



Lions Clubs International

Certified Guiding Lion Program

Empowerment is
the key to success!



"Leadership is more than service,
it is enabling others to be more productive."



Certified Guiding Lion

February 22, 2023





Lion Winster D. Ceballos, PCC
GLT Multiple District Coordinator
Multiple District 16 – New Jersey

Agenda

- Overview of the Certified Guiding Lion Webpage
- Six Sections of the Workbook
- Elements of the Course (Training Outline, Mentor Checklists)
- Questions
- Closing Remarks

Guiding Lion Webpage



<https://www.lionsclubs.org/en/resources-for-members/resource-center/guiding-lion-program>

- Key Resources
- Guiding Lion Support for Established Clubs
- Certified Guiding Lion Course
- Presidential Certified Guiding Lion Award

CGL Course Organization



Section I: Skills of a Successful Guiding Lion

Section II: Getting Off to a Good Start –
Become an Information Expert

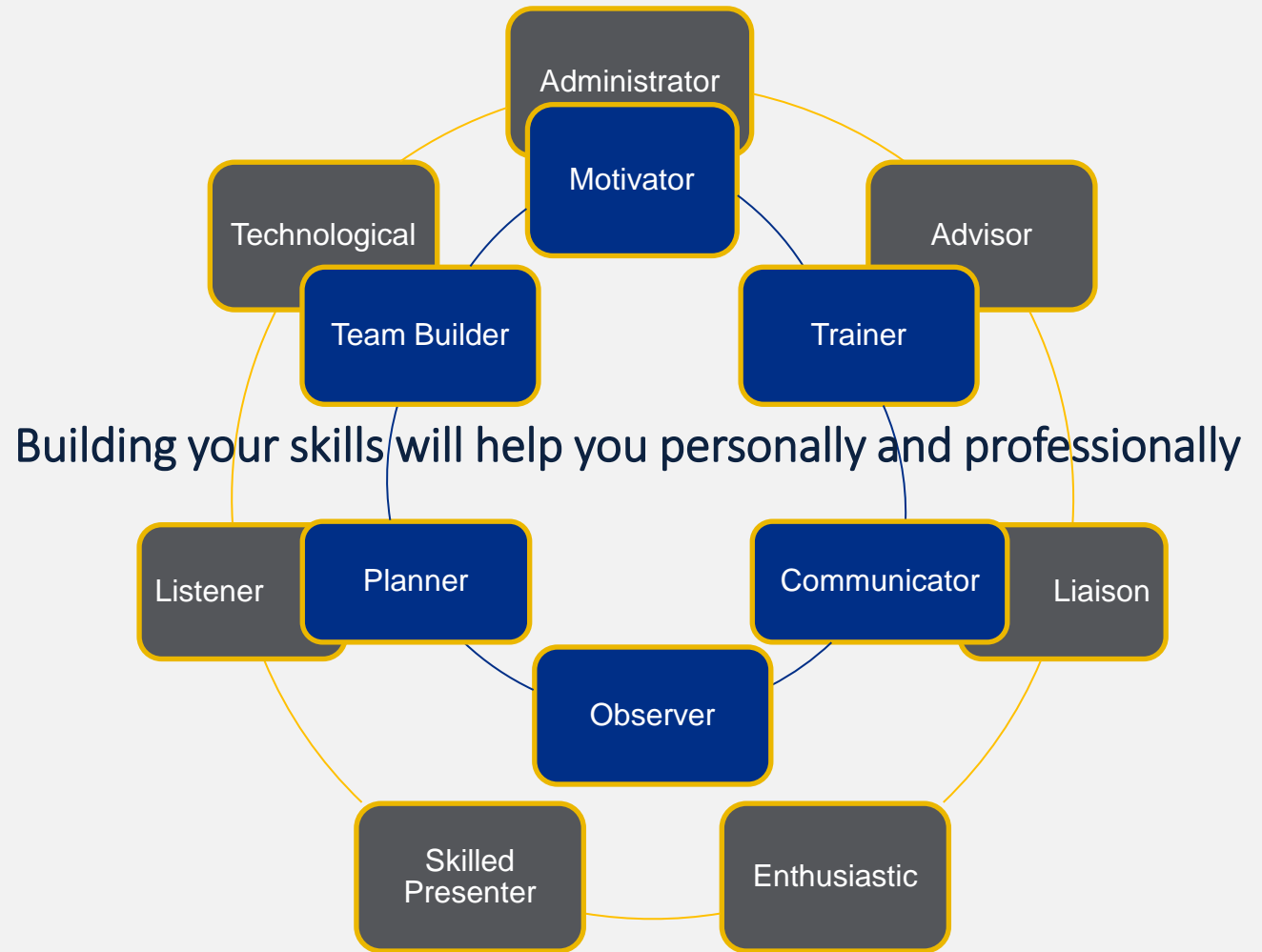
Section III: Develop a Club Officer Mentor Team

Section IV: Design Club Officer Training

Section V: Assessing Club Needs

Section VI: Guiding Lion Resources

Section 1: Skills of a Successful Guiding Lion



Section I: Skills of a Successful Guiding Lion

The most important skill of a Guiding Lion...

Commitment!!!

The Measure of Success. The ultimