

Excellence and Quality.....Road Map to a Successful Club



Our Presenters



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The building block of Lionism.....
is the CLUB!



Club Members can make a huge difference on a global scale...
by how they operate locally.

Engage your club members in continuous club improvement!

- Easy enough to use annually
- Chosen action plans easily transfer into the *Blueprint for a Stronger Club*
- Great tool for club leaders to plan new club events and service programs



3 Suggested Ideas for Implementing Club Quality Initiative in your Club

Perfect for club vice presidents before the start of their year

	Single Working Session 2 hours or less	Meeting Series 30 minutes during a series of meetings	Half Day Workshop 4 hours or more. Facilitator Guide and PowerPoint available
Description	<ul style="list-style-type: none"> One working session to identify areas of improvement, establish priorities and give initial ideas to committees to further develop. 	<ul style="list-style-type: none"> Assess and plan over a series of meetings. 	<ul style="list-style-type: none"> Break into working groups to discuss club assessments and potential solutions in detail.
Tips	<ul style="list-style-type: none"> Save time and distribute workbooks for members to complete at home at their own pace. Discuss ideas as a club to determine areas of improvement or focus. 	<ul style="list-style-type: none"> Distribute workbooks at the initial club meeting. Discuss each assessment over a series of meetings. Assign tasks to committees for planning and implementation. 	<ul style="list-style-type: none"> Give workbooks to each member in advance of the retreat. Discuss completed assessments and allot time for planning and goal setting. See facilitator guide for additional information.
Considerations	<ul style="list-style-type: none"> Allows the club to provide feedback quickly. Allows the members to prepare for the meeting at their own leisure. If done too quickly may over look important details that could really move the club forward. 	<ul style="list-style-type: none"> Allows a more focused review of each assessment during the series of meetings. Easily works into members schedule. Not all members may be present at all meetings. Decisions may take longer. 	<ul style="list-style-type: none"> Facilitator may be present to offer guidance as questions arise. More time to discuss ideas and plan solutions. Longer timeframe to complete the workbook. It may be difficult to get members to attend because it takes too much time.



Importance of Change

Change is critical for each club. By understanding our current operations, identifying areas that may be improved and taking measured steps to accomplish our goals, every club can be even better!

Process Overview



Five steps:



1. Understand the process of change and LCI Forward.
2. Determine the need for change.
3. Set goals.
4. Develop plans.
5. Implement and sustain change.

STEP

1

Understand the Process of Change and LCI Forward

The process for change is
the process for doing things better!

LCI FORWARD

AREAS OF FOCUS



STEP

2

Determine the need for change.

Complete four assessments.

Assessments

Answer Both Questions Below

Read Statements Below and Rank



How often is this true?

Always
or Most
of the
time

Sometimes

Rarely
or Never

Is it important?

Not
Important
(or does not
apply)

Somewhat
Important

Important

Critical
to my
membership

Benefits of Assessment

- Helps to focus thought
- Guides discussion
- Encourages exploration of resources
- Process may be completed individually or as a group

**What will you
Discover?**



LCI FORWARD

AREAS OF FOCUS



Assessment One:
Enhance Service Impact



Service Discoveries

- Most or least favorite projects
- Current projects needing reconsideration or redesigning
- New potential projects that may be considered



Complete the assessment on pages 8 and 9

LCI FORWARD

AREAS OF FOCUS



Assessment Two:
Reshape Public Opinion &
Improve Visibility



RESHAPE
PUBLIC OPINION
& IMPROVE
VISIBILITY

2

Visibility Discoveries

- How the community views your club, positively and negatively
- Visibility to community leaders
- Connections with local media and social media
- Effectiveness of internal communications



Complete the assessment on pages 11 and 12



Assessment Three: Pursue Club Excellence



**PURSUE CLUB,
DISTRICT &
ORGANIZATIONAL
EXCELLENCE**

3

Operational Discoveries

- Ways to improve meetings and events
- How members feel about taking leadership positions
- Ensure a transparent operation
- If members are adequately recognized for their efforts
- If conflict exists within the club
- If members are satisfied with the way the club is managed



Complete the assessment
on pages 13 and 14

LCI FORWARD

AREAS OF FOCUS

**Assessment Four:
Improve Membership
Value & Reach
New Markets**



Member Value Discoveries

If club projects recruit new members
...younger members?

If new and existing members feel
involved

Sources of new members

Ways to engage members

Names of potential new members



Complete the assessment on pages 15 and 16

STEP

3

Set goals.



Specific

Ensure that the objective is clear.



Measurable

Benchmarks and progress must be measurable.



