

LEO CLUBS

April Leo

Advisory Panel

Symposium





Deborah Herlan

2020-21 Leo Advisory Panel Chairperson



Melissa Nadeau

Senior Youth Program Specialist, LCI

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 and communicators
- Established in 2009

Accomplishments of the Advisory Panel

- ▶ Hosted 8 Constitutional Area webinars in September
- ▶ 2,600 followers on Leo Advisory Panel page
- ▶ Number of trainings hosted
- ▶ Number of speaking engagements
- ▶ Number of countries/ clubs you've spoken to

Committee Structure

Membership Experience Committee

Transition Committee

Recruitment Committee

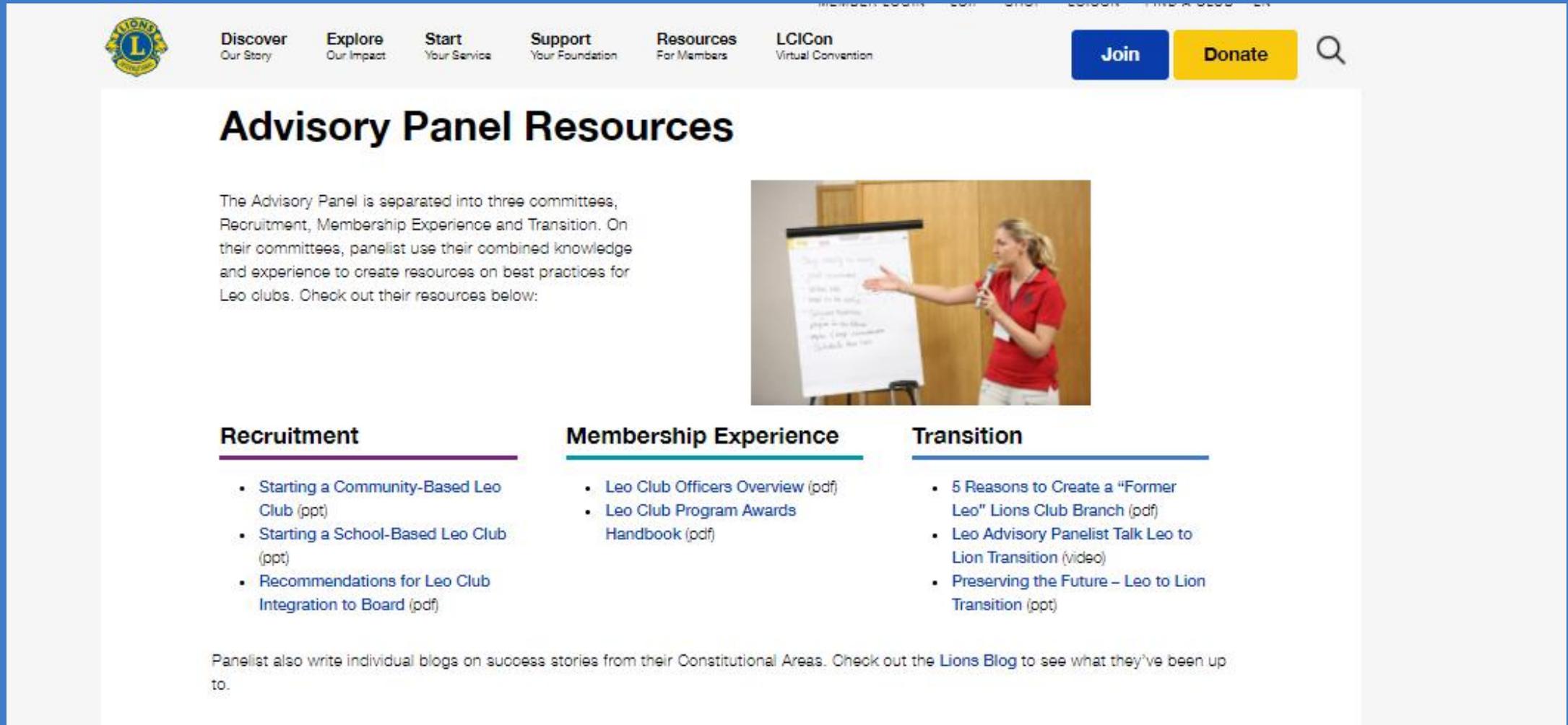
Purpose of Symposium

**Show the 3 presentations
created by the panel**

**Show the 3 supplemental
resources created**

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

Leo Club Advisory Panel Webpage



The screenshot shows the top navigation bar of the Leo Club website. It includes the Lions Club logo, menu items for 'Discover Our Story', 'Explore Our Impact', 'Start Your Service', 'Support Your Foundation', 'Resources For Members', and 'LCIcon Virtual Convention'. There are 'Join' and 'Donate' buttons, and a search icon.

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.



Leo Awareness Month

Take a picture of you wearing your Leo swag and use the hashtag #proudLeo on Facebook and Instagram

There are more than
7400
Leo Clubs worldwide.



April is...

**LEO
CLUB**
awareness month



There are
170,000
reported Leo
members



Leos clubs are in

151

nations.



