



## 2017-18 Zone Chair Manual

### 27-D1 Club Goals

#### FOCUS ON SERVICE

The more relevant the service a club does, the better the member experience & the easier it is for a club to attract & keep their members.

- Challenge each club to :
  - Assess their current service projects to make sure they are still relevant
  - Identify & implement a new service project this year

#### FOCUS ON FUN

Lions work hard, but that doesn't mean it shouldn't be fun!

- Challenge each club to:
  - Utilize their Tail Twister to add fun to meetings

#### FOCUS ON RECOGNITION

It's pretty sad that you have most likely thanked waiters/waitresses for pouring your water when you go out to dinner, more than you have thanked your fellow Lions for the work they do. Lions don't join this organization for awards & recognition. Somehow, we have taken that to mean that we shouldn't recognize each other for the work we do. This is not only wrong, it is a major cause for members leaving our organization.

- Challenge each club to:
  - Make a monthly announcement re: the number of Lions hours & people served each month (Club Presidents & Secretaries can get this information from MyLCI)
  - Regularly recognize members for their service – a simple thank you or fun/small item is perfect
  - Plan to celebrate all the club's & members successes at the end of the Lion year.

#### FOCUS ON GROWTH

New members bring new ideas & the opportunity for more service.

- Challenge each club to:
  - Provide club overview, brochures or other promotional materials that promote membership at every appropriate opportunity
  - Create a membership contest that encourages members to invite their friends to help at a service project or fundraiser