Actionable

Each goal must be achievable.



Realistic

Challenging but not unrealistic.



Time Bound

Timeframe that outlines a schedule of progress.



Develop plans.

Determine long and short-term priorities.

Assign goals to committees.

Encourage all club members to be involved in solutions.

Use these tools to prepare and plan for change!

Planning Process Worksheet

Goal Statement

Tasks	Challenges/Obstacles	Possible Solutions
1.		
2.		
3.		
4.		
5.		

Action Plan Worksheet

What (Goal Statement)

How? (Action Steps)	When? (Deadline for completion)	Who? (Person(s) responsible for action)	How will we know? (How we will know the action step is accomplished)



**Implement and sustain
change.**

Use these tools to prepare and plan for change!

Implementing Change

- Track achievements
- Have an agreed upon deadline for each benchmark
- Report to your club until benchmark is completed

Sustaining Change

- Change results in more change
- Look for new opportunities

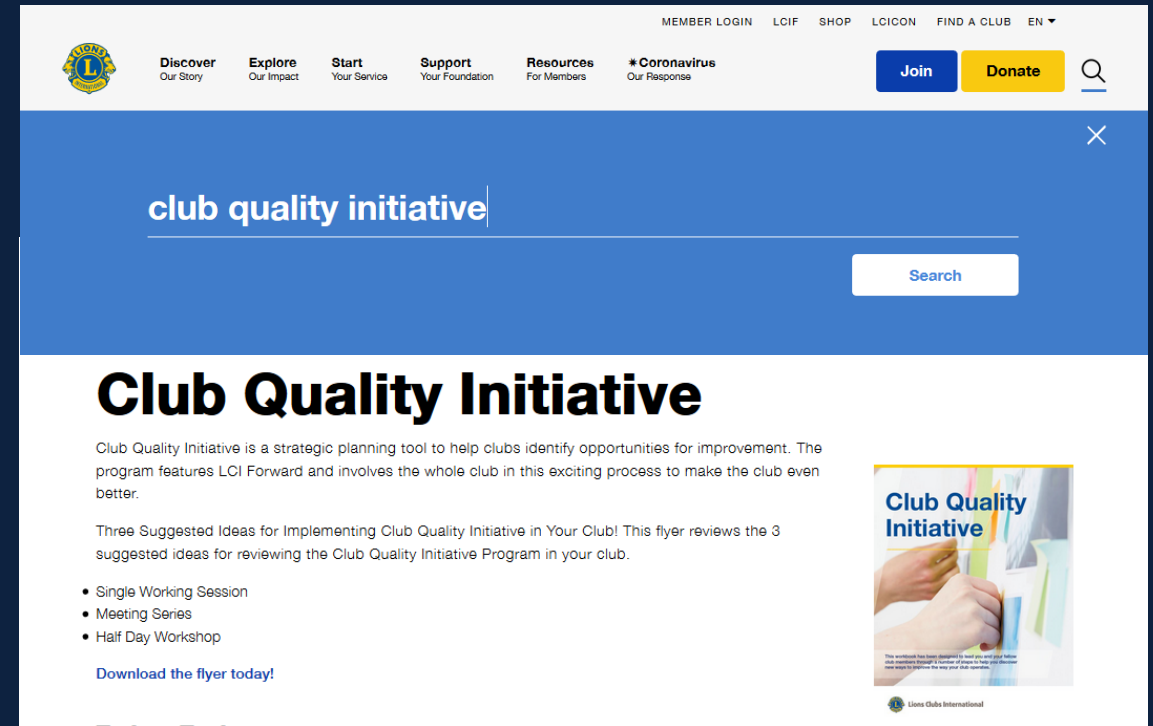
Club Quality Initiative Webpage

Website: <https://www.lionsclubs.org/en/resources-for-members/resource-center/improving-club-quality>

Email: clubqualityinitiatives@lionsclubs.org

Phone: (630) 468-6810

Facebook Group: Improving Lions Club Quality
<https://www.facebook.com/groups/317754885360703/>




Earn the Club Excellence Award



Based on outstanding achievement in:

- Membership
- Service
- Organizational Excellence
- Marketing and Communication

 **2020-2021 CLUB EXCELLENCE AWARD APPLICATION**
Club must be chartered prior to January 1 of the fiscal year to qualify

Date: _____

Club Number: _____ Club Name: _____ District: _____

Member Number: _____ 2020-2021 Club President's Name: _____ Email Address: _____

1. MEMBERSHIP

☐ Achieved a net growth of: _____ or ☐ Chartered new Lions club, Leo Club or Club Branch:
Name of club, or branch: _____

2. SERVICE

☐ Contributed to LCIF
☐ Started a new service project. Consider one of our Global Causes!
☐ List Three projects/events hosted by the club:
1. _____
2. _____
3. _____

3. ORGANIZATIONAL EXCELLENCE

☐ Club is in Good Standing: Not in Status Quo or Financial Suspension. District dues paid and no unpaid balance with LCI greater than US\$50 outstanding 90 days or more.

