



New Club Development Guide



Lions Clubs International

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We serve.

We have more volunteers in more places than any other service organization in the world. Since 1917, Lions clubs have offered people the opportunity to give back to their communities and help those in need. Whenever a Lions club gets together, problems get smaller, and communities get better. That's because we help where help is needed – in our own communities and around the world – with unmatched integrity and energy.

Organizing a new Lions club gives more people the chance to make a difference, assist those in need and introduce new projects to local communities. There is no limit to where or how many community-based clubs can be formed. Where there is need, a Lions club can help.

Over the years, as community needs have increased, Lions have broadened their focus toward humanitarian efforts. Each Lions club is autonomous, and therefore may choose projects and activities that fit the lifestyles of its members and impact the community the greatest.

The following information provides guidelines to help you organize new Lions clubs in your area.

Please adapt the strategies and techniques as needed to conform to local cultures and traditions.

➤ Club Formation Tips

All Lions club types in good standing have the ability to vote at district, multiple district and international conventions; apply for LCIF grants; and benefit from the service, training and leadership opportunities granted to all Lions clubs.



OVERVIEW:

Choosing a Club Type

Our world is changing, and today's volunteers are looking for new ways to become involved in relevant issues and serve in a way that fits their ever-changing lifestyles. While community-based clubs are our tradition, we realize that one size does not fit all. That's why we offer several club formats for you to choose from:

- **Traditional clubs** are ideal for bringing together a group of service-minded individuals to better their community.
- **Campus clubs** are designed for college and university students. Members serve the campus community while building leadership skills. Additionally, students may be eligible for special discounts to make membership more affordable.
- **Leo-Lions clubs** offer Leos an opportunity to continue their service journey as Lions members. Additionally, current or former Leos may be eligible for special membership discounts.
- **Club branches** only need a minimum of five (5) members who become part of an existing parent Lions club. Members have the opportunity to select their own service projects, activities and meeting times.

Other Club Categories

Specialty clubs are designed to create clubs whose members share a common interest or passion. For example, they may share a hobby, profession, or a common cultural background. A specialty club is chartered in the same manner and with the same requirements as all new club charters. A selection is now available on the charter application for identifying a unique quality about the club.

Virtual clubs establish their presence online and coordinate their efforts using a variety of software applications. Forming a virtual club is worth considering when individuals are pressed for time, restricted by geographic proximity to a club, or have limited mobility, among other reasons.

⇒ Club Formation Tips

District Benefits

There are many reasons to form new Lions clubs in your district:

- Fulfill unmet needs in communities that are not currently served by Lions.
- Attract families, women, and younger members.
- Rejuvenate and grow membership.
- Increase the leadership pool.



Steps to New Club Development

New clubs should be based on the needs within the community. Once you find a need, it is easy to charter a new club! The process of chartering a new Lions club should take between four to eight weeks. If it takes more than eight weeks, you run the risk that members will lose interest and quit before the club becomes formally organized. Consider starting a Club branch by asking the sponsor club to serve as a parent club so that projects can be conducted and recruiting efforts can continue among the new members. Club branches can always be converted into regular clubs once they get 20 or more members. This will also be a way that the parent club can increase their own membership, as well as their service impact by having a club branch.

To organize a new Lions club, you will need:

