

District 32D: Let's Strengthen Our Pride Thru Education and Communication!

Hello Fellow Lions!

As we begin our second month of the year, we would like to help broaden your understanding of our 2014-2015 International Theme: Strengthen the Pride. The theme is centered on bringing our Lion's family closer together and based on what we have observed in our District, the theme is very timely. Last year IPDG Lion Catherine asked us to focus on working in "Harmony" and this year's International theme takes that focus even further in building the "Pride" not only in size, but also in the spirit of what we do as Lions in our communities and across the state. With the addition of the vision screening cameras to virtually every corner of the Multiple District, we have the opportunity to **"Strengthen the Pride"** thru joint service projects and to **"Strengthen the Pride"** thru increased membership due to the visibility of Lions across the state.

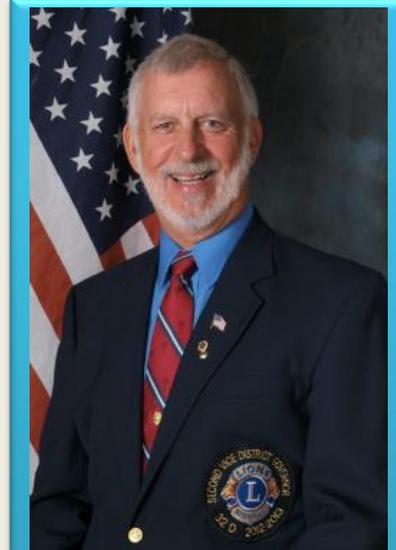
The main points of the International Theme are as follows:

- Strengthen the Pride through Service
- Strengthen the Pride through Membership Development
- Strengthen the Pride by Strengthening Your Club
- Strengthen the Pride through Leadership
- Strengthen the Pride through Partnerships
- Strengthen the Pride through Rededication
- Strengthen the Pride through Giving
- Strengthen the Pride through Creativity
- Strengthen the Pride through Courage and Conviction

Service: The bedrock that our Association was founded on in 1917 seems to have taken a back seat to "Fund Raising" and less focus on SERVICE! Let's see what we can do to develop new and innovative "Service Projects" during this Lions Year!

Membership Development: Don't be afraid to "Just Ask" and let's make it our goal for each member of each club to "Ask One"! Make sure that each new member is properly Orientated and experiences a meaningful Induction. Make sure your club has a Membership Plan for recruiting and retaining members. As a District we plan to have a minimum of four new clubs by June 30, 2015 and as many new Leo Clubs as possible.

Strengthening Your Club: What is your club doing to attract new members? Do you have worth while service projects to keep members content to remain as members or are you just meeting, eating, and going home for the rest of the month. Surveys tell us that most of the members we lose (other than those we lose thru death) are due to dissatisfaction with club lack of service work. They are attracted to join by what we tell them we are doing in Service and then when they realize all we



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are doing is fund raising, they lose interest. You can strengthen your club by sponsoring a Leo Club or getting more involved with the Reading Action Program.

Leadership: Effective leadership development starts with a meaningful induction and proper orientation, and from there, clubs can encourage club leadership development by establishing a leadership development plan that includes goals for member orientation, mentoring, zone meeting participation and other leadership training such as Emerging Lions Leadership Institute.

Partnerships: Clubs are encouraged to partner with others when it is mutually advantageous, strengthens their communities, and helps the club better serve others.

Rededication: As we prepare for our centennial, schedule a celebration of Melvin Jones' birthday on January 13th as a tribute to our founder, and rededicate yourself to the community and humanitarian codes, objects and principles of our association.

Giving: The more you give, the more you have to give. This year we encourage all Lions to consider making a contribution to LCIF, SCLF, and Leader Dogs for the Blind, and Storm Eye Institute on a personal basis. The contribution does not have to be large. Imagine what kind of contribution we can make if each one of us donates just \$10 to each. We don't have a problem asking our neighbors, friends and family to support our fund raisers; however, it is interesting to see how many Lions never think of making a personal contribution to the same project.

Creativity: Our ability to adapt has been an important part of our past success and has helped us thrive in an ever-changing world. To ensure our future growth, we need to creatively embrace technology and use it to our advantage. Engage in social media platforms. Promote the development of club websites and social media pages. All clubs can benefit from the use of Service Activity Reporting and the use of MyLCI to find information and share their pride.

Courage and Conviction: Lions members have both courage and conviction. As Lions, let's tell the whole world who we are and what we do to "Serve" our communities. Let's stop being the "Best Kept Secret" in our communities. Let's **ROAR LIKE A LION!**

Fellow Lions, we want to do everything in our power this year to make this one of the most memorable years our District has experienced in years. As Helen Keller once stated, "Alone we can do so little, together we can do so much"! The achievement of our goals rests on the "Team Work" of every Lion in our District. It is time we worked together as a Whole PRIDE and time we stopped being "**only parts**" of the PRIDE. **Think about it: How much could a pride of Lions accomplish, if each member was going in their own separate direction? Let's "Strengthen the Pride"!**

Yours in Lionism,
District Governor Lion Rick