

**GUIDE TO
DEVELOPING
CAMPUS
LIONS CLUBS**



This step-by-step guide will simplify organizing a Campus Lions Club. However, the campus may have specific requirements for the formation of a campus-based club, and membership recruitment will most likely be an annual event centered on the school year.

This guide will help you approach the university and form a dynamic campus club.

BENEFITS TO THE UNIVERSITY

- **Provides students with leadership opportunities**
- **Offers membership in a well-recognized service club**
- **Supported by Lions Clubs International Headquarters and an extensive volunteer network**
- **Increases humanitarian service for the campus and the immediate community**
- **Builds positive community public relations from visible service projects**

APPROACHING A PROSPECTIVE SCHOOL

Once a prospective school is identified, contact the student activity director from the Office of Student Affairs to schedule an appointment to discuss the formation of the club. You will need the following materials:

- a. Extension materials (including EX-514 and a complete campus extension kit)
- b. Copy of the attached campus club development form
- c. Student recruiting kit, with brochures, posters and other materials
- d. Standard form constitution and bylaws
- e. Suggested duties of the faculty advisor (to provide as guidelines if they do not have established requirements)



OUTLINE FOR DISCUSSING A CAMPUS LIONS CLUB

Below is an outline to help you cover important points during your meeting with school personnel. Use the attached campus club development form to gather key information.

1. Is the contact familiar with Lions Clubs International? Gauge the individual's knowledge and relate the concept of a traditional Lions club to the university campus. Below are a few points that you may mention in addition to specific local programs. Provide the individual with a copy of *Lions Activate Campus Communities* (EX-514).

Points to mention:

- Lions clubs are volunteer service clubs that address the needs of the community and provide an opportunity for students to meet others with similar interests and learn new skills.
 - The proposed club would be a regular Lions club with all the same rights and privileges common to all Lions, not a junior or affiliate club. Students and faculty members would be encouraged to join. Alumni and members of the local community can also become involved (upon approval of the student activity director).
 - Lions clubs provide an excellent opportunity for students to develop leadership skills. The district and the sponsoring club provide leadership training to help the new club officers manage their club. Mention local leadership training programs.
 - Since the club will be based on campus, the club can address campus issues, like helping disabled students, providing assistance to people in crisis, organizing youth programs and spearheading environmental projects.
 - Due to the size and scope of the Lions organization, the club can be organized and maintained with very little assistance from the school.
2. Does the college or university encourage volunteering or service learning? If yes, ask about the programs that the college offers and if the Lions club can become a part of the program or expand the effort. If the college doesn't offer service learning opportunities, explain that a Lions club is an easy way to provide this opportunity.
 3. Are there any needs on the campus a service club could address? If yes, take note of these needs. If there are no specific needs, mention a few program ideas, such as drug awareness, youth programs, environmental projects, adopt-a-highway, and other projects that the club could introduce. Write down ideas that surface during your discussion.



4. Are there any specific requirements for campus organizations, such as an assigned faculty advisor or official reporting procedures? If there are requirements, ask for a copy. If a faculty advisor is required or recommended, ask the student activity director for recommendations. Get as many recommendations as possible, along with their contact information.
5. Are there any limitations that would restrict membership to students and exclude faculty members, community leaders, alumni or others? With the student activity director's advice, determine if the club should be limited to students or open to faculty and alumni. If faculty members and alumni can participate, ask for the names and phone numbers of individuals who would be interested in participating.
6. How can the club be promoted? Can it be showcased at a special event or publicized in a campus newsletter? Take a moment to discuss promotional ideas. Mention ideas such as faculty announcements, manned display tables during fall registration or rush week and placing posters on campus. Present the material in the student recruitment kit.
7. Are there any student leaders that may be interested in participating? If the student activity director is aware of possible prospects, obtain their names and contact information.

APPROACHING PROSPECTIVE FACULTY ADVISORS AND POTENTIAL FACULTY MEMBERS (IF NECESSARY)

Some universities and colleges may require a faculty member to be an advisor. If so, after gaining preliminary approval from the student activity director, contact potential faculty advisors to schedule an appointment. Below is a list of topics to discuss with the prospective faculty advisor.

1. Introduce yourself and explain that you obtained their name from the student activity director (or appropriate university contact).
2. Is the potential advisor familiar with Lions clubs? Present the benefits of having a Lions club on campus. Discuss possible project ideas and (based on your previous discussion with the student activity director) ask how club activities could be incorporated into academic programs as service learning. Mention information provided by your previous contact.
3. Explain that you are looking for someone to serve as the faculty advisor. Review the *Recommended Duties of the Faculty Advisor* (Listed on EX-514) outlining the support provided by Lions Clubs International so that the responsibilities do not seem overwhelming. Ask the individual to serve in this capacity. If the prospect is not interested, ask the individual to recommend someone else and, if possible, show support for the program by joining the club.
4. Ask for names of key students to start the club (even if the individual does not want to be the faculty advisor).
5. Present the student recruitment kit and the preliminary promotional plan (based on your discussion with the student activity director about campus promotion).



**CONTINUE TO
CONTACT PROSPECTIVE
FACULTY ADVISORS
UNTIL ONE IS
OBTAINED.**

BENEFITS TO STUDENT MEMBERS

- Opportunity to help others
- Networking
- Leadership training
- Documented experience
- Friendship
- Service learning opportunities
- International programs
- Transferability of membership

INFORMATIONAL MEETING

The objective of an informational meeting is to promote the formation of a new club, sign up at least 20 interested individuals, and schedule an organizational meeting. After the Office of Student Affairs has approved the club and the faculty advisor has been identified, obtain a meeting space and schedule an informational meeting.

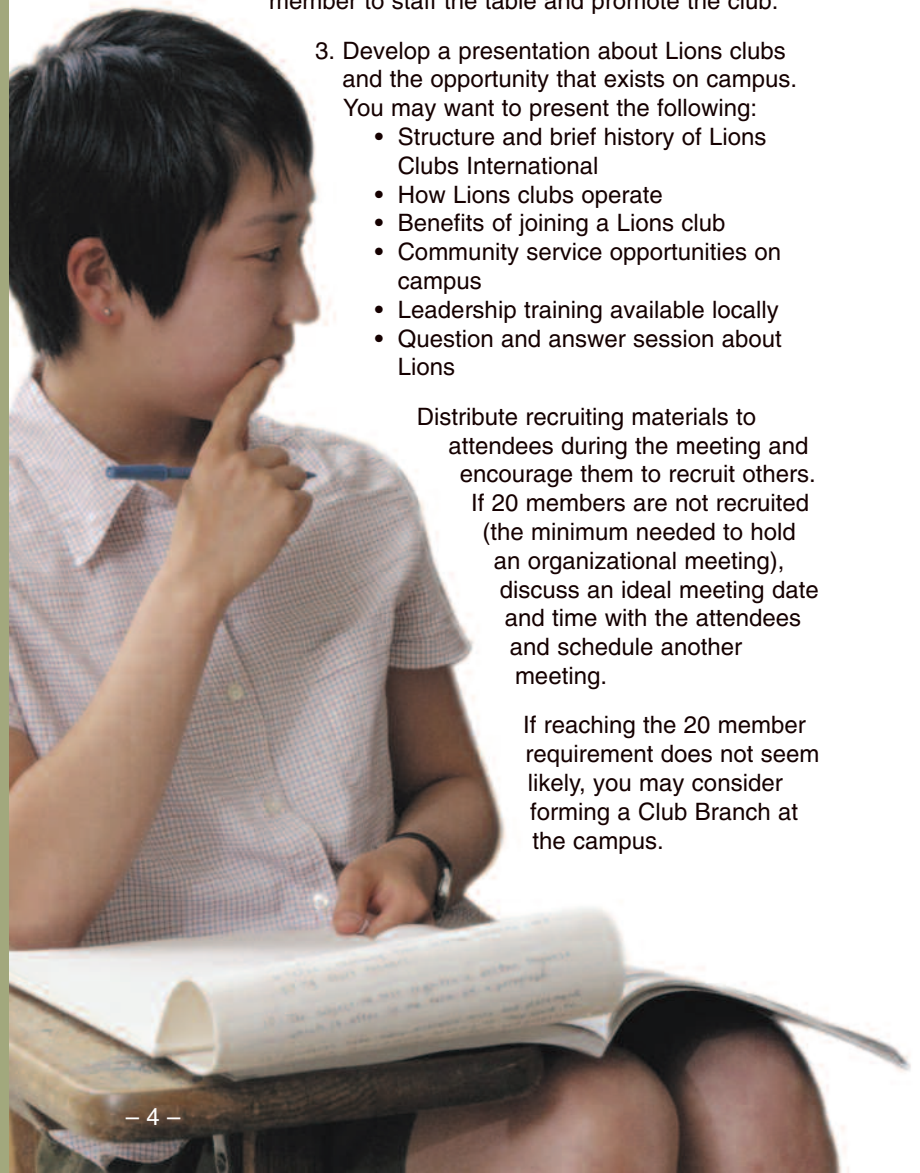
STEPS TO A SUCCESSFUL INFORMATIONAL MEETING

1. Identify and recruit a core group of students who will help organize the club. The core group will most likely serve as the club officers and help recruit other students. Begin recruiting by developing a list of potential members from your discussions with the student activity director, the faculty advisor, faculty members and other contacts, such as the local Lions club (who may have children or grandchildren who attend the school) and student organizations. Contact the potential members to explain that you are developing a Lions club and that they were identified as having interest in humanitarian projects. Invite them to the meeting and encourage them to bring other students. Mail each prospect a note confirming the meeting date and location, and a campus club brochure.
2. Promote the meeting through school newsletters, newspapers, e-mails, and bulletin boards. Most colleges or universities have a campus information distribution list that is used to send daily or weekly messages about campus events. Ask the faculty to announce the development of the club in their classrooms and give them copies of the campus club brochure. Place a table in a high traffic area and ask a key student or faculty member to staff the table and promote the club.

3. Develop a presentation about Lions clubs and the opportunity that exists on campus. You may want to present the following:
 - Structure and brief history of Lions Clubs International
 - How Lions clubs operate
 - Benefits of joining a Lions club
 - Community service opportunities on campus
 - Leadership training available locally
 - Question and answer session about Lions

Distribute recruiting materials to attendees during the meeting and encourage them to recruit others. If 20 members are not recruited (the minimum needed to hold an organizational meeting), discuss an ideal meeting date and time with the attendees and schedule another meeting.

If reaching the 20 member requirement does not seem likely, you may consider forming a Club Branch at the campus.



THE ORGANIZATIONAL MEETING

The organizational meeting is the first meeting of the Lions club. Schedule the meeting once 20 qualified members have applied and paid the charter fee. Topics covered during the meeting include:

- Structure and history of Lions Clubs International
- Information about club operations
- Explanations of each office
- Election of officers
- Dues structure (this should include International, state, multiple district, district and club dues)
- Future meeting dates and location
- Charter night arrangements
- Recruitment of additional members

The following people should be invited to the organizational meeting:

- Faculty advisor
- Student activities director
- District governor
- Sponsoring club representative and/or Guiding Lion
- Potential charter members
- Extension volunteers

CHARTER FEES AND DUES

Each non-student charter member will pay a one-time charter fee of \$30 (transferring members pay \$20). Students joining a university club will pay a one-time charter fee of \$10. The funds generated from charter fees will cover the new club's supplies, charter member lapel pins and other materials necessary for the club to successfully operate during the first year.

Besides charter fees, and international dues, members may need to pay state, multiple district, district and club dues. The amount of club dues should be established as soon as possible. The district governor can provide the current dues amount for state and district dues.

OFFICER TRAINING

After the application for club charter has been processed, the club will receive officer materials and information that will help run the club. The sponsoring club should meet with the new club officers to conduct training and offer assistance. The officers should also be invited to zone and other meetings in which leadership training takes place.

MEMBER CRITERIA

Any person of legal majority and of good moral character and good reputation in his/her community may be granted membership in any duly authorized Lions club. Membership shall be by invitation only.





LIABILITY INSURANCE

Once the new club is officially chartered, the club is covered by Lions Clubs International's liability insurance program. The club secretary will receive a booklet outlining the coverage.

SUBMITTING APPLICATION TO LIONS CLUBS INTERNATIONAL

The new club will need to submit the *Application for Lions Club Charter* the *Report of Charter Members* and appropriate fees. The required forms are included in the extension kit.

CHARTER NIGHT

Charter night is a festive occasion at which the charter, issued by Lions Clubs International, is presented. A brochure outlining the event is available from Lions Clubs International and included with the new club supplies.

CLUB SPONSOR

Sponsoring clubs are required to:

- Be certain 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 Clubs International
- Cooperate with and support the Guiding Lion(s)
- Encourage district participation
- Help develop a membership retention and growth plan
- Support the club's activities
- Assist the club whenever called upon
- Provide guidance without interfering

GUIDING LION

Your final step in the development of the club is to meet with the Guiding Lion to discuss the progress that has been made and help him or her continue the development of the club. Two Guiding Lions are selected to assist and advise the new club during its first two years. They are appointed by the district governor before the organizational meeting.

GUIDING LION RESPONSIBILITIES:

- Attend the organizational meeting and assist the new club officers.
- Attend as many new club meetings as possible during the first two years.
- Encourage club officers to attend leadership training programs.
- Assist in developing service projects and fundraising events.
- Provide information and advice when requested.
- Submit semiannual reports outlining the progress of the club to Lions Clubs International.

CAMPUS CLUB DEVELOPMENT FORM

Date: _____ Title: _____

Name: _____ Phone Number: (____) _____

School: _____ e-mail: _____

Are they interested in forming a new club? YES NO

How can the club benefit the school?

How can the club benefit the students and/or the faculty?

What requirements must the club meet?

Is there a need for a faculty advisor? YES NO

If yes, who should be considered

Name	Title	Phone/e-mail

The membership should include: (check all that apply)

Student Faculty Staff Alumni Local community leaders

Other: _____

How can the new club be promoted on campus?

Dates for promotion

- manned display in student center or high traffic area during rush week or spring and fall registrations
- special event
- campus newsletter
- campus newspaper
- posters on campus bulletin board
- faculty announcements
- presentation to students
- announcements in selected classes
- other: _____

Comments: _____

Key students who can help form the club:

Name	Comments	Phone/e-mail

DATE OF INFORMATIONAL MEETING: _____

NOTES: _____

FOLLOW-UP: _____

Submit one copy of this form to the campus chairperson or extension chairperson, and one copy to your district governor and one copy to Lions Clubs International, New Clubs and Marketing Department, 300 W 22ND ST, Oak Brook IL 60523-8842



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