black and white lion's head with the word 'LEO' written vertically in white on a black background). The main text 'Finding a Leo-Pal' is written in a large, black, cursive font. Below this, in a smaller, black, sans-serif font, is 'CONSTITUTIONAL AREA V - OSEAL'. At the bottom, the words 'REGISTER NOW!' are written in a bold, blue, sans-serif font. A large, empty blue rounded square is positioned on the left side of the graphic.

**LIONS INTERNATIONAL**

**LEO**

*Finding a Leo-Pal*

CONSTITUTIONAL AREA V - OSEAL

**REGISTER NOW!**

# Leo Pen Pal

- Learning about the pen-pal's country and culture
- Creates friendships through shared interests
- Teaches you key skills in communication
  - empathy
  - Patience
  - Mutual connection



# Youth Exchange/ Lions International Youth Camp



- For youth aged 15-22
- Initiate, grow and maintain international relationships
- Promote cultural education
- Make memories
- Share experiences in both life and Leos





# Leos Conference

- Workshops help develop skills Leos can use for their club
- Participate in fun activities to encourage teamwork
- Meet fellow Leos from all over the district

Learn more at [Lionsclubs.org/leos](https://Lionsclubs.org/leos)



# CA7: Western Australia State Leos Conference



# Sports tournament

- Develop teamwork within the clubs while competing against other clubs
- Good for mental and physical well-being
- Creating partnerships between clubs/ districts/ multiple district





# Leos Get-Together



- Make friendships with Leos from other clubs
- Recruiting tool for prospective Leos
- Share ideas about projects
- Participate in activities
- But most of all...fun!



# CA1: Great American Bash, Beach Party, and Barbeque





# Collaboration project

- For clubs with shared interests
- Everyone uses their knowledge and strengths to organise a project for the community



## CA4: Leos fight hunger



# Resource Document

## Activity ideas for connecting Leos



THERE ARE 140,000+ LEOS FROM 7,200+ CLUBS IN 150+ COUNTRIES AND TERRITORIES. DURING YOUR TIME IN LEOS, YOU WOULD HAVE MET SEVERAL OTHER MEMBERS IN YOUR DISTRICT, MULTIPLE DISTRICT AND EVEN INTERNATIONALLY.

### Sports tournament

**What you need:**

- sports equipment (depending on sport)
- sports field / court
- game implements
- temporary place to stay
- carpooling arrangement

**Prior to event:**

- invite clubs and authorities
- define disciplines, not only physical sports but also cards or table games to be inclusive
- define how the teams will be formed or if clubs will compete with each other

**During/ after the event :**

- warm up games, to get people to know each other
- have all the games keep a friendly mood
- fun activities for the meantime
- water and food
- prizes for winning teams, spot prizes

### Leos Conference

**What you need:**

- support from Lions/Leos district
- sound/ visual equipment
- speakers
- facility to hold conference

**Prior to event:**

- apply for Leos leadership grant to support funding
- set up responsibilities, budget, schedule
- arrange time and location of event
- promote the conference
- set up power points for workshops

**During/ after the event :**

- provide food and beverages
- resource booklets for Leos to write notes in
- arrange certificates for completion of sessions at conferences.
- make sure everyone is interacting with each other

### Leos Get-together

**What you need:**

- food and drinks depending on the event/season
- materials for the get-together
- game materials
- location
- carpooling arrangements

**Prior to event:**

- determine location/time/attendance
- invite prospective Leos to the event to learn more about Leos
- arrange competition spot prizes for games and activities and raffles
- Lion chaperones / volunteers when Leos go into groups
- recruitment posters (what it means to be a Leo/ why become a Leo)

**During/ after the event :**

- provide food, drink, games, and other activities to fill out the time
- interactive games to promote interaction
- carry out events according to rough schedule, make sure
- have a buddy system to encourage interaction between Leos/ non Leos
- Make sure Leos are all accounted for before and after the event
- Have fun :D