IN 2020,
LEOS SERVED
9.5 MILLION
PEOPLE



Video from IP Choi

Membership Experience Committee

Chair: Leo Ojas Chitnis

Co Chair: Leo-Lion Wilson Chadzamira





LEO CLUB PROGRAM ADVISORY PANEL

Collaborating with your Sponsoring Lions Club



Meet the Panelists

Membership Experience Committee





*Through the vibrancy of our global membership, innovation, and hard work, we are **United in Kindness and Diversity.***



Why Together?

When Leos and Lions work together, we bring out the best in each other and work towards our common goals.

- 1 Amplify your service.** Collaboration enables Lions and Leos' service to reach more people and have a greater impact.
- 2 Learn from each other.** Lions and Leos, having greatly different experiences, can help each other grow. For instance, Leos might be good with technology, while Lions may know how to solve a hands-on problem.
- 3 Leadership development.** Collaboration allows us to build strong teams and develop our leadership skills.



Understanding Generational Diversity

Greatest Generation (1927-1945)

- Communication
 - Formal
 - Top-Down
 - Letters
- Values
 - Hierarchy
 - Disciplined
 - Direct Leadership

Baby Boomers (1936-1965)

- Communication
 - Personal
 - Guarded
 - Face-to-Face
- Values
 - Participation
 - Relaxed
 - Horizontal Leadership

Pre-Internet (1966-1996)

- Communication
 - Direct
 - Independent
 - Email
- Values
 - Competition
 - Spontaneous
 - Coached Leadership

Generation Z (1997-)

- Communication
 - Brief
 - Collaborative
 - Text Message
- Values
 - Flexibility
 - Opinionated
 - Partnered Leadership



Success Story

Edison, New Jersey, USA (CA I)

- Effective Communication breaks the “generational language barrier”
- Community Partnerships strengthen our service



Pitfalls

- Adopting a Growth Mindset
- Establishing Network
- Consider Common Goals & Values

Negative Stereotyping

Different Work Styles

- Make an effort to accommodate
- Understand people's limitations and commitments

- Find common communication channels
- Meet people where they are

Intergenerational Language Barrier



Success Story

Malaysia & Cambodia (CA V)

- Goal setting enables international collaboration
- Together, Leos can face even the most difficult challenges



Promising Practices





Success Story

La Tuque, Quebec, Canada (CA II)

- With a community mindset, anything is possible
- The Leo Advisor is key in facilitating collaboration



Intergenerational Learning

Familiarization

- Carefully get to know each other
- Mostly speak about topics relating to the project at hand

Assimilation

- Recognize similarities over differences
- Conversations become increasingly casual and focus on topics outside of the project

Collaboration

- Shift in focus from both Leos and Lions
- Leos and Lions form strong bond and both clubs make an effort to involve each other

Leo Video Contest 2020 Winner

Transition Committee

Chair: Lion Sammy Shum

Co-chair: Lion Berk Bulgurlu





LEO ADVISORY PANEL 2020/2021 Transition Committee Symposium

17/04/2021



Transition Committee Topics 2020-2021



Today's Contents:

1. Leo-Lion Program Introduction and why LCI want young Lions and Leo-Lions ? (Fernando & Isaac)
2. How to help Leo transition into Lion? (Pamela)
3. Statistic about Leo Vs Lions membership growth (Joane)
4. Branch clubs/ Cyber clubs / Ex-Leo Alumni groups and member benefits (Parvathy & Per)
5. Club and District level benefits and promotion materials (Olajide + Davin)
6. Leo-Lion program promotion — 3-min short video (Sammy + Susana)
7. Supplementary Information (Berk)
8. Others



LEO CLUBS

Leo Lion Transition

Leo-Lion Program Introduction

Leo Fernando Plachicoff
Advisory Panelist CA 3



What is Leo-Lion Program



Benefits

offering Leos a way to continue serving with community they made in their Leo clubs — now as Lions! Plus much more...



Who is eligible ?



How can a Leo be added as a new Leo-Lion member?



What is Leo-Lion Program



Benefits



Who is eligible ?

A Leo-Lion must have served as a Leo for over a year, and be the age of legal majority in their country through age 35.



How can a Leo be added as a new Leo-Lion member?



What is Leo-Lion Program



Benefits



Who is eligible ?



How can a Leo be added as a new Leo-Lion member?

Choose the correct membership type including “Leo-Lion” member types in MyLCI



LEO CLUBS

Leo Lion Transition

Why LCI want young Lions and Leo-Lions ?

Leo Isaac Parker
Advisory Panelist CA 7



High Energy & New Ideas



Young Lions and Leo-Lions are wanted

Strong desire to volunteer

Enthusiastic to put new ideas into action

Understand the needs of young people

Bring new ideas about how to recruit young members





Future Leaders & New Ideas



**Future
Leaders**

**after 10,
20 or 30
years**

**Leadership
training +
roles**

**Help them to
prepare for next
roles throughout
Lions International**

**Stronger
focus on
hands-on
service**

**Bring
innovative
and fresh
perspectives**



LEO CLUBS

Leo Lion Transition

How to help Leo transition into Lion?

**Lion Pamela Graney, PCC
Advisory Panelist CA 1**



How to smoothly transition from Leo to Lion



Leo Advisors



Take role in Lions meetings and activities



Friendly relationship between Lions and Leos



LEO CLUBS

Leo Lion Transition

Statistic about Leo Vs Lions membership growth

Leo Lion Joane Ngo
Advisory Panelist CA 2



2019-2020 End of the Year Leo Statistics



152
Nation and Territories

7,280
Leo Clubs



2019-2020 End of the Year Leo Statistics

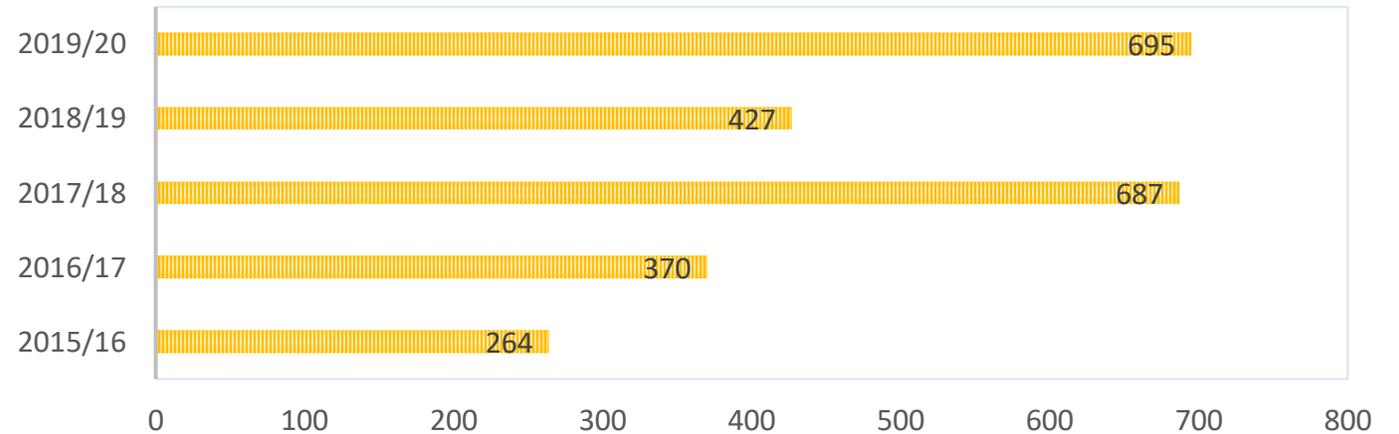


Total Leo:
171,919



Total Leo-Lion:
7,236

TRANSITED MEMBER LEO-LION

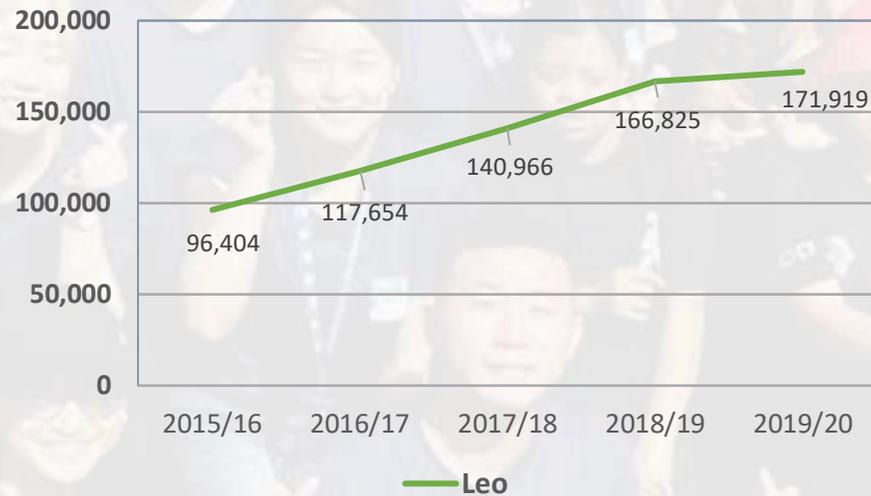




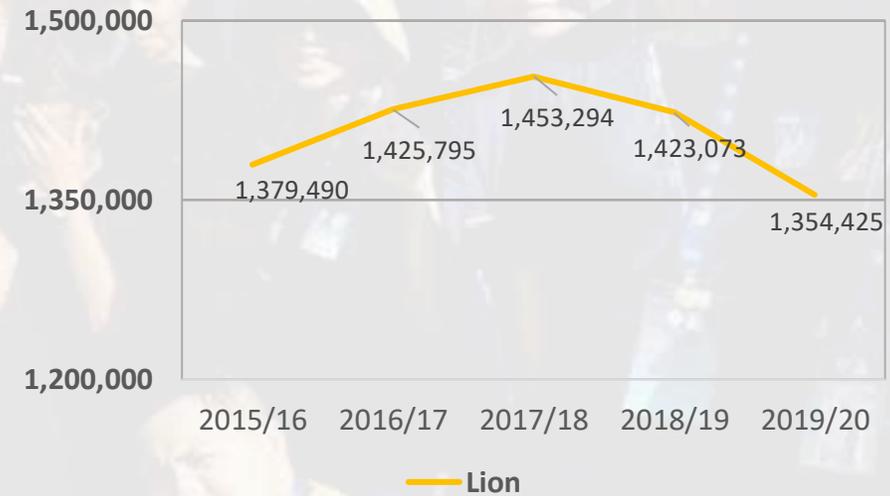
2019-2020 End of the Year Leo Statistics



Total no. of Leo



Total no. of Lion



◆ The no. of Leo member is steadily increasing through out the past few years.



