

What are Your Lions Known For?

For the past couple of years, Lions leaders all over the world have asked clubs what service they provide to their communities. All too many respond with answers like, "Pancake Supper," some type of festival, holiday candy store, broom sales, Halloween festivities, and on and on.

The problem is that these are not service projects. They are fundraisers. Don't be offended here. Fundraisers are important. In fact, they are vital!

However, if such activities are the sole functions of your club, it often leads to members being disgruntled. Members get tired of having their hand extended with the palm up, in other words, asking for money in some fashion. Members will get burnt out if this is the main focus of any club.

A service project, often called a signature project, is one that the community reaps a benefit from the Lions Clubs efforts. The hands of Lions can be extended by lifting a tool, shaking a hand, instead of palms up. It could be senior centers visitations, recycling activities, health fair sponsorship, etc. The list is endless. You need to find what your community needs done, and get busy.

What are the benefits?

- ◆ **Visibility:** People in the community actually see what your club believes in and supports. They see you doing something worthwhile!
- ◆ **Membership:** People who like what you are doing might get motivated to join. (Did anyone ever join because they wanted to flip pancakes or sell raffle tickets?)
- ◆ **Cost effectiveness:** It is more efficient to deliver the service yourself than it is to give money to others who deliver the service.
- ◆ **Unity:** Collective activities build club solidarity.
- ◆ **Recognition:** If other organizations perform the service with your money, your club probably will never be recognized.
- ◆ **Reward:** Members may find it more rewarding to help someone directly rather than to see other people using your money.

Rather than giving your hard raised money to others, get out there and deliver the goods yourself! You will be glad you did.

Service Around 13-J

Ironton Lions maintain the historic State Route 75 Overlook at the intersection of U.S. 52 and S.R. 93.

Many clubs perform roadside pickup twice a year.

Chillicothe Evening Lions, who put up flags as a fundraiser during holidays, also use the flags for other community observances like when a fallen veteran returned home and for a band concert honoring veterans. **Jackson and Gallipolis** also have flag projects.

Leesburg Lions stage their community's annual Christmas celebration.

Hillsboro Lions park cars for numerous events, sometimes for money, more often for community service.

Gallipolis Lions host an annual Christmas Party for needy children.

New Holland Lions hold an annual meal for Veterans.

Waverly Leos and several Lions clubs collect for their local food pantries. **Washington C.H. Lions** help unload the truck every month for their area pantry.

Numerous clubs collect eyeglasses for recycling, chief of which is **Bellbrook Lions** who brought in 6,080 pairs last year.

Good Hope Lions built and placed birdfeeders at a local nursing home.

These are just a few of the many services that 13-J Lions provide. Need help in finding a service project that is right for your club and your community? Contact your district officers.



Washington CH Lions, Bruce Willis, Ray and Jana Deeks, Sue Willis, and Bob Mowry helped build a 600'+ boardwalk through local wetlands used for education and relaxation.



From the computer desk of District Governor Georgia

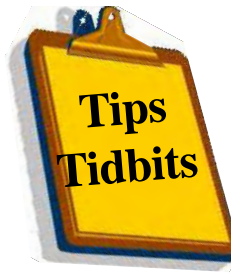
The 1st Cabinet meeting for 2011 is now registered in the hall of records. Thanks to PID Floyd and PDG Elaine Newberry for hosting this event. Looking around the room, I was filled with gratitude for all the Lions who volunteered to serve as leaders for 13-J.

The 1st round of Zone meetings has ended and has been entered into memory. During this round many of the committee chairs took time to attend and share their knowledge of district, state and LCI projects. Listening to the clubs reporting all they have done since the last zone meeting gave me great pride in being a 13-J Lion. We are hard working Lions. "We Believe" in service to our communities.

We have talked about the difference between a service project and a fundraiser. I truly believe that a person is not a Lion until they have experienced a service project. When we work on a fundraiser, our hands are busy and our backs may ache from our labors. Sometimes as we count our earnings, they seem small compared to our hours of work. There is a certain pride we feel when we write a check giving the money we earned to a worthy cause, but often the result of our labors is not seen beyond the check.

In a service project, Lions are interacting with someone. In our service to others we have hands-on, face-to-face contact. You can see the person's gratitude reflected in their face. This feeling you get inside can't be explained, but it is what makes you a Lion. Just ask a Lion who has served a meal at Kamp Dovetail, or delivered a food basket to a family in need. Ask the Lion who helped with a party for children in their community that would not have had Christmas without the help of the Lions Club. Ask the Lion who helped set flags along the route of the caravan bringing home a fallen soldier. These Lions have experienced just why we are Lions and understand our motto "We Serve".

On Saturday, August 20th, at the Bellbrook Festival parade, a Lion said "I can't do what others do. I'm not a leader. But I enjoy working on our Lion projects and helping others." A person was standing close by. I turned and asked "Are you a Lion?" He said "No". I then asked him why he wasn't a Lion. "Nobody asked me" he replied. Serving our community, we, as Lions, sometimes forget that there are others standing around wishing they could join and experience the joy of service to others and the feeling of being part of our pride of Lions? Today, offer someone the opportunity to be a Lion.



District Gov. Georgia asked if I could work service projects into my column this month. I can certainly do that. I just hope that all three of us don't write the same thing in our columns.

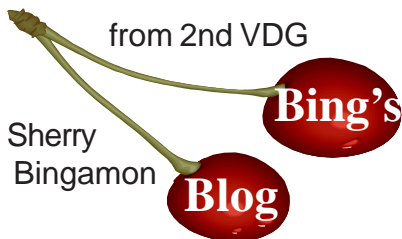
I think you all know the difference between service projects and all the others. If you run a project with the intentions of making money, it's definitely not a service project. If you clean up around your club house to make it look more presentable, it's not a service project.