### Collaboration Project

**What you need:**

- location to do project
- carpooling arrangement
- volunteers
- equipment (depending on type of project)
- food/ drinks for event

**Prior to event:**

- determine the need in the community
- Apply for Leos Service grant + grants associated with a cause
- determine budget, responsibilities, equipment, location and time
- invites Leos, Lions and Prospective Leos to volunteer
- promote the project

**During/ after the event :**

- photos/ videos for promoting the event
- provide food and water alongside equipment
- arrange groups and set each group with a task
- set up activities for when volunteers need a break





Lions Clubs International



**Thank you!**

# Transition Committee

Chair: Lion Berk Bulgurlu

Co-chair: Geila Wills





# LEO CLUB ADVISORY PANEL

## 2021/2022

### Transition Committee Webinar 09/04/2022



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# Transition Committee Topics 2021-2022



What is the Leo-Lion Program? ( Hygor & Claude )



Statistics About Transition ( Bernard & Wilson )



Success Stories ( Berk & Javishaa )



# Transition Committee Topics 2021-2022



Ways to Increase Motivation



( Davin & Pamela )

Fun Reasons to be a Leo-Lion



( Geila & Sandeep )

Test Your Knowledge with Kahoot ( Maylyn )





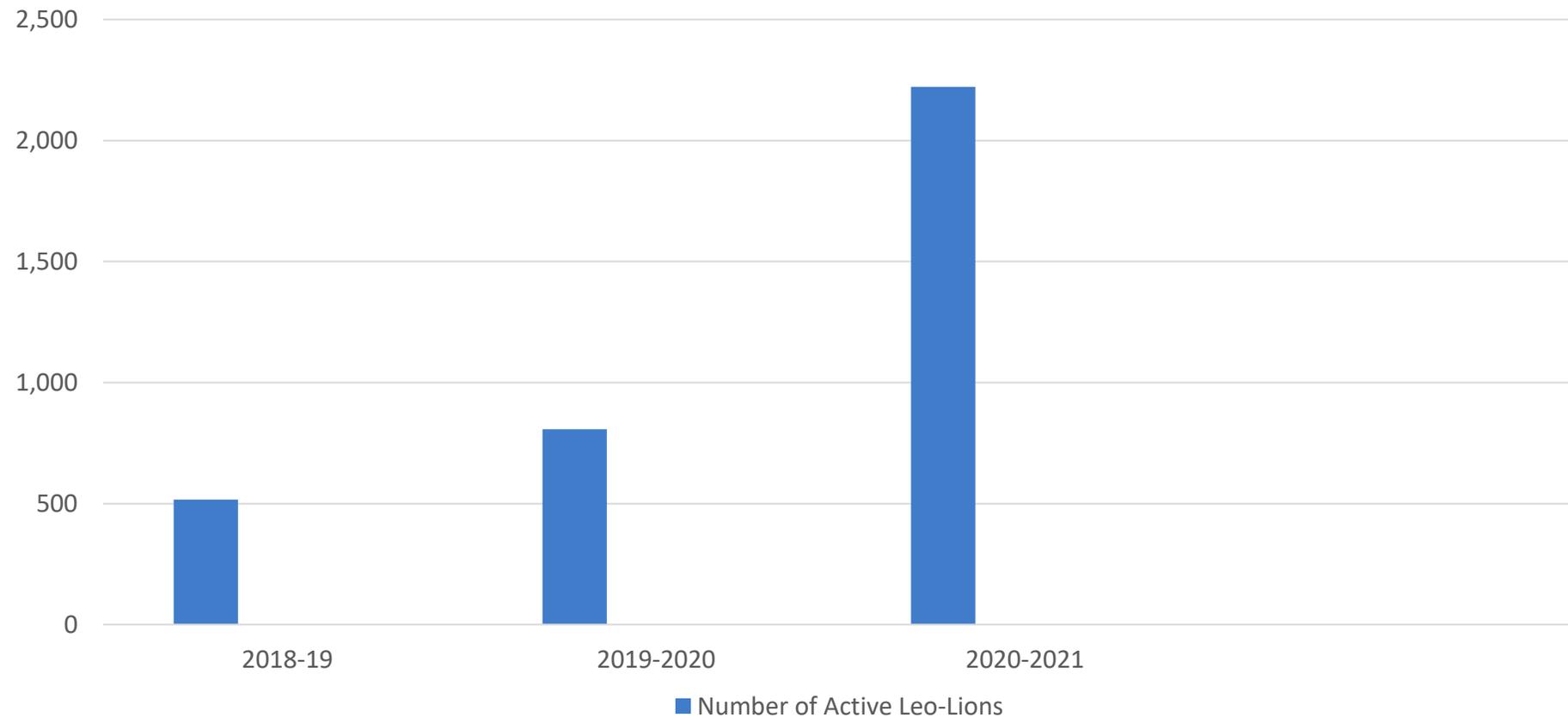
# What is the Leo-Lion Program

- **Who can be a Leo-Lion?**
  - Served as a Leo for over a year
  - Legal age of majority through age 35
- **Opportunity to serve with special advantages**
  - 50% discount on international dues and entrance or charter fee waiver
  - Credit for years of service as a Leo
  - Eligible to serve as a Leo-Lion board liaison
  - “LinkedIn Professional Networking Group
  - Exclusive Leo-Lion Membership Pin!
  - Scholarship Opportunities



# Statistics about Transition

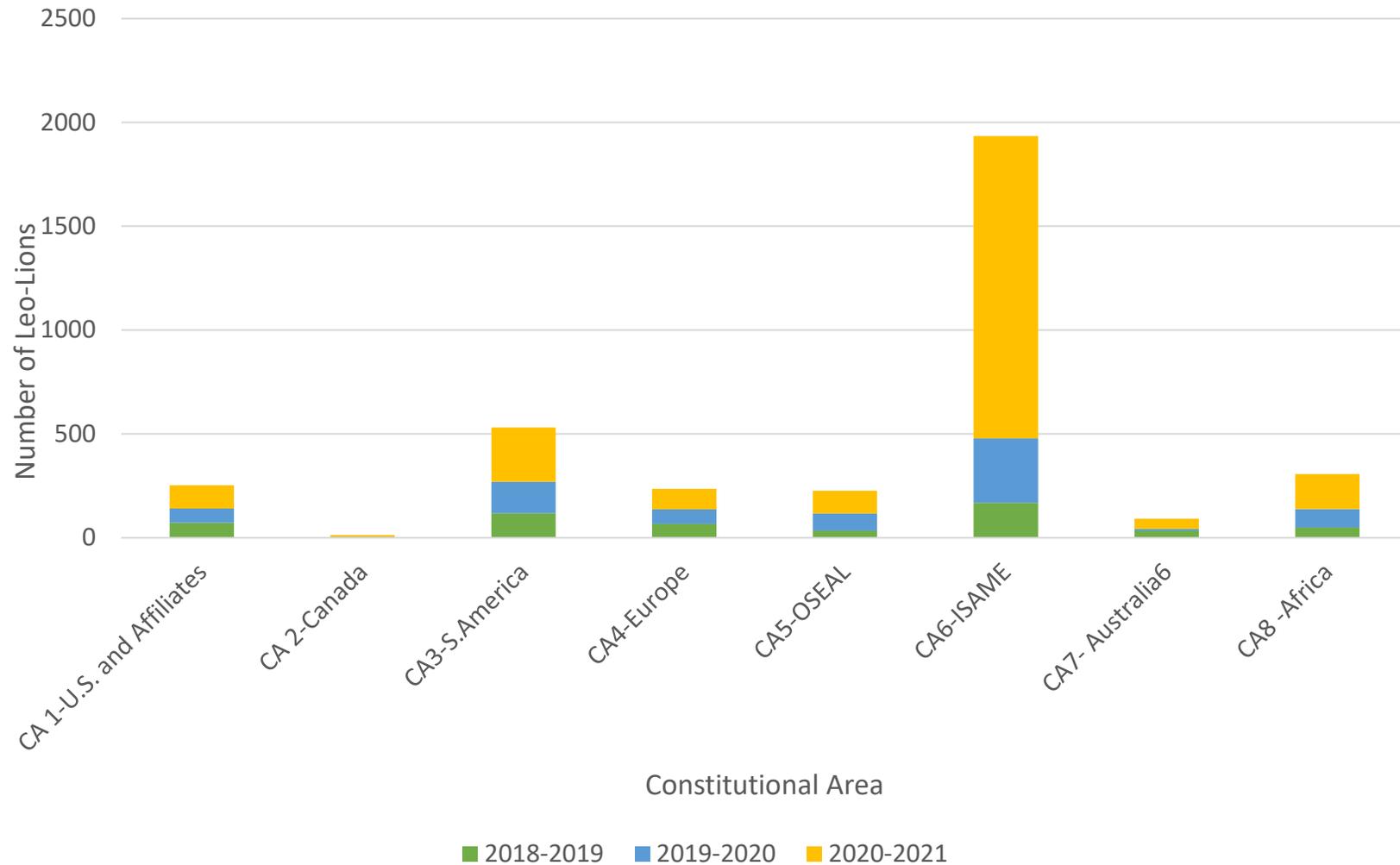
Total Transition for all Areas for the Last Three years





# Statistics about Transition

Leo to Leo-Lion Transition for last 3 years





# Success Stories

- Two former Leos, currently serving as Leo-Lion
- Alper Koçulu MD 118
- Elena Carradori MD 108



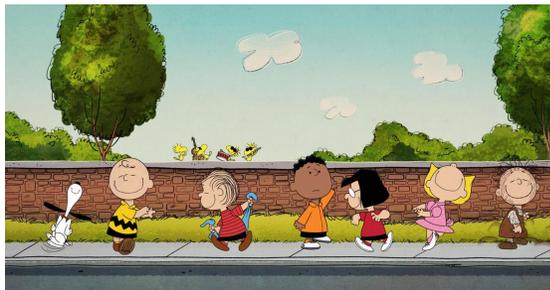


# Fun Reasons

- Stay in the Family



- Friendship, Network and Leadership





# Fun Reasons

- Share Ideas and Learn New Skills



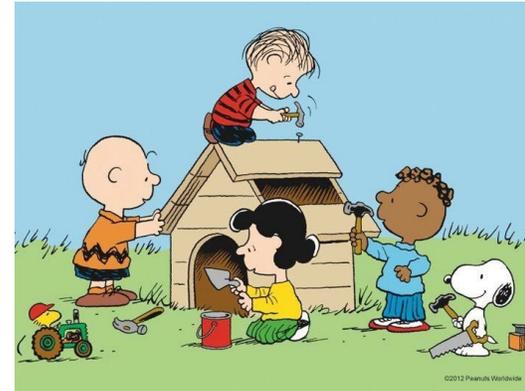
- Travel and Socialize





# Fun Reasons

- Make an Impact and Difference





# Ways to Increase Motivation

- Positive relationships
- Mentoring
- Awards





# Kahoot Quiz

Go to [Kahoot.it](https://kahoot.it)



# Kahoot Quiz

Game Pin :





# QUESTIONS ?



**Thank you for attending!**  
**Please email [leo@lionsclubs.org](mailto:leo@lionsclubs.org)**  
**with any questions.**



# Join us in Montréal

- Reuniting with fellow Lions and Leos from around the world
- International Parade of Nations
- Annual flag ceremony celebrating every Lion nation
- Special Sessions just for Leos
- Inspiring talks from Lion leaders and special guests
- Immersive, world-class entertainment
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**SCAN ME**