LEO CLUBS

Leo Lion Transition

Branch clubs/ Cyber clubs / Ex-Leo Alumni groups

Lion Parvathy Viswanath
Advisory Panelist CA 6



How will you Leo-Lion ?



JOIN OR CHARTER

- Leo- Lions Club
- Campus Lions Club

FORM

- Branch Club

JOIN

- Existing Lions Club
- Ex-Leo Alumni
Groups

FORM/JOIN

- Speciality and Cyber
Clubs (virtual meetings)



LEO CLUBS

Leo Lion Transition

Member benefits Leadership training and
International exposure

**Lion Per Saal
Advisory Panelist CA 4**



Leadership training and International exposure



International Conventions and Service



International Convention 2018
Milano, Italy

Cultural Exchange Scholarship Opportunities



OSEAL Leo Forum 2020
Siam Reap, Cambodia

International Leadership Training Opportunity (ALLI)



International Service
Special Olympics Cambodia



LEO CLUBS

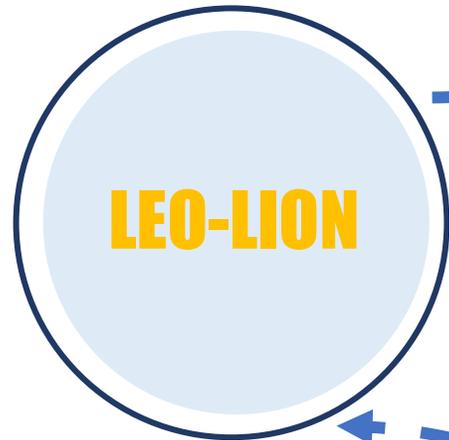
Leo Lion Transition

Club and District Level Benefits

**Leo Davin Tania & Lion Olajide
Ogunsola
Advisory Panelist CA 7 & CA 8**



Membership Benefits at Club and District Level



contribute



Recruit young leaders

Bring in new ideas & projects

Obtain



Opportunity to expand leadership skills



LEO CLUBS

Leo Lion Transition

Leo-Lion program promotion

Lion Sammy Shum & Susana Chavarria Cascante
Advisory Panelist CA 5 & CA 3



Leo-Lion program



Transition Video

1. What's Leo-Lion program
2. Leo-Lion is our future leader
3. How to help Leo transit into Lion
4. Benefits for Leos
5. Success story sharing
6. Invitation



LEO CLUBS

Leo Lion Transition

Supplementary Information

Lion Berk Bulgurlu
Advisory Panelist CA 4



Supplementary Information



Have questions about Leo-Lion program?

Check it out at :
www.lionsclubs.org/leo-lion

Or contact us at:
membership@lionsclubs.org

What is the Leo-Lion program?

The Leo-Lion program is an incentivized membership program for current or former Leos who are ready to transition to Lions membership.

Who is eligible for the Leo-Lion program?

Current or former Leos who:

- ▶ Have served for at least one year plus one day
- ▶ Are the age of legal majority through the age of 35

What are the benefits of the Leo-Lion Program?

- ▶ 50% discount on international dues
- ▶ Entrance or charter fee waiver
- ▶ Leo years of service credited to Lion record
- ▶ Opportunity to serve in a Leo-Lion club
- ▶ Eligible to serve as
- ▶ International service scholarship opportunity
- ▶ Advanced Lions Leadership Institute (ALLI) in-p opportunity
- ▶ LinkedIn professional
- ▶ Continued connection to the name "Leo-Lion"





