



Lions Clubs International

MULTIPLE DISTRICT EXTENSION CHAIRPERSON'S MANUAL



Bringing people together to improve their community.

District Extension Chairperson’s Manual

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District Extension Chairperson's Manual

You have accepted an appointment that will have a lasting impact on the future health and vitality of the Lions club in your multiple district. The clubs that develop within your multiple district will bring people together to improve their community and provide a brighter future for many for generations to come. During your three-year term as the multiple district extension chairperson, the district governor, the district extension chairperson and other Lions interested in extension will look to you for guidance and advice.

Multiple District Chairperson Responsibilities

1. Provide individual instruction about club development for the district extension chairpersons and others in the multiple district.
2. Set goals, develop and implement an extension plan incorporating the goals and objectives of the multiple district team and the district extension chairpersons and include incentives for district and individual Lions who contribute to the achievement of the prescribed levels of new club formation.
3. Present a budget to the multiple district council in order to fund multiple district extension plans.
4. Communicate goals and implementation procedures to all district extension chairpersons and the multiple district leadership.
5. Establish a monthly reporting system to foster open communication with the district extension chairpersons and to monitor each district's progress. Share the reports with the multiple district leadership.
6. Inform multiple district and district leaders about extension programs and opportunities from LCI.
7. Communicate with multiple district team members at least once a month to ensure exchange of information and ideas, preclusion of redundancy of effort and development of plans to enhance the overall effectiveness of the team effort.
8. Publish extension articles in the multiple district newsletter .
9. Conduct extension training each year.

10. Share extension techniques, motivation and support using the multiple district and district extension chairperson guides and other publications available from LCI.
11. Offer to assist district extension chairpersons in developing and conducting Extension Workshops for extension-minded Lions.
12. Conduct and coordinate Certified Guiding Lion Program training as needed.

Your Extension Team

As chairperson, you will be responsible for forming an active committee comprised of the district extension chairpersons and perhaps the following Lions:

- District governors
- Extension Award recipients
- Past international directors, past district governors and past extension chairpersons
- Any extension-minded Lion interested in the growth of Lions through the formation of new clubs

It is suggested that you hold meetings at least twice a year and consult with your district extension chairpersons and first vice district governor regularly to measure their progress. You should establish a system of reporting so you are aware of new club development and can facilitate its progress. Consider using the District Location Tracking Report, located in the District Extension Chairpersons Manual (EX-500) to help track club development. You can also use the Club Development Progress Report on page 8 of this manual.

Identifying Opportunities

In addition to training, you will be called upon to help your committee discover opportunities for extension by identifying the following:

- Communities not currently served by Lions. This includes cities and towns that do not have a Lions club of their own or have a single club that encompasses multiple communities that could be divided into more localized clubs.
- Communities that could benefit from multiple clubs, including clubs that meet at different times of the day or targets new groups of prospective members. Utilize the Campus Lions Club Program if possible.

- Communities that have special needs and could benefit from special interest clubs with a single focus (such as an environment or health care club) or include members from a single industry (such as law enforcement, education or optometrists).

Information regarding these communities can be gathered from outgoing chairpersons, governors and other Lions who have expressed an interest in new club development.

Club Types

While community-based clubs are our tradition, Lions Clubs International offers several club types to help fit the needs and lifestyles of today's volunteers. An extension kit is available for each club type containing all the necessary forms, guides and recruiting brochures to charter the new club.

Traditional Lions Club

A majority of the clubs that you help charter will be Traditional Lions clubs. Ideal for bringing together a group of community-minded people to serve the needs of their community in any way, Traditional Lions clubs offer flexibility to reach new groups of people and serve a variety of communities. Request the New Club Extension Kit (KITEXT) for the following materials:

- Guide to New Club Formation (TK-1)
- Making it Happen: Guide to Club Project Development (TK-10)
- Charter Night Planning Guide (TK-26)
- Recruiting Brochures (EX-511)
- Charter Club Checklist (TK-40)

Campus Lions Club

College and university campuses offer an exciting way to introduce the leaders of tomorrow to Lions activities. Campuses have the resources needed to support a successful Lions club - a well-defined infrastructure and a diverse population of qualified individuals for potential membership. Through membership, students learn the value of helping those in need and gain a variety of skills that will be beneficial to them in their personal and professional lives. Request the Campus Lions Club Kit (KITCC) for the following materials:

- Guide to Developing Campus Lions Clubs (EX-517)
- Information for Faculty Advisors (EX-514)
- Campus Club Brochure (EX-537)
- Campus Club Posters (EX538)

Leo Lions Club

Leo Lions clubs provide an easy transition for former Leos by offering a charter/entrance fee waiver and half international dues to qualifying Leos and peers, through age 30. This type of club must be chartered with a minimum of 10 former Leos. Request the New Club Extension Kit (KITEXT) and Special Opportunities for Graduating Leos Flyer (LL-1).