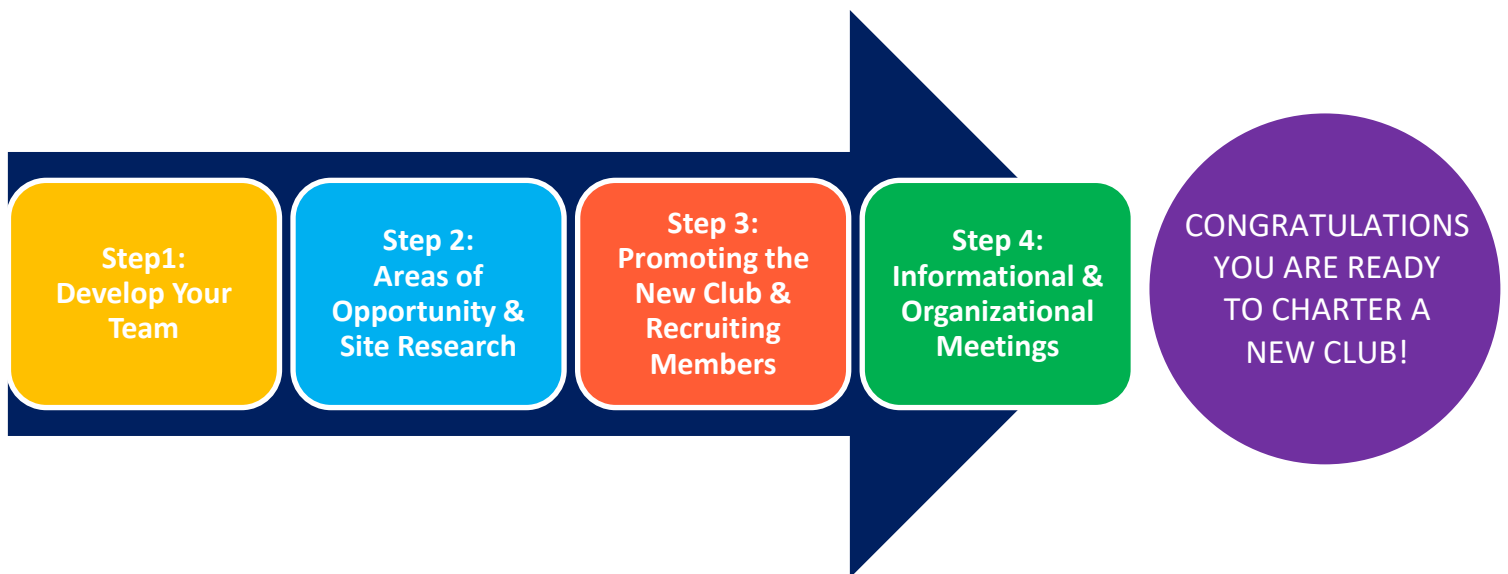
- 20 or more charter members
- A sponsoring club, region, zone, district cabinet or district committee
- Completed charter application and report of charter members to be submitted to LCI
- Your district governor's approval
- Appropriate charter fees and certification forms

To organize a club branch, you will need:

- A minimum of five branch members
- Elected branch president, secretary and treasurer
- A sponsoring club and branch liaison
- Your district governor to be informed
- Complete application submitted to LCI

New Club Development Process

Successful new club development includes the following 4 steps:



⇒ Club Formation Tips

All the resources and materials needed to start a new club can be found on the Start a New Club webpage at www.lionsclubs.org/start-a-new-club or by using this QR Code.



STEP ONE:

Develop Your Team

New club development should be a team effort to ensure the success of recruiting efforts and the new club. Team members should be hardworking, committed to the development of new clubs and passionate about being a Lion. The following Lions will be instrumental in the development of the new club:

- **Global Action Team (GAT) District Coordinator** – District Governors, as the district Global Action Team (GAT) chairperson, should activate their team to achieve their new club development goals. Additionally, the district GAT should ensure the new club’s officers are trained.
- **Membership and the New Club Development Team** – The Membership and the New Club Development Team, made up of the district GMT and GET coordinators, district governor, first vice district governor, members of the district Global Membership Approach working group and other Lions, focus on growing new and existing clubs. These individuals have the expertise and desire to help charter a new club and are aware of the resources available from Lions International.
- **Guiding Lion and Certified Guiding Lions** – District governors are encouraged to appoint one guiding Lion, preferably a Certified Guiding Lion, to guide the new club in its first two years of operation; orient and train new club officers; and motivate and support new club growth.
- **Members from the Sponsoring Lions Club** – Once the new club is formed, members of the sponsoring club will be working closely with the new club to ensure a proper orientation into Lions. Having members from the sponsor club involved in the new club development process creates a sense of ownership and pride for the new club.

Once your team is established, consider dividing the members into the following four sub-teams:

Skills	Responsibilities	Qualities
Lead Team	<ul style="list-style-type: none"> • Contact Lions’ network via phone and email. • Research key leaders. • Set up appointments with leaders. 	<ul style="list-style-type: none"> • Organized • Tech-savvy • Comfortable on telephone • Strong writing skills
Field Team	<ul style="list-style-type: none"> • Develop a plan for outreach to integral community business leaders. • Visit business leaders and ask them to join Lions or attend informational meeting. • Hang informational flyers in high-visibility areas and at businesses. 	<ul style="list-style-type: none"> • Social • Professional demeanor • Quick thinker • Strong interpersonal skills
Ground Team	<ul style="list-style-type: none"> • Develop a plan for outreach to community members. • Set up promotion stations in the community. 	<ul style="list-style-type: none"> • Social • Professional demeanor • Strong interpersonal skills
Response Team	<ul style="list-style-type: none"> • Conduct follow-up with prospective members. • Keep new members informed about meeting times and updates. 	<ul style="list-style-type: none"> • Organized • Tech-savvy • Comfortable on telephone • Strong writing skills

⇒ Club Formation Tips

Any club in good standing can sponsor a Lions club within its district.

The primary sponsoring club must be from the new club's district.
However, a co-sponsor may come from any area.