Thank you

Recruitment Committee

Chair: Leo-Lion Viveksingh Pabla
Co-chair: Leo Luis Alvarez





SMART RECRUITMENT

Leo Club Program Advisory Panel

RECRUITMENT COMMITTEE

2020-21

Team Recruitment



VIVEKSINGH PABLA – India

CA6 – India, South Asia, Middle
East
Chairperson

LUIS CUEVAS – Mexico

*CA3 - South America, Central
America, Caribbean & Mexico*
Co-Chairperson



Team Recruitment



ROBERT WILBY - USA

CA1 - USA, Affiliates, Bermuda & Bahamas



ANALAURA GREGORIO - USA

CA1 - USA, Affiliates, Bermuda & Bahamas



ALICIA KIRI BEER – Canada

CA2 - Canada



DEBORAH HERLAN - Germany

CA4 – Europa
Advisory Panel Chairperson

Team Recruitment



CALINA CHUENG – Hong Kong

CA5 – Orient & Southeast Asia



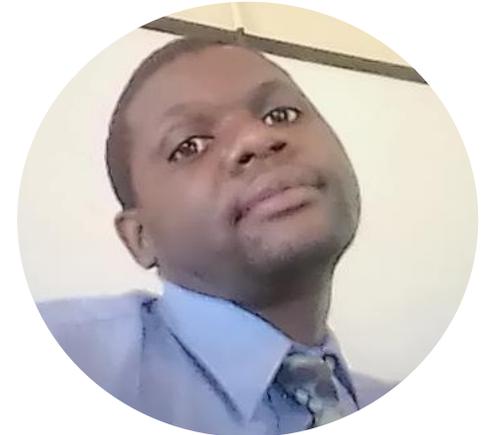
RANJIT BHAGAT - Nepal

CA6 – India, South Asia, Middle East



TONI LANPHIER - Australia

CA7 - Australia, New Zealand, Papua New Guinea, Indonesia, South Pacific



BRIGHT TEMBO - Zambia

CA8 - Africa

Leo Club Statistics

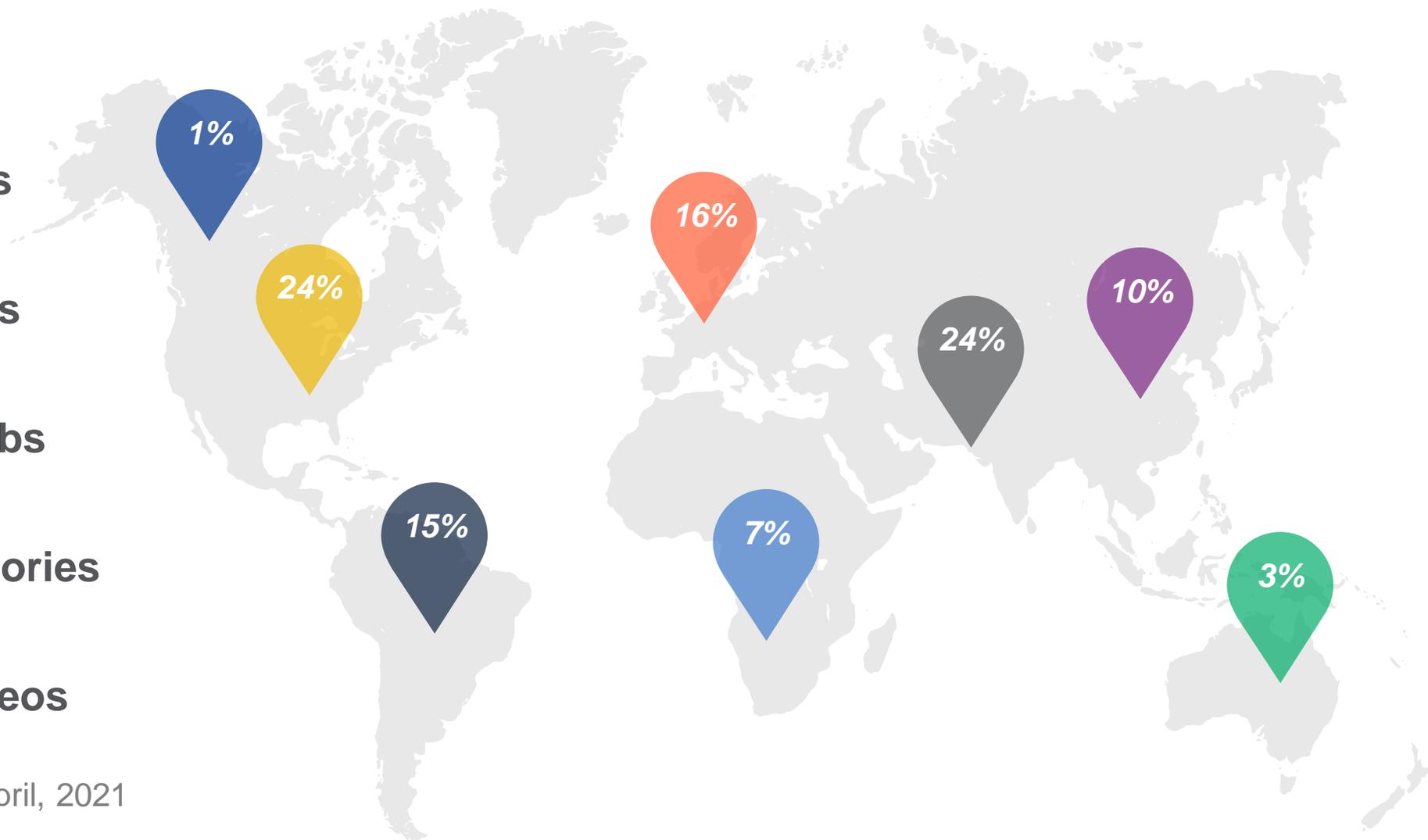
7,482 Total Leo Clubs

3,205 Alpha Leo Clubs

4,277 Omega Leo Clubs

153 Nations and Territories

170,091 Reported Leos



As of 1st April, 2021





General Recruitment Issues



General Recruitment Issues





Recruitment Success Stories



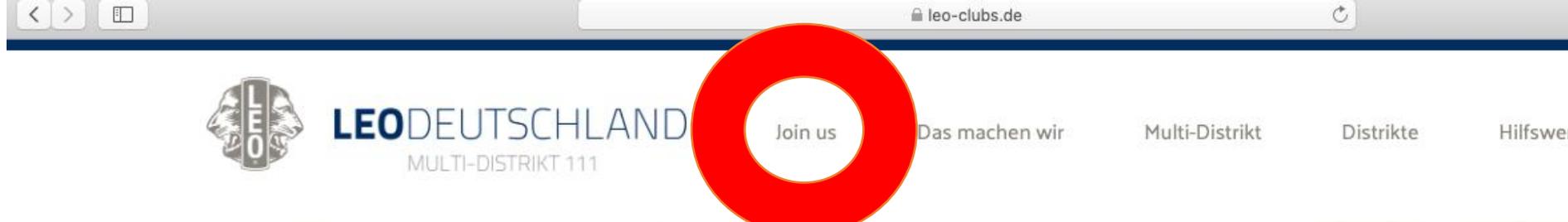
Success Story

“Join us” Button

Constitutional Area 4
EUROPE



Constitutional Area 4 EUROPE (Leo MD 111)



Join us

Wer bist du?

Vorname *

Nachname *

Alter *

Wo möchtest du helfen?

Stadt *

Postleitzahl

Wie bist du auf uns aufmerksam geworden?

Wie können wir dich erreichen?

E-Mail *



Was ist Leo?

Leo ist eine Organisation für junge Menschen zwischen 16 und 31 Jahren, die Spaß haben sich



Wir packen an!

In unterschiedlichen und vielfältigen Projekten unterstützen wir Bedürftige mit Tatkraft. Hierbei



Sei dabei!

Wir überschreiten Grenzen und bewältigen Herausforderungen. Gemeinsam überwinden wir

Success Story



“Think Big”

Constitutional Area 6 ISAME



Constitutional Area 6

ISAME

(D 3232 B2)

- ❑ Started with 3 Leo clubs
- ❑ Added 16 new Leo Clubs & 550+ new Leo members in just 6 months



Success Story



“Get Social”

Constitutional Area 7 ANZI





Constitutional Area 7

ANZI

(Leo club in Tasmania)

Get social

Community-based Leo clubs get best success by inviting their friends or colleagues to join them for a social event before inviting them to a meeting.