Extension Workshops

One of your most important functions will be serving as the facilitator of extension workshops. The workshops are usually given at the beginning of each three-year term for the district extension chairpersons so that they can, in turn, train district extension teams. Depending on your geographic territory, you may choose to conduct one or more workshops for the district extension chairpersons in your area. Workshops have been designed to accomplish the following objectives:

1. *Teach Lions how to approach prospective members in new areas for the development of a new Lions club*
2. *Teach Lions how to host an informational meeting and an organizational meeting*
3. *Train certified guiding Lions*

Workshop Materials

PowerPoint presentations and materials are available for training your extension team and guiding Lions.

Contact the Membership Programs and New Clubs Department for materials and workshop details.

All former Leos, through age 30, are also eligible to receive the charter or entrance fee waiver and pay only half international dues when joining any type of Lions club.

Lioness Lions Club

The Lioness Bridge Program makes it possible for Lionesses to honor and acknowledge their proud past while enjoying all the benefits, rights and privileges associated with Lions club membership. The program combines three elements – the use of “Lioness” in the club name, credit for Lioness service years and a special Lioness-Lions pin. This program is an excellent way to reach out to the current and former Lionesses in your area. Request the New Club Extension Kit (KITEXT) and Lioness Bridge Program Brochures (MKLP-1).



Club Branch

Club branches enable a small group of people to form a Lions club and start making a difference in their community sooner. Wherever there is need, a club branch can help.

Members become part of an existing "parent" Lions club, but hold independent meetings and facilitate their own projects. Club branches elect officers to lead the branch. The parent club appoints a branch liaison to serve as the go-between for the parent and branch. Request the Club Branch Builder Kit (KITBR) for the following materials:

- Guide to Club Branch Formation (CB-4)
- Coordinator’s Guide to Club Branch Management (CB-5)
- Club Officers’ Manual (LA-15)
- Lions Make a Difference (ME-40)

Special Interest

All Lions share an interest in and commitment to service. The key to creating a sense of community is finding things in common. Chartered as a traditional club, a special interest club focuses on one element that many of its members have in common. Here are a few examples:

- **Cyber Lions Club** – The Internet continues to change the way communities interact and how the world does business. That's why Lions Clubs International now gives you the opportunity to start a Cyber Lions club. Cyber Lions meet online for convenience – or to bridge a distance.
- **Special Olympics** – Special Olympics Lions clubs impact lives and improve communities. With a primary focus on projects that serve people with intellectual disabilities, Special Olympics Lions clubs empower and build accepting communities for persons with intellectual disabilities and their families. This community-based setting also offers you a wonderful opportunity to serve as a Lion.
- **Lions Quest** – Lions Quest Lions clubs help children grow into solid citizens. By focusing on providing life skills to children in kindergarten through grade 12, these clubs help young people make responsible decisions. Communicate effectively. And avoid drugs. This school-based setting also offers you a wonderful opportunity to serve as a Lion.

Membership Programs

Family Membership Program

The Family Membership Program encourages families to volunteer together by offering a special dues structure to family members and programs to include children and adolescents in club activities.

The first family member (head of household) pays the initial charter/entrance fee and full international dues. Up to four subsequent qualifying family members pay half international dues and no association charter/entrance fee. New clubs must have a minimum of ten (10) full paying members at the time of charter.

Family members in and/or joining the same club and living in the same household related by birth, marriage and other legal means - such as parents, children, spouses, aunts/uncles, cousins, grandparents and in-laws of spouses are eligible. For family members under age 26, residency in the same household is not required if pursuing higher education or serving in their country’s military service.

Family Cub Program

This special program just for kids will teach them the joys of volunteering and guide them to a lifelong dedication to helping those in need. Lion Cubs are children of Lions club members and children in the community. The Family Cub Program Activity Guide (MPFM-33) divides Cubs into three age groups:

- Age 3 and under
- Age 4-7
- Age 8-12

Each activity, whether for a meeting, fundraiser or service project, has step-by step instructions, a material list and an indicator of the amount of supervision needed. There will be some activities that are appropriate for all age groups (with some adaptations) and others that are more suited to a specific age group.



Student Member Program

To encourage student participation in any type of in Lions club, the Student Member Program allows students between the age of legal majority and through age 30 to receive a charter/entrance fee waiver and pay only half international dues upon completion of the necessary student certification. Students over the age of 30 and in a Campus Lions club pay a reduced one-time charter fee of US\$10 and full international dues.

Additionally, Campus Lions clubs receive an extended billing adjustment period for the semi-annual billing to accommodate the typical school schedule.

Leo to Lion Program

Graduating Leos, between the age of legal majority and through age 30 who are invited to join a Lions club, receive a special charter/entrance fee waiver and pay only half international dues. Also, graduating Leos may receive credit for years of service and credit for offices held as a Leo.

e-Clubhouse

Lions clubs across the world can find a new home on the Internet with the e-Clubhouse. The e-Clubhouse enables clubs to build a free Web site and enhance their presence on the Web by providing fill-in-the-

blank fields and pre-formatted templates to make giving clubs a polished and tech-savvy appearance easy. The e-Clubhouse also helps give consistency to the new Lions branding while enabling clubs to preserve their individuality. The site includes a club calendar, club projects, photo gallery and contact us page to help tell others about their Lions club. Up to five more pages can be added. Encourage clubs to develop their own Web presence with the e-Clubhouse. Go to <http://lionwap.org/eclub>.

Plan for Success

Training, motivation and follow up are the keys to successful new club development. Follow this process to keep your committee moving forward:

Step One: Form Your Team

- Organize an active extension committee comprised of district extension chairpersons and other Lions. The committee should include district governors, extension award recipients, past Lion leaders, past international directors and past extension chairpersons.
- Obtain a commitment from each committee member.
- Outline each committee member's responsibilities.

Step Two: Identify Areas in Need of New Clubs

- Contact past extension chairpersons, the vice district governor and past district governors to develop a list of potential new clubs.
- Contact strong clubs to determine if they would be interested in participating in the development of new clubs.
- Identify specific needs within the area (such as assistance for those who are elderly or disabled or the need for a youth program for kids) that could benefit from the development of a single-focus club. Approach large professional organizations (such as hospitals, corporate headquarters and school districts) to see if they would be interested in developing a special interest club.
- Consider alternatives to chartering traditional clubs such as a club branch, campus club, Lioness club or Leo Lions club.

Step Three: Train Your District Extension Chairpersons

Plan and conduct training sessions for district extension chairpersons at the beginning of your three-year term. Funding is available for the district extension chairperson training. Ask for a funding request, qualified participants verification form and Expense Claim Forms from the Membership Programs and New Clubs Marketing Department.

Step Four: Set Goals

One of your most critical tasks is developing annual goals. They should be based on the action plans and goals that are set by the members of your committee and based on true opportunity and realistic projections. Goals should also be measurable, so consider documenting your progress using the Club Development Progress Report located on page 8 of this manual.

Step Five: Communicate and Motivate

Frequent communication with your district chairpersons is the key to success. Consider implementing the following:

- Establish a regular communication schedule with your district chairpersons. Take time to congratulate them, encourage them or counsel them as needed.
- Develop a system for recording accomplishments.
- Create a calendar documenting the benchmarks of each district chairperson's goals. Check in with them according to this schedule to see how they are progressing.
- Keep chairpersons informed regarding policies, procedures and program updates.

Good communication goes a long way to motivating others to do their best. Ideas for stimulating communication with your district extension chairpersons include:

- Creating a simple newsletter to report updates, extension tips and success stories.
- Sharing multiple district goals with them so they can see how they fit into the big picture.
- Creating an e-mail loop with all district chairs that allows them to communicate with each other.
- Getting updates from Lions Clubs International.
- Celebrating achievements!

Recognition and Awards

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. Lions nominated for an Extension Award receive a medallion for each of the first five clubs chartered, and greater awards for chartering 10, 15, 20, 25, 30 and 40 clubs. Any Lion may receive the award, with the exception of the district governor, new charter members and international representatives. Additionally, clubs that sponsor a new club receive a banner patch.

Beginning fiscal year 2010-2011, 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).

Resources and Support

A variety of outstanding resources are available to help you develop new clubs. You are welcome to order the following materials from the Membership Programs and New Clubs Marketing Department:

Kits:

- New Club Extension Kit (KITEXT)
- Campus Club Kit (KITCC)
- Club Branch Builder Kit (KITBR)
- Certified Guiding Lion Kit (KITCGL)
- Extension Workshop Participant Folder (KITEW)

Promotional/Recruiting Brochures:

- Campus Club Brochure (EX-537)
- Better Communities. Changed Lives. (EX-511)
- Lioness Bridge Program (MKLP-1)
- Special Opportunity for Graduating Leos (LL-1)
- Lions Pocket Card (ME-33)
- Club Brochure Template (MK-20A)
- Special Interest Lions Clubs (EX-544)

Guides:

- Community Needs Assessment (MK-9)
- Guide to New Club Formation (TK-547)
- Guide to Recruiting Younger Members (EX-547, available starting April, 2010)

CD-ROM:

- Extension Workshop Training Presentations and Materials (EX-211, English only)



RULES OF EXPENSE REIMBURSEMENT FOR MULTIPLE DISTRICT EXTENSION TRAINING

1. Lions Clubs International will reimburse multiple districts for the following expenses associated with district extension chairperson's workshop, up to a maximum of US\$50.00 per active district extension chairperson in attendance.
 - A. Hotel/guest rooms. An original paid hotel receipt listing the name of the guest is required.
 - B. Reasonable costs of meals (less drinks that include alcohol) associated with the program. Original meal receipts that provide an itemization of the meals are necessary.
 - C. Program supplies. Original itemized receipts are necessary.
 - D. Meeting room and equipment rental. Original itemized receipts are required.
2. No reimbursements will be made for travel (i.e., airplane, bus, train, or automobile mileage) and incidental expenses such as liquor, telephone, laundry, car parking fees, tips, travel insurance, etc.
3. For the multiple district to be eligible for reimbursement, the qualified participants must participate in the entire multiple district extension workshop
4. Reimbursements will be made in the currency of the residence of the individual, except when the best interest of the association requires otherwise. (Per Board Policy). Reimbursement will be made at the Lions official exchange rate when the expense was incurred. Reimbursement will be made in U.S. dollars if the association does not have a bank account in the participant's country.

Wire transfers for reimbursement cannot be made to personal accounts.

Please submit claims within 120 days of your program.

Requests made more than 120 days after the program will not be reimbursed.

If currency from more than one country is used, separate claims must be completed for each currency

Lions Clubs International provides no medical or hospital insurance coverage to its members whether on Lions business or not. Therefore, when traveling on personal or Lions business, it would be wise to make sure you have sufficient medical insurance coverage. Many individual and group insurance plans do not cover the insured outside their own country, and sometimes not even out of their own city, state, or province. This is especially true of USA Medicare insurance which is effective in the USA only and is probably true in many other government sponsored and individual medical plans

This is a personal matter which varies from individual to individual so please be sure to examine your own situation and that of family members and friends carefully.



FUNDING REQUEST FOR MULTIPLE DISTRICT EXTENSION TRAINING

Complete and submit this funding request to qualify for funds for district extension or campus chairpersons workshop. This funding request does not guarantee funds will be provided. Funds are provided on a reimbursement basis to the multiple district, according to the Rules of Expense and will not exceed US\$50 per active district extension or campus chairperson in attendance. **Submit this form before each multiple district extension or campus workshop.**

Program Information

1. Name of Program _____
2. Program Dates _____
3. Location of Program _____
4. Attach copy of the program agenda (outline)
5. Attach list and qualifications of program instructors

Multiple District Information

1. Multiple District Number _____
2. Multiple District Extension or Campus Chairperson
 - A. Name (print) _____
 - B. Address _____
 City _____ State _____ Zip _____
 Country _____
 - C. Phone Number _____ Fax _____
 - D. E-mail _____

3. Approval of Council Chairperson (required)
(Each Multiple District or District Extension Chairperson is only eligible to receive reimbursement one time per fiscal year.)

{Print Council Chairperson's name}

{Council Chairperson's signature}

Return to:
Lions Clubs International
Membership Programs and New Clubs Marketing Department
300 W. 22nd Street
Oak Brook, IL 60523-8842 USA
Fax: (630) 571-1691



QUALIFIED PARTICIPANTS FOR VERIFICATION MULTIPLE DISTRICT EXTENSION TRAINING

The persons below certify they attended the Multiple District _____ {MD number} extension or campus workshop, _____ { name of program } on _____ {Date}.

District	Print Name	Signature
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____
11. _____	_____	_____
12. _____	_____	_____
13. _____	_____	_____
14. _____	_____	_____
15. _____	_____	_____

(Photocopy form for additional names)

Return this form within 120 days of your workshop along with the expense claim to:

Lions Clubs International
Membership Programs and New Clubs Marketing Department
300 W. 22nd Street
Oak Brook, IL 60523-8842 USA
Fax: (630) 571-1691



Lions Clubs International

Membership Programs and New Clubs Marketing Department
Lions Clubs International
300 W 22nd St
Oak Brook IL 60523-8842 USA
Phone: 630.571.5466
Fax: 630.571.1691
E-mail: newclubs@lionsclubs.org
www.lionsclubs.org