Sponsoring clubs are required to:

- Support the guiding Lion(s)
- Check that all charter-member applicants meet the standards of being a Lion member
- Hold an in-depth organizational meeting
- Ensure that the chartered club has proper orientation into Lions
- Co-host Charter Night
- Encourage district participation
- Encourage interclub functions
- Help develop a membership retention and growth plan
- Assist in preparing the club's meeting agenda
- Support the club's activities
- Assist the club whenever called upon
- Provide guidance without interfering

Additionally, the sponsoring club will often purchase the club banner and gavel to present to the new club at the Charter Night celebration.



Notes:

STEP TWO:

Determine Areas of Opportunity and Conduct Site Development Research

Determining an area for a club is a key component to starting a new club. Begin by completing a New Club Development Community Assessment to help create a list of communities in your district that would benefit from a new club. Include both communities with no Lions club and areas that would benefit from an additional Lions club.

Consider the following:

- Size of the population
- Current service clubs and community organizations
- Local project possibilities and benefits for the area
- Groups of people who are not currently being recruited by existing Lions club
- Young adults, women, ethnic communities, and other underrepresented groups
- Location of nearest possible sponsoring Lions clubs

Find a Need and Fill It

The purpose of conducting site-development research is to evaluate the needs of the community, gauge the feasibility of chartering a new club and collect information. While the objective of the research is not to recruit members, contacts made during the visit should be noted for a later visit during the recruiting phase.

Contact Community Leaders

The club organizer, and preferably two other knowledgeable Lions, should spend a day visiting the following community leaders:

Local Business Organization

- Obtain a list of local businesses.
- Ask about other service clubs in the area.
- Ask about possible meeting locations.
- Ask if a five-minute presentation can be made at the next meeting.

Mayor and Other Community Leaders

- Gain approval for the new club.
- Discuss needs within the community.
- Determine if other community organizations exist, what they do and when they meet.
- Ask if a five-minute presentation can be made at the next council meeting.

School Administrators (Superintendents and School Principals)

Gain approval to discuss new club projects with school staff members. Ask about possible youth programs or the need for a Leo club.

Officials from Law Enforcement Agencies, Fire Departments, Human Service Agencies and Business Groups

- Identify and discuss possible community needs.
- Spend about 15 minutes with each community leader and explain that you are collecting information for the formation of a new Lions club. Ask each contact for his or her business card and the names of other community leaders who might be interested.

Visit Possible Meeting Locations

Visit local hotels and restaurants to find possible meeting locations for the informational and organizational meetings. Inquire about availability and prices of meeting rooms.

⇒ Club Formation Tips

Print out a map of your district and mark all the locations of existing clubs by placing a mark on the areas. This way you can clearly see which communities are not currently served by Lions. You can pinpoint where existing clubs are in your area by using the Club Locator search engine on the LCI website at www.lionsclubs.org



Notes:

STEP THREE:

Promote the New Club to the Community and Recruit Charter Members

Before recruiting begins, and throughout the duration of club development, promote the new club to the community. To launch a successful campaign, first identify your potential members and develop a campaign that highlights the intended message that will appeal to the demographic group you are targeting.

Who will we recruit?

The first step is to determine who will be contacted to join the new club.

Community leaders are vital to new club development because they are:

- Aware of the needs in their community
- Able to make a difference
- Aware of community organizations, such as Lions
- Skilled professionals who can give the new club a strong foundation
- Able to recruit other leaders

Residents are also vital to new club development because they:

- Have a vested interest in their community
- Know what the needs are
- Can recruit other community-minded individuals

Here are some guidelines to assist with identifying prospective members:

- Use lists that have already been compiled from your site- development research.
- Use the Recruiting Wheel in the back of this guide to help think of people who may be interested in joining the new club. Use the Build a Lions Network form in this guide to collect the information.
- Be sure any list includes either a physical addresses or email addresses, depending on the method of sending out invitations. Phone numbers are a plus for follow-up purposes.
- Make personal visits to local businesses and offices. Speak with the business owners or managers about their interest in joining and ask for their permission to speak with their employees about joining.

How will we recruit?

The next step is to determine how the members should be recruited. In general, there are five ways a Lions club can be developed. The five strategies include:

1. **Canvassing:** Recruiting community and business leaders by making unscheduled personal visits.
2. **Targeted Recruiting:** Inviting only people recommended by other Lions or key community or business leaders.
3. **Group Conversion:** Meeting with an established group of people who have an interest in community service as Lions.
4. **Ground Recruiting:** Setting up informational tables in the community to target interested residents.
5. **Social Media Recruiting:** Post information about the new club being formed on multiple social media sites.
6. **Branch Development:** Recruiting a small core of people to join an existing parent club with the purpose of launching a local project.