☐ Key Officers participate in one or more of the following leadership training events. Select all that apply:

☐ District ☐ Multiple District
☐ International ☐ Webinars
☐ Lions Learning Center

☐ Improved club operations. Use the Club Quality Initiative to identify opportunities for improving your club.
Improvements include: _____

4. MARKETING AND COMMUNICATION

☐ The club has publicized its service activities through local media or social media. Choose all that apply:

☐ Facebook ☐ Local Paper
☐ Instagram ☐ Radio
☐ Twitter ☐ Club Website
☐ Billboards ☐ Posted or Distributed Flyers
☐ Presentations to Groups
☐ Other: _____

District: _____ 2020-2021 District Governor Signature*: _____ Member Number: _____ Date: _____

Due by: August 31, 2021
Send to: clubexcellenceaward@lionsclubs.org or fax to (630) 468-6828
Awards Mailed to: 2021-2022 District Governors

*If sent from district governor's registered email, it qualifies as signature on applications submitted electronically.
Request for review of award eligibility from a disqualified club will be considered only if received at International Headquarters within 12 months after completion of the fiscal year, provided that the original application form is already filed at LCI.

DA-CEA1 EN 2/2020

To learn more and to download a copy of the application visit the club excellence awards [webpage](#).

Welcome to the **New Normal**

Building on Campaign 100,
inspiring our future

- Never has the need to support **Campaign 100** been greater:
 - Individual gifts | Club giving
- With each donation, LCIF is better prepared to respond in times of crisis while continuing **Campaign 100's promise to you** — to exponentially enhance your ability to:
 - Increase Service | Fight Diabetes | Expand Causes
- Campaign runs through 30 June 2022