The Effect of Covid



Recruitment Hurdles during Covid

The challenging Virtual Era



1 No physical events like Service & Fund Raising activities

3 No Get-togethers, parties & Fellowship Events

2 No going to Schools, Colleges & Offices



4 Limited resources for marketing

Smart Work by Leos during Pandemic

Virtual Fellowship & Talent Hunt Events

Maximum use of Social Media Marketing

Invented ways to be active and make friends virtually





**We did GREAT
even in the Pandemic !**



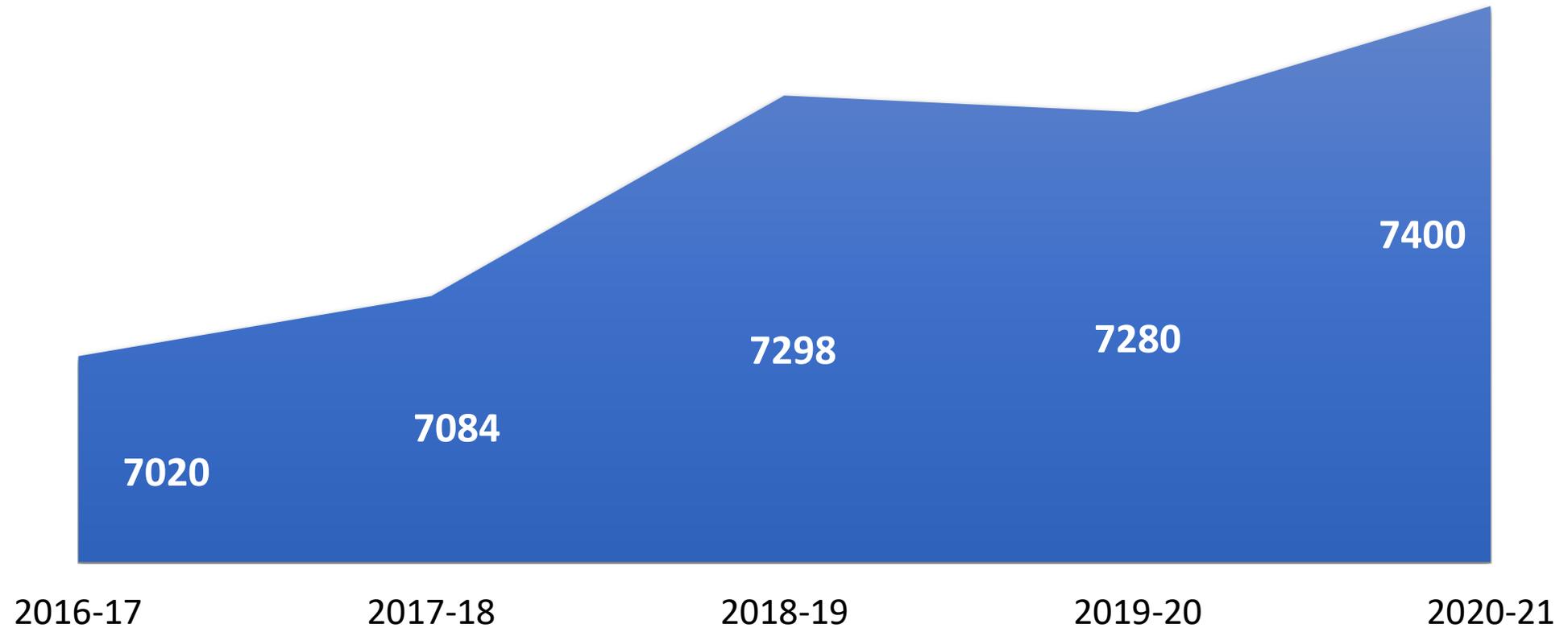


Recruitment in October 2020 Leo Membership Growth Month

7,321



Total Leo Clubs - 5 Year Trend

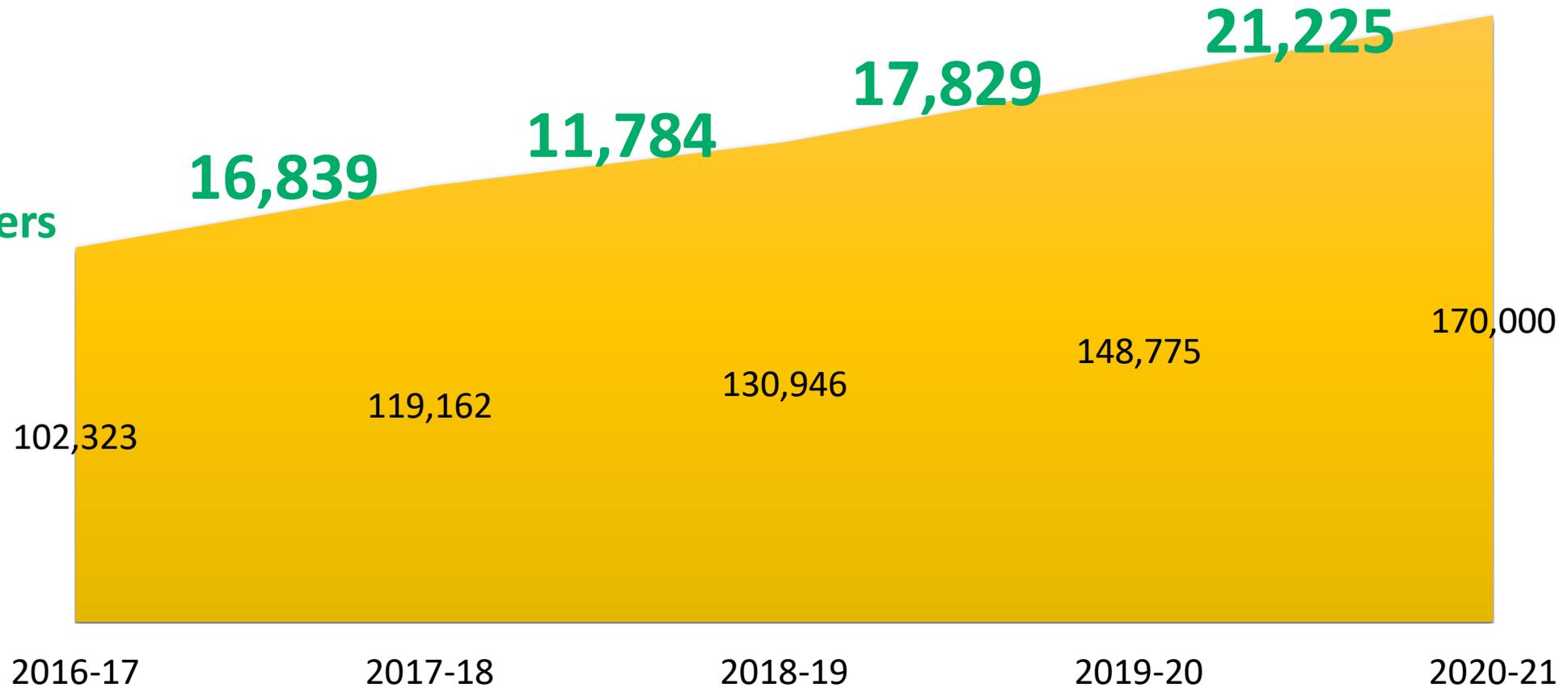


■ Number of New Clubs



Reported Leo Members - 5 Year Trend

New
Members
added



■ Number of Recorded Leos





Membership at Glance after the Pandemic

July 1, 2020 – April 1, 2021

CA		July 2020	April 2021	New Members added
1	USA	27,833	26,879	-954
2	Canada	1,598	1,565	-33
3	S & C America, Mexico, Caribbean	15,160	15,486	326
4	Europa	9,026	8,909	-117
5	OSEAL	15,013	14,586	-427
6	ISAME	66,435	88,748	22,313
7	ANZI	3,612	3,172	-440
8	Africa	10,098	10,746	648
TOTAL		148,775	170,091	21,316





Potential Members





Potential New Leo Members

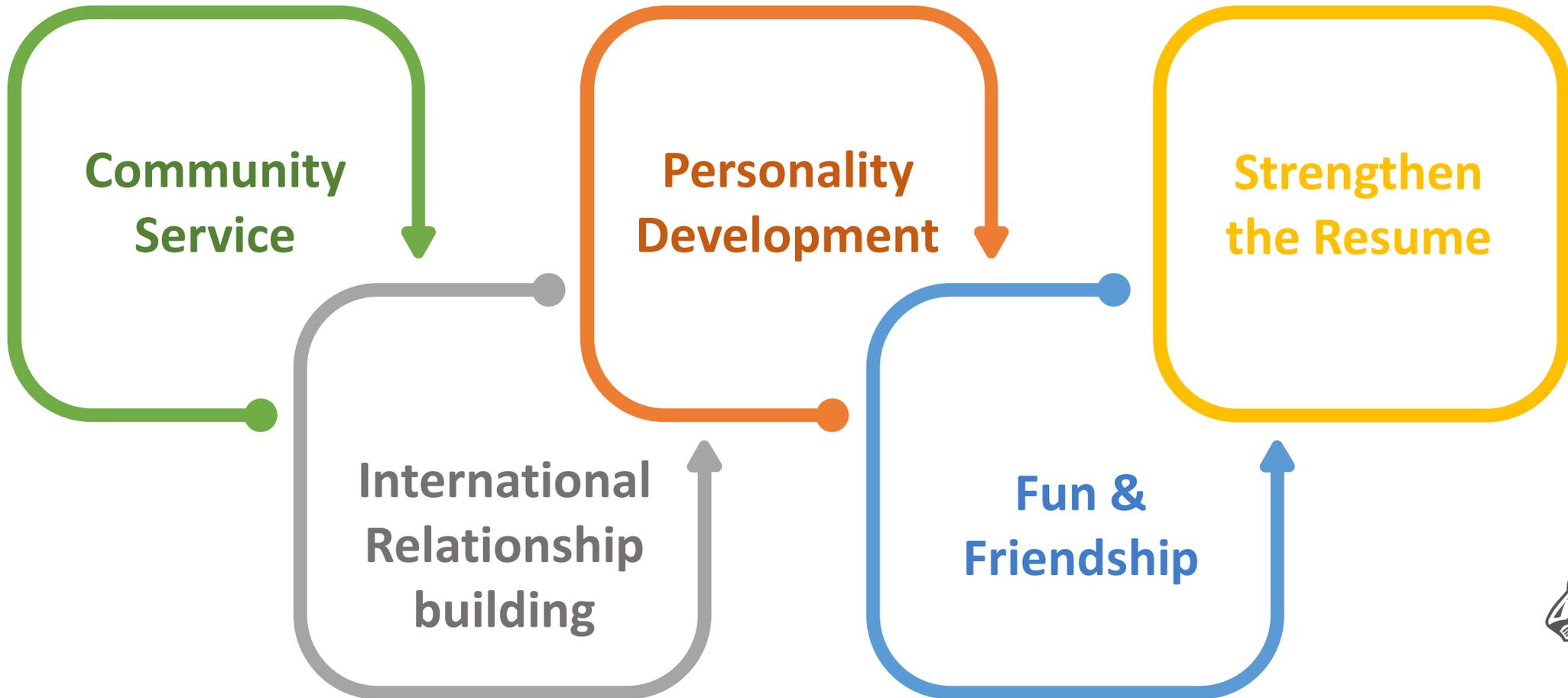




Benefits of joining a Leo Club



Benefits of joining a Leo Club





Smart Recruitment



Smart Recruitment



01

Organize Recruitment Campaigns

02

Connect with Youth Leaders

03

Invite potential members to Service & Fund Raising events

04

Increase Social Media Presence

05

Introduce potential members to Leo Club Members

06

Publish Video testimonials from beneficiaries & Club members



Recruit in 90 seconds



Recruit in 90 seconds



Approach a Potential New Member

01

Ask about their education / profession

04

Share your own experience about what all you gained

Explain the Leo Club Program structure in short

02

Show them photos/videos of Local and International events

05

03

Show them how it can help them grow Personally & Internationally

06

Inform them about how easy it is to become a member

Invite them in upcoming events and introduce with other members



Add new members and **Report** them to MyLCI



**Be creative and experiment with
your own Recruitment Strategy**



Lions Clubs International



Thank you



Kahoot Quiz

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



CA	Date	Time
CA 1	May 22 nd	6:00pm CST – 8:00pm CST
CA 2	May 15 th	11:00am CST – 12:30pm CST
CA 3	May 8 th	10:00am CST -11:30 am CST
CA 4	May 16 th	10:00 am CST – 11:30am CST
CA 5	May 7 th	8:30 pm – 10:00 pm HSK
CA 6	May 22 nd	9:00 pm – 11:00 pm IST
CA 7	May 30 th	2:00pm – 3:30pm AEST
CA 8	May 16 th	9am – 11am CST



CA1



CA2



CA3



CA2



CA6



Constitutional Area Webinars



Your #proudLeo pictures!



Thank you for attending!
Please email leo@lionsclubs.org
with any questions.