One of the most effective ways to recruit members for a new club is to contact community and business leaders. While many Lions might feel uncertain about approaching leaders to discuss Lions, they usually find that many people are generally aware of Lions activities and view the association in a very positive light.

Canvassing Recruiting Tips

- 1. Dress appropriately.** Dress in a professional manner with your Lions pin. Wearing Lions vest and several pins can be a distraction to the prospective member.
- 2. Turn your phone off.** Make sure you turn your phone or ringer off before meeting with a prospective member to ensure there are no distractions.
- 3. Start at the top.** You can sell down, but you cannot sell up. Always ask to speak to the business owners or managers to gain their commitment. After they have shown interest, then ask if anyone else in the organization might be interested. Recruiting support staff first may offend the owner/manager.
- 4. Overcome obstacles at the front desk.** A secretary or office manager typically screens visitors for the owner or manager. For this reason, you may be asked about the nature of your visit. If you are asked, simply say, "We are in the process of forming a new Lions club in the community and only need three to five minutes of your boss's time."
- 5. Do not wait more than 10 minutes.** Your time is better spent moving on to the next prospect and gives a sense that your time is important. Instead, ask if there is a convenient time to come back.
- 6. Do not carry too much literature.** An abundance of materials can be distracting and may result in the prospect's asking you to just leave the information for their review. If they are too busy to speak to you, they will be even less likely to read the material.
- 7. Obtain clues from their office.** You can tell a lot about a person by looking at the décor on the walls or items on their desk. Do they have a family, a hobby, a humanitarian interest? Often awards, pictures and other items can provide such clues.
- 8. Anticipate responses.** Be prepared to respond to people's reasons for not joining. Some possible responses are included below:
Prospective Lion: I'm not from around here.
Response: Lions is an international association so it's likely we have a club near your home. Would you like us to take your contact information and pass it along? **OR** We are always looking for new places to start clubs. We can take your contact information and let you know when we are forming a club near you.
- 9. Always be positive and leave them smiling.** You are providing opportunities to change their lives, not selling a product. If the prospect does not appear interested, thank them for their time and move on to the next prospect. An irritated individual will not join and will then have negative thoughts of Lions. If the prospect is interested, make sure that he or she feels welcomed.
- 10. No matter who you approach and what their answer is, always ask for referrals.** Someone they know may be interested in becoming a Lion.

⇒ Club Formation Tips

- Asking a business owner to post a flyer in their window to promote the new club and the informational meeting provides a great opportunity to invite him or her to join the club.
- Having a great elevator speech is imperative. The speech should last 20-30 seconds, be interesting, memorable, and succinct.

Notes:

Suggested Materials for New Club Development

Membership Department has put together new club kits to compile all the information you will need for starting a new Lions club in one place. The following kits are available:

- New Club Extension Kit
- Campus Lions Club Kit
- Club Branch Builder Kit

Suggested Materials for Recruiting

- **Hello Brochure:** This recruiting brochure is designed specifically for new clubs. It highlights how new clubs are formed, member benefits, and a brief overview of Lions clubs. (EX511)
- **Charter Member Application:** Prospective members complete this application when joining a new club. (TK188)
- **Lions Make a Difference:** This recruiting brochure provides details about who Lions are and what they do. Included is an interest form that can be completed by a prospective member. (ME40)
- **Your Family Can Make a Difference:** This brochure explains how families can be involved in a Lions club and make a difference in the community together. (MPFM8)
- **Young Lions Membership Guide:** This brochure targets young adults for membership and is useful when inviting young members. (YLMG)
- **We Are Lions Recruiting Poster:** This poster can be posted to inform the community that a new Lions Club will be forming and can be personalized with the new club's information. (EX109)
- **Campus Club Brochure:** This brochure targets college students for membership and is useful when inviting members. (CICb)
- **Charter Application Checklist:** This checklist offers step by step instructions on how to charter a new club and contains current pricing for membership. (TK40)
- **Just Ask Guide:** Member Recruiting guide to get clubs prepared for membership campaigns. (ME300)

⇒ Club Formation Tips

To order membership materials, visit
www.lionsclubs.org/start-a-new-club
or scan this QR code.



Notes:

Recruiting Wheel

Recruiting members is the most vital part of developing a new club. The Recruiting Wheel is an effective method of compiling lists of people who could be invited to join the club.

Distribute this page at a regular meeting. For each category on the wheel, have an experienced Lion ask: "Who is the one?"

Example: Who is the one relative you feel would like to make a contribution to improve the community? Give your members a brief time to think about their choices, and fill in the Build a Lions' Network form as thoroughly as possible.

**May include but is not limited to elected officials, school principals, police and fire chiefs and hospital administrators.*

*** May include but is not limited to doctors, accountants, dentists, lawyers, and bankers.*



Key community leaders prospect list

It is important to identify the key leaders within a community and to speak with them prior to recruiting. Since they lead by example, once you have their commitment, it is much easier to recruit other members.

