

# Important information about this webinar

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Due to the size of the group, this webinar will begin promptly at 7 PM CST

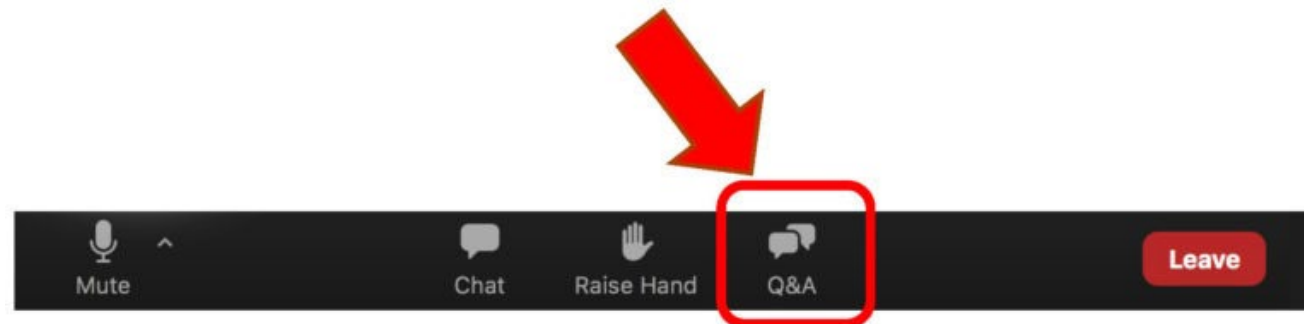
This webinar is being recorded; the recording and PowerPoint will be available afterward.

Your microphone has been muted and will remain so for the duration of this webinar.

Have a question? Submit it using the “Q&A” feature located in the ribbon at the bottom.



*Download presentation  
& resources using QR  
code or link in chat*





**OH NO! My Club has too many members!  
Let me tell you how we created this problem...**

Oh no! My club has too many members.  
Let me tell you how we created this problem

# PID Jerome Thompson

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GAT Constitutional Area 1 Leader  
Host



# Agenda

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- ▶ **Part 1:** Success stories in club growth
- ▶ **Part 2:** Creating a visual presence
- ▶ **Part 3:** Branches for growth & retention
- ▶ **Part 4:** Engaging Young Lions





# Tonight's Presenters

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**PDG Mark Piva**

**1-B GAT Area Leader**

MD 4 (CA), 36 (OR/CA)  
49(AK, YT, BC), D 50 (HI)



**PCC Polly Voon**

**1-O GAT Area Leader**

MD 19 (WA, ID)



**Lion Richard Stevenson**

**1-H GAT Area Leader**

MD 21 (AZ/CA), 28 (UT), 39 (ID/OR) 40  
(NM/AZ), D 46 (NV/CA)



**Lion Eric Strimple**

**1-J GAT Area Leader**

MD 7 (AR), 9 (IA)  
17 (KA), 26 (MO)

# Success Stories in Club Growth

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**PDG Mark Piva**

Huntington Beach Host Lions Club



A photograph showing the backs of four people standing in a line in a grassy field, hugging each other from behind. The person in the center is wearing a grey t-shirt and blue jeans. The person to their left is wearing a brown t-shirt and black pants. The person to their right is wearing a white t-shirt and blue jeans. The fourth person is partially visible on the far left, wearing a red t-shirt and blue jeans. The background is a blurred green field with trees.

# Increasing Membership in Clubs

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- Paradise Host Lions Club – Paradise regained through hugs
- Huntington Beach Host Lions Club – Targeting Boy Scout dads
- La Habra Host Lions – Reconnecting with your community