Now, there are some projects that float in that zone of uncertainty. For instance, a club runs a pancakes sausage breakfast for the community with no charge. The intent is to provide a service to the community, but some of the patrons want to participate by making donations to the extent that the club actually shows a small profit at the end of the project. What that tells me is that the community liked the project well enough that the participants would probably like to see it run again.

So what's so special about service projects? Why do we keep talking about service projects to the extent that we even suggest that there should be what we refer to as a club signature service project? There are a couple of different things involved with this concept. The first involves recognition by the community of the Lions involvement in a particular project. In other words you mentioned the project and the people in the community know that it's being done by the Lions Club.

The other side of service projects deals with your club members. It's the indescribable feeling that your members get from providing a service to someone who otherwise couldn't have it that turns ordinary people into what past international president Al Brandel called everyday heroes or in my words Lions. Service is what you need for membership, retention.

So make sure you have those hands-on service projects and don't forget, ask somebody to be a Lion.



Lions Clubs have become, I think, the best kept secret in our communities. As I have traveled to various communities the last two years, I have heard the question "What is the Lions Club and what do they do?" We are not recognized because we are not doing the service that we originally intended to do or if we are, we are not advertising it. A signature project is one that is done consistently and defines your organization. Our signature is to stamp out blindness as Helen Keller challenged us at Cedar Point in the 1920's. Since then, we have made great strides with our eye research labs and various trips to other countries with volunteers, doctors, and eyeglasses to help those in need of eye care.

Yet, there are too many individuals who ask what we are about. We have become complacent with the way things are, and have not encouraged change or growth. In order for us to continue to be the best volunteer organization in the world, we must change, encourage and train new leaders, grow membership, retain current members, and get our service projects publicized so that our communities will know what the LIONS are about.

Some ideas for a signature project are: 1. Vision screening for children, 2. Adopting a daycare center, supplying learning materials, 3. Adopting an adult care center, planting flowers, supplying materials for activities, hosting an ice cream social or pizza party throughout the year, 4. Adopting a family in your community who needs help with various projects around their home because they have health problems. 5. Cleaning up local parks, roadways, lakes, keeping the flags hanging in your communities looking good. 6. Youth projects such as, a bicycle safety course, movies in the park: etc.

Our International President Tam has asked all of us to work and become like family. One of the best ways for us to do this is to develop a signature project that the whole club is willing and able to become involved with. If we all do this, I think we will be surprised at how our club matures and grows. The Lions will earn their rightful place in our communities as the best service organization in the world.

Peace Poster Contest

Have you ordered your Peace Poster Contest packets from Lions Clubs International? You can order the kit by calling 1-800-710-7822 or online at www.lionsclubs.org. Start now and purchase a kit for each contest you are sponsoring (one per school) All the materials to sponsor one contest are in the kit. Be sure to read the rules closely.

The theme for the 2011-2012 Contest, for youth ages 11-13, is Children Know Peace. Since Lions have a vision to eliminate blindness and improve vision, the theme is tied to that mission!

Start with contacting a school's art teacher to find who is interested. Explain instructions including size of artwork and other rules: no religious or political statements and no writing on the artwork itself. (Keep in mind that this is an international contest.) By contacting the teachers now, they will have time to fit the contest into their lesson plans. Your contest should be completed by October 31, 2011. Your club must then select a winner for each kit.

The District 13-J District Governor needs your club's winner (s) by November 15.

Sponsoring a Peace Poster Contest gives great exposure for your club. Order now! Allow 2-3 weeks for delivery.
Submitted by Lion Melanie Phistner



Spreading the Word

Mike Hathaway, 13-J PR Chair

The MD-13 Public Relations and Marketing Committee (PRAM) decided to have each district sell three pages of ads for the 93rd State Convention Commemorative Program. The booklet offers a fantastic opportunity for clubs to advertise their programs and fundraising projects to a wide audience. Applications for advertising space were distributed at the first round of zone meetings and can also be obtained via e-mail from me upon request. Details of rates, ad sizes, and how to submit materials are included on the application. *(Please note... a new rate sheet notes that full page ads are \$100; half page \$75; quarter page \$50; and business card size \$25.)* The deadline is March 15 but now is the time to act.

At the 13-J Cabinet Meeting, PRAM goals were set to encourage each club to 1. designate a PRAM chair person, 2. develop a club fact sheet, 3. have a club newsletter, and 4. develop a club brochure.

Many clubs already have some or all of these items in place, but some do not. Please send me your comments. How is your club doing?

G.O.O.D Program: A Great Service Project



Lake Waynoka Lions Club sponsored The GOOD (Going On Or Defeated) Program at Russellville Elementary School. The Program shines the spotlight on students who work hard, and exhibit good citizenship and good personal and study habits. Pictured are (front row) Summer Sweet, Hanna Miller, Kaleb Parks, Jessica Kitchen, Kyle Berry, Hailey Reese; (second row) Alisia Rogers, Katie Hoover, Cassidy Staggs, Zach Hardyman, Rebekah Grayless, Abby Danner, Nate Simpson; (back row) Lake Waynoka Lion Connie Lewis and President Paul Geiger. To find out more about this excellent program, visit www.ohiolions.org/YOUTH/gegoodprogram.pdf

Lion Burger: A Ross County Favorite

George Davis salts french fries as Arlan Cox grills up the famous "Lion Burger" in the Chillicothe Evening Lions booth at the Ross County Fair. Eighty-two members



devote more than 900 hours to the booth which first started in 1946. Proceeds are contributed to 17 different charities including LCI sight conservation programs.



Chillicothe Evening Lions line the streets with flags on special occasions, sometimes as a fundraiser and others as a community service.

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