During the preparation phase, please find the name and contact number for these leaders. Once your workshop is approved, refer to the script when setting up appointments with the consultants.

Community Leader	Name	Phone
Mayor/President		
City Clerk		
City Administrator		
Police Chief		
Fire Chief		
School Superintendent		
School Principal		

Look for residents who are key leaders within their community:

- Residents who volunteer on boards or commissions.
- Residents who regularly attend city/town meetings.
- Residents who are already involved in other organizations.

Other community leaders you will want to consider recruiting are:

- Bank managers
- Insurance agents
- Funeral directors
- Lawyers
- Doctors
- Store owners and managers

Community Leader Introduction Email Template

Hello (Community Leader),

My name is (name) and I am with the (Lions Club Name) and we are forming a new Lions Club in (name of town). Lions Clubs are a network of more than 1.4million men and women in 48,000 clubs worldwide. We help where help is needed. In over 200 countries or geographic areas, in hospitals and senior centers, in regions battered by natural disasters, Lions are at work – helping, leading, planning, and supporting. Because we're local, we can serve the unique needs of our communities. Because we're global, we can address challenges that go beyond borders. When it comes to meeting challenges, our response is simple: We Serve. It's something that unites Lions around the world.

We would like to set up a time to have a short meeting with you to share more about Lions and how we can work together to support the needs of the community of (town name). I will follow up with you by (date) to schedule a time.

If you have any questions, please contact me at (phone number and email address). I look forward to meeting with you.

(Person Name)

(Lion Title)

Following Up on Leads

Leads are potential members who will be a member of the new club. These leads come from field recruiting activities (canvassing), community and business visits, informational meetings, and Lion recommendations. Collect new member information and leads gathered from each team, and put them into five categories:

Category	Action Taken	Action Needed
Early Adapters	Completed an application and paid the charter fee.	Send an email of congratulations with the date, time and location of the first club meeting.
High Interest Prospects	May come to a club meeting but did not complete an application.	Send an email inviting them to the meeting.
Other Prospects	May be interested but could not attend a club meeting.	Keep on the mailing list and contact them following the first meeting with an update on the club's progress. Continue to invite them to get involved.
Possible Prospects	Listed names of people who may be interested.	Determine a time to contact them in person.
Not Interested	Expressed no interest in joining at the current time.	Keep on the mailing list for future projects and events of the new club.

It is important to send each lead and new member a personalized email confirming the date, time and location of the meeting within 48 hours of contact.

Notes:

STEP FOUR:

The Informational and Organizational Meetings

Informational Meeting

The informational meeting is the first time that the prospective members meet to find out more about Lions and the new club. The objective is to begin to build the new club's membership and prepare for a successful organizational meeting.

Approximately 20-25 percent of the people who signed up to join the new club will attend the informational meeting. Do not be discouraged. Here are some tips to increase attendance:

- Send follow-up emails to each lead within 48 hours of meeting them.
- Call prospective members who indicated that they plan to attend the informational meeting to remind them of the date, time, and location.
- Encourage prospects to invite their friends and other community-minded individuals who might be interested in joining.
- Promote the informational meeting in local newspapers, social media, and post flyers around the community.

Meeting Preparation:

- Set the room for fewer people than you expect. Consider having additional chairs available just in case more people attend. Since this meeting should only last one hour, do not serve a meal, have some refreshments such as cookies and soft drinks available.

The number of Lions in attendance should not outnumber the number of attendees. You do not want to intimidate the new or prospective members. However, the guiding Lions should be in attendance since they will be working directly with the new club, as well as the district governor.

- Lions should dress in a professional manner and not wear their Lions vest or too many pins. This may imply that all members must wear the vest and pins and discourage prospective members from joining.
- Consider creating name tags with the attendees' names in advance so they know you were expecting them when they arrive.
- Ensure there is a Lion by the door welcoming the attendees as they come in.

Conducting the Meeting:

The Informational Meeting should be engaging and informative. It is important to display a professional image of Lions since this is most of the attendees' very first experience with Lions. Start the meeting on time, even if there are only a few attendees present.

- Welcome the group and ask each person to introduce themselves and provide both personal and professional information.
- Introduce the Lions in attendance and emphasize that they will be here to assist the new club. Only state the titles of the district governor, club organizer and the guiding Lions. It can be overwhelming to a prospective member to hear all the different titles that Lions have at the first meeting.
- Present an overview of Lions activities and membership benefits.
- Ask attendees to think about the types of projects that the club could support and invite them to bring a friend to the next meeting (which should be within one week of the informational meeting.) Explain that at the next meeting the club will elect officers, identify projects, and begin working on them.
- Begin a discussion by asking attendees if they can see how a Lions club can help their community. Mention that there is a cost to forming a Lions club and fully explain the membership dues (international and local). It is important that they fully understand that they need to pay a one-time charter fee to join and semi-annual dues.
- Verify that the date, time, and location of the next meeting are convenient for everyone. The next meeting should be within one week of the informational meeting, and meetings should continue each week until the club reaches 20 members.
- Collect charter member applications and fees.

Post-Meeting Follow-up:

The following day, send an email to each attendee thanking them for attending and include details of the next meeting. For those prospective members that did not attend send an email outlining the meeting's accomplishments, noting the possible projects and provide information on the next meeting.

It is important to personally contact the people recommended during the meeting to invite them to attend the next meeting. Continue to contact other people in the community and invite them to the next meeting.

If you posted flyers around the community advertising the informational meeting, replace those with information for the next meeting.

One to two days before the next meeting, make phone calls and send emails to members and prospective members to confirm their attendance.

Sample Informational Meeting Agenda

Lions Club _____

Date _____

Location _____

1. Welcome and introductions.
2. Brief history of Lions Clubs International
3. Overview of Lions service
4. Community Needs Assessment Discussion
 - What needs do you feel _____ Club can support in the community?
5. Requirements for New Club Development
 - 20 Members- new or transfer members
 - Election of club officers
 - A meeting location
 - Submission of an application to Lions Club International
 - Entrance fee for each member
6. Determine date, time, and location of the next meeting.

Lead Follow Up with invite to Informational meeting Email Template

Hello _____,

We would like to thank you for taking the time to meet with our recruitment team on (date of recruiting). We will be hosting an informational meeting on (date). You will be able to learn more about Lions and the impact that we can make together in (name of town).

The informational meeting will be held at (name of meeting location) located at (location address) at (time of meeting). Please confirm your attendance to (person and email address) by (date).

If you have any further questions, please contact (person and email address). Thank you and we look forward to serving with you.

(Person Name)

(Person Title)

⇒ Club Formation Tips

Emphasize that 100% of the money collected from the public goes directly to helping those in need.

The club should meet every week until the club is formed. After 8 weeks, if 20 charter members have not been reached, organize a club branch so the new members can begin serving the community.



Notes:

Organizational Meeting

The organizational meeting is where the club members will elect officers and begin planning their first service project.

The set-up for this meeting is the same as the informational meeting.

Conducting the Meeting:

- Welcome the group. If there are a lot of new attendees, you may wish to repeat the informational meeting and cover the history of Lions more thoroughly.
- If most participants attended the first meeting, review the list of possible service projects and invite the new attendees to add to the list. Ask the group to identify three projects to undertake and discuss how the projects can be accomplished and what can be done before the next meeting.
- Explain that before the group can move forward, a charter club application or branch application is needed so that members are covered by liability insurance and can-do community service as Lions.
- If the group decides to hold elections, conduct elections and then complete the application on the LCI website. A fully chartered club (with 20 or more members) will need to elect a president, secretary, treasurer, and club membership chairperson. The club branch will need to elect a branch president, secretary, and treasurer and shall have at least 5 members.
- Set-up a date, time, and place to hold the next meeting.

Post-Meeting Follow-up:

- The Guiding Lion should set up a meeting with the club officers to begin new club officer training as further outlined in the Certified Guiding Lion
- Training Course workbook.
- Continue to encourage members to promote their club and bring others to the next meeting or upcoming service project.
- Continue to follow up with those who showed interest but did not attend the informational or organizational meeting.

Sample Organizational Meeting Agenda

Lions Club _____

Date _____

Location _____

1. Welcome and introductions
2. Brief history of Lions Clubs International
3. Identify service projects
4. Prioritize projects
5. New Club Development Process
 - Discuss officer roles
 - Club Charter Application Process
6. Determine date, time, and location of the next meeting.

Lead Follow Up with invite to organizational meeting Email Template

Hello _____,

We would like to thank you for taking the time to meet with our recruitment team on (date of recruiting). We missed you at our informational meeting on (date) so we wanted to invite you to our organizational meeting which will be held on (date). You will be able to learn more about Lions and the impact that we can make together in (name of town).

The organizational meeting will be held at (name of meeting location) located at (location address) at (time of meeting). Please confirm your attendance to (person and email address) by (date). Also, please feel free to bring a friend.

If you have any further questions, please contact (person and email address). Thank you and we look forward to serving with you.

(Person Name)

(Person Title)

⇒ Club Formation Tips

Consider applying for a Membership Development Grant to assist with club formation expenses. Visit www.lionsclubs.org/start-a-new-club or scan this QR code.