LEARN MORE
lcif.org



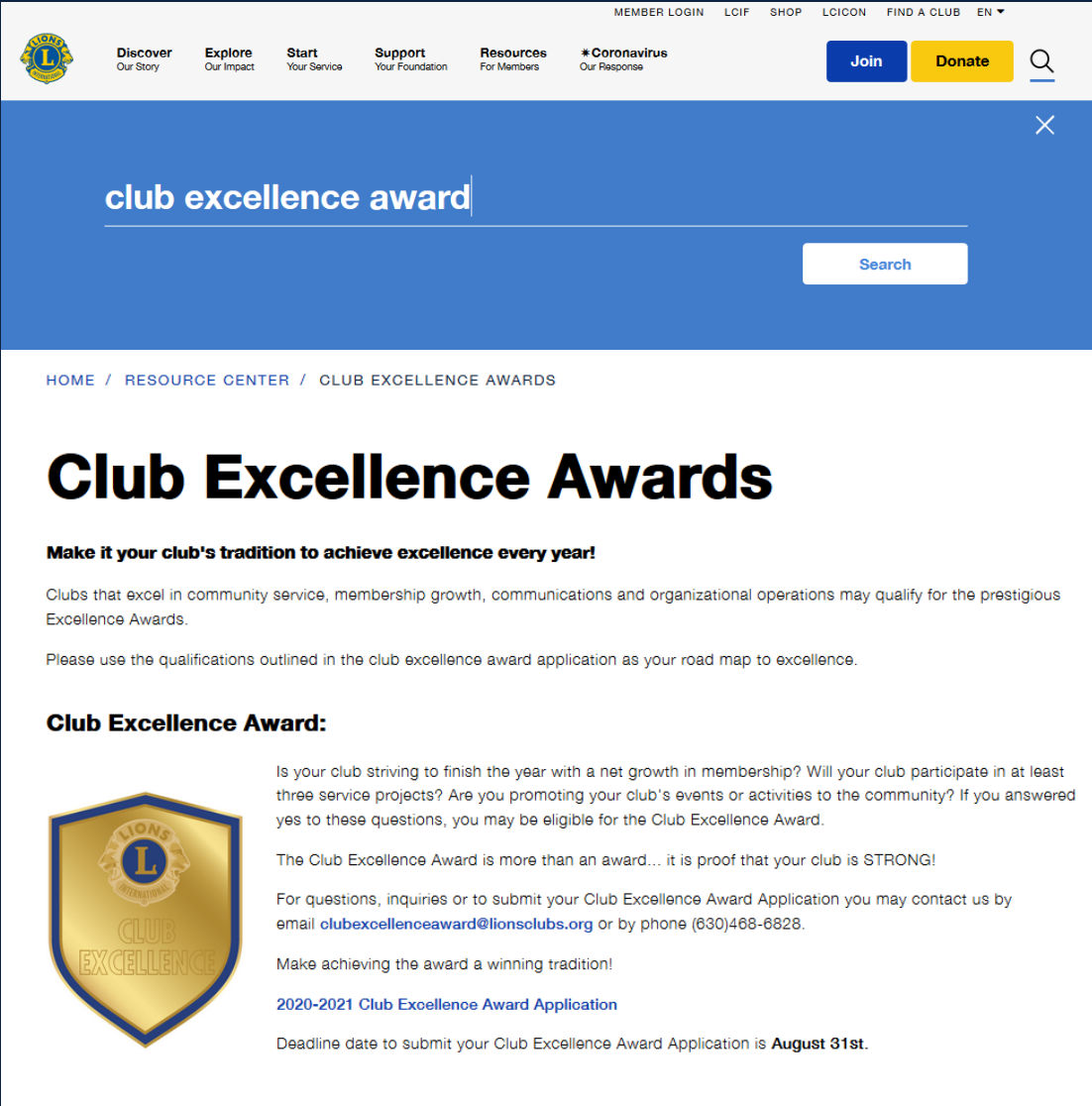
Club Excellence Award Webpage

Website: <https://www.lionsclubs.org/en/resources-for-members/resource-center/club-excellence-awards>

Email: clubexcellenceaward@lionsclubs.org

Phone: (630) 468-6828

Application: <https://www.lionsclubs.org/resources/108253958>



The screenshot shows the Club Excellence Award webpage. At the top is a navigation bar with the Lions Clubs International logo and links for Discover, Explore, Start, Support, Resources, and Coronavirus. There are also links for Member Login, LCIF, Shop, LCICON, Find a Club, and EN. A search bar is on the right with 'Join' and 'Donate' buttons. Below the navigation bar is a blue header with the text 'club excellence award' and a 'Search' button. The main content area has a breadcrumb trail: HOME / RESOURCE CENTER / CLUB EXCELLENCE AWARDS. The title 'Club Excellence Awards' is prominently displayed. Below the title is a sub-header: 'Make it your club's tradition to achieve excellence every year!'. The text explains that clubs excelling in community service, membership growth, communications, and organizational operations may qualify for the award. It also states that the qualifications outlined in the application serve as a road map to excellence. A section titled 'Club Excellence Award:' features a gold shield logo with the Lions Clubs International emblem and the words 'CLUB EXCELLENCE'. To the right of the logo, it asks if the club is striving for net growth in membership, participating in at least three service projects, and promoting events to the community. It states that if yes, the club may be eligible for the award. The text continues: 'The Club Excellence Award is more than an award... it is proof that your club is STRONG!'. It provides contact information for questions or to submit an application: email clubexcellenceaward@lionsclubs.org or phone (630)468-6828. It encourages making achieving the award a winning tradition and provides a link for the '2020-2021 Club Excellence Award Application'. Finally, it states the deadline date to submit the application is August 31st.

MEMBER LOGIN LCIF SHOP LCICON FIND A CLUB EN

Discover Our Story Explore Our Impact Start Your Service Support Your Foundation Resources For Members *Coronavirus Our Response

Join Donate

club excellence award

Search

HOME / RESOURCE CENTER / CLUB EXCELLENCE AWARDS


Club Excellence Awards

Make it your club's tradition to achieve excellence every year!

Clubs that excel in community service, membership growth, communications and organizational operations may qualify for the prestigious Excellence Awards.

Please use the qualifications outlined in the club excellence award application as your road map to excellence.

Club Excellence Award:



Is your club striving to finish the year with a net growth in membership? Will your club participate in at least three service projects? Are you promoting your club's events or activities to the community? If you answered yes to these questions, you may be eligible for the Club Excellence Award.

The Club Excellence Award is more than an award... it is proof that your club is STRONG!

For questions, inquiries or to submit your Club Excellence Award Application you may contact us by email clubexcellenceaward@lionsclubs.org or by phone (630)468-6828.

Make achieving the award a winning tradition!

[2020-2021 Club Excellence Award Application](#)

Deadline date to submit your Club Excellence Award Application is **August 31st**.

Questions & Answers



Thank you

A solid yellow horizontal line is positioned directly below the text "Thank you".