# CREATING A VISUAL PRESENCE

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PCC Polly Voon

Vancouver Broadway Lion Club





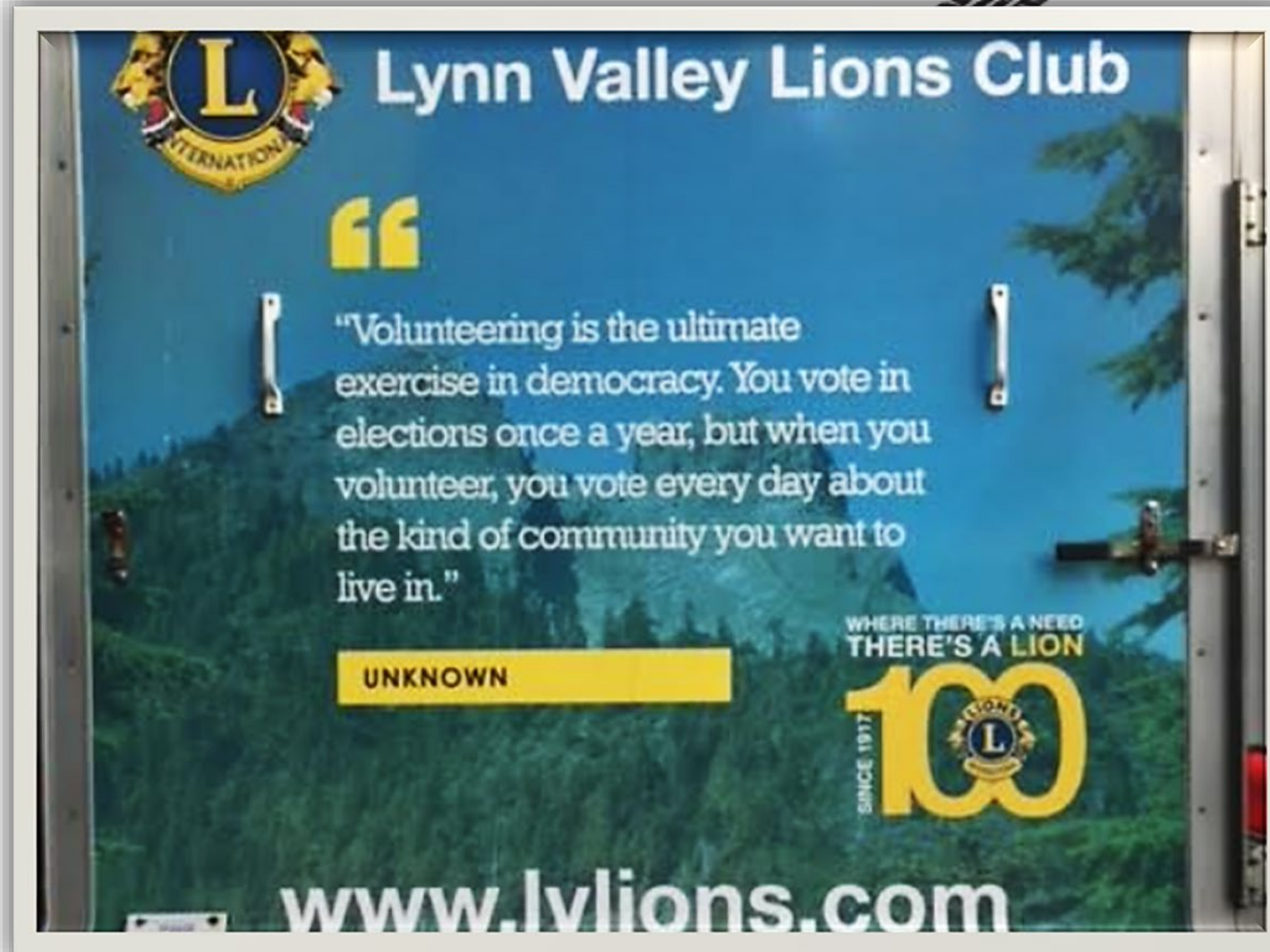


# Signs Promote **Membership**

Examples of signage for **visually promoting Lions** events in the community and **generating interest** in potential membership



# Get Your Message Mobile







# Information Exchange

- **Give brochures** on Lions International and your local Lions Club
- Have a way to **receive contact information** from prospective members
- **Follow up** with an invitation to a club meeting





# Poster and sign prominently displayed at events





# Signs promoting Lions service in action



*Concession stand at annual Lions Community Easter Egg Hunt*



*Lions collection of lightly used clothing for the homeless*



# BRANCHES FOR CLUB GROWTH & RETENTION

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**Lion Richard Stevenson**

Tucson Cyber Lions Club

(formerly South Tucson Cyber Branch)







# Benefits to **Club**

- **Club Branch, not Branch Club**
- **Branch Lions are full members of Parent**
- **Branches are NOT required to Charter**
- **Members & Service Statistics accrue to parent**
- **Attract new Lions without changing club**



# Benefits to **Branch**

- **Different Group/Location/Project**
- **Specialty/Cyber/Distant Lions**
- **Different Meeting Times & Places**
- **Elects own officers, sets own dues, traditions**
- **Increased Leadership Opportunities**
- **Your Branch, Your Way**

# How to do it

- Branch Guide
- 5 Lions - New or Existing
- Appoint Branch Liaison
- Notify DG
- Add branch in MyLCI



The screenshot shows the MyLCI website interface. At the top is the Lions International logo and the text 'MyLCI'. Below this is a navigation bar with four tabs: 'Home', 'My Lions Clubs', 'My Districts', and 'My Multiple Districts'. The 'My Lions Clubs' tab is currently selected. Below the navigation bar is a section titled 'Club Information'. Under this section, there is a button labeled 'Manage Club Branches' with a small icon of a person and a plus sign. This button is highlighted with a red rectangular box, and a red arrow points to it from the right. Below the 'Manage Club Branches' button is a section titled 'Club Image'. To the right of this section is a large square area containing a QR code. Below the QR code are two buttons: 'Upload' and 'Remove'.



# ENGAGING YOUNG LIONS

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Lion Eric Strimple

Eudora Lions Club





# Millennials/Gen Z

What they want from a service organization





# Let's get **Social!**









**Thank You**

**Download Presentation  
& Resources**