Notes:

CONGRATULATIONS YOU ARE READY TO CHARTER A NEW CLUB:

New Club Application

Naming the New Club

A proposed Lions club must be known by the actual name of the “municipality” or its equivalent governmental subdivision in which it is located. The term “municipality” is construed to mean the city, town, village, prefecture, county or similar officially named governmental unit.

If the proposed club is not located within a municipality, it must be known by the name of the most appropriate and locally identifiable official governmental unit in which it is located unless authorized by vote of the Membership Development Committee.

The “distinguishing designation” for clubs located in the same “municipality” or equivalent governmental subdivision may be any name which clearly identifies the club from all other clubs in the same municipality or equivalent governmental subdivision. The “distinguishing designation” will be affixed after the governmental municipality.

Other naming restrictions:

- The term “Host Club” shall be a title of prestige and recognition of the parent club in the municipality. It shall carry no other special priority, benefits, or privilege.
- Lions’ clubs shall not be named after living individuals except those individuals who have served in the position as president of Lions Clubs International.
- No Lions club may add “International” as a distinguishing designation to its name.
- The term “Leo” may be added as a distinguishing designation to the name of a Lions club.
- When including a company name in naming of a Lions club, a letter or document demonstrating that the company has authorized the use of its corporate name in connection with the Body be provided (for example, a letter from a corporate representative on company letterhead) prior to approving the name of a club that includes a company name.

Dues

Lions club members pay annual international dues, unless eligible for dues reduction, in addition to club, district and multiple district dues. International dues are billed semi-annually. International dues are charged starting one month after the charter approval date and cover many member benefits, including liability insurance and a subscription to LION Magazine. The amount of club dues should be established at the organizational meeting and should be collected as soon as possible. Dues are often collected with charter fees.

Completing the Club Branch Application

Complete the Notification of Club Branch and Officer Update (CB-1) and Report of Branch Membership (CB-2) with at least five members and collect the entrance fee from each new member. Submit the club branch information on the LCI website. For instructions on how to complete the club branch application go to the resource center at www.lionsclubs.org.

MyLCI Charter Application Process

Submitting the charter application on the LCI website, is the final step to the club formation process.

Who can submit the application?

- District Governor
- Coordinating Lion
- GMT Coordinator
- GET Coordinator
- Sponsoring Club President
- Sponsoring Club Secretary

What information will be needed to start the application?

- Club Name
- Sponsor Information
- Club Officers (president & secretary)
- Estimate of Charter Members
- Employee Identification Number (EIN)(US Clubs only)

Additional Charter Application Information

- There are 6 steps to the application process. Email communication will be sent to all leaders at each stage of the process.
- LCI Program Staff will use the comment section in the application to communicate to club leaders and organizers.
- Members, Officers, and Guiding Lions will be added after the initial process.
- All entrance fees must be paid in order for the club to charter.

Available Charter and Dues Discounts

Family Membership

Family members have the opportunity to receive a special discount on dues when they join a Lions club together. The first family member (head of household) pays full international dues, and up to four additional family members pay only half the international dues. All family members pay the one-time entrance fee.

The Family Membership Program is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage, or other legal relationship.

Common household family members include parents, children, spouses, aunts and uncles, cousins, grandparents, in-laws, and legal dependents.

To receive the family membership dues rate, complete the family member information on the charter application located on the Start a New Club webpage.

Student Members

Students enrolled in an educational institution and between the age of legal majority and through age 30 pay only half international dues and are exempt from any entrance fees. To receive the student dues rate, complete the family section or collect the family information on the Report of Charter Members worksheet that will be entered at the time of charter application submission.

Students over age 30 joining a Campus Lions club or campus club branch pay a reduced entrance fee. Regular international dues apply.

Additional Student Member Information

Students of new Campus Lions clubs, or clubs with a majority of student members, are required to prepay one year of international dues at the student member rate and submit with the charter application.

Leo-Lion and Young Adults.

All Former Leos are eligible to receive entrance fee exemption with the completion of the Leo to Lion Certification and Years of Service Transfer Form (LL- 2). Additionally, current and former Leos, between the age of legal majority and through age 30, pay only half international dues and are exempt from any entrance fees. The Leo to Lion Certification and Years of Service Transfer Form (LL-2) must be submitted with the charter member application for each graduating Leo.

Leos can also form a Leo-Lions club with at least 10 former Leos and enable other young adults between the age of legal majority and through age 30 to receive the entrance fee waiver and pay only half international dues. The Leo to Lion Certification and Years of Service Transfer Form (LL-2) must be submitted with the charter member application for each eligible young adult.

Entrance Fees and Dues

Current fee and dues pricing along with discount information can be found on the Charter Application Checklist (TK40). Visit lionsclubs.org/start-a-new-club or scan this QR code.



⇒ Club Formation Tips

IMPORTANT: The charter application, along with any corresponding Extension Award nominations, must be submit to LCI headquarters before the close of business on June 20 to be credited to the current fiscal year's annual records.

Please allow 45 days from the date the application is received at International Headquarters to process the charter application and to receive the official charter and club supplies.

Notes:

Charter Approval

Once the charter application has been approved, the club Charter Certificate and charter member materials will be sent to the District Governor to present during the charter celebration night. All additional charter member kits will be sent to the new club president. Other club supplies may be purchased from the Club Supplies Department at Lions Club International.

Is your district chartering ten or more clubs in a single year?

Districts who charter ten or more new clubs in a fiscal year must provide verifications that the new clubs will be supported for long-term growth. Additional requirements are as follows:

- Provide payment of one-half annual international dues upon submission of the charter application.
- Per Board policy, a district that charters ten or more new clubs in a fiscal year will require additional approval through either the first vice district governor, second vice district governor, or the Global Action Team GMT Area Leader/ Special Area Advisor.

⇒ Club Formation Tips

You can find ideas on how to make a memorable Charter Night Celebration in Charter Night Planning Guide. Visit www.lionsclubs.org/start-a-new-club or scan this QR code.



Continued Club Development

Sponsoring Club Assistance

Once the new club has received its charter, the sponsoring club should continue to offer support where needed. Sponsoring club officers often visit new clubs during regular meetings, provide assistance with activities, and meet with the officers so they become familiar with Lion policies and procedures. Some sponsoring clubs will co-host a meeting or two for the new club until the new club officers feel comfortable holding meetings on their own.

Successful sponsoring clubs continue to support club officers through personal contact and by offering counsel and advice when needed. These sponsors also know when to step back and let the new club find its own way.

Guiding Lion

Guiding Lions support the new club throughout the first two years. The Certified Guiding Lion Program provides an outline for training club officers to help the new club build a strong foundation. The training is available in the Certified Guiding Lion Program Course workbook (DACGL-1).

Transition of Power

The goal is to develop a strong, self-sufficient Lions club. As the officers are elected, the sponsoring club, Guiding Lions or other mentor should begin encouraging them to take control of meetings and activities and delegate responsibilities to other club members to get them involved. However, be careful not to overwhelm them. Gauge their leadership ability and offer support and guidance only when needed.

New Club Development Awards

Participating in the development of new clubs is a significant achievement. To underscore the importance of new club development, Lions Clubs International offers several special awards to recognize the valuable service of extension-minded Lions.

Extension Awards

Extension Awards are presented to the two Lions, who, in the opinion of the serving district governor, provided the greatest assistance in the organization of a new club.

A maximum of two extension awards may be presented for each new club. Extension Awards for chartering new clubs are awarded at the following benchmarks: 1-5, 10, 15, 20, 25, 30, 40, 50, 75, 100 and 150 clubs.

Any Lion may receive the award, including transfer charter members, with the exception of the district governor, new charter members and international representatives. Recommendations should be noted on the charter application or reported within six months of the charter approval.

Extension Awards will be presented after the club has been chartered for a year and a day. The Extension Award will be sent to the district governor for presentation to the club organizer(s).

District Governor Extension Award

The District Governor Extension Award is awarded to district governors who charter one or more clubs within their district. The prestigious pin is personalized to display the number of clubs chartered during their year.

District Governor Extension Awards will be issued to the immediate past district governor after June 1 following their fiscal year. The award will indicate the number of new clubs formed in the previous fiscal year that are still in good standing as of May 31 of the next fiscal year.

Family Membership Banner Patch

The Family Membership Banner Patch is awarded to new clubs adding 10 or more new family members at the time of charter. The banner patch is sent with the new club charter.

New Club Sponsor Banner Patch

Clubs that sponsor a new club receive a patch to proudly display on their club banner. The patch is usually presented to the sponsoring club during Charter Night.

Campus Banner Patch

A Lions club that sponsors a new Campus Lions club receives a distinctive banner patch. The patch is sent to the district governor and usually awarded during the Charter Night celebration.

Campus Award Pin

An award pin is presented to up to two Lions who help charter a Campus Lions club, as determined by the district governor. The award is sent with the Campus Banner Patch and usually presented to recipients during the Charter Night celebration.

Club Branch Banner Patch

Clubs that sponsor a branch receive a Club Branch Banner Patch. The patch is mailed to the parent club president once the branch is received and approved by Lions Clubs International.

Club Branch Award

Club branch liaisons are recognized with a prestigious pin when the new branch is formed. This pin is sent to the parent club president with the banner patch for presentation.



Lions International

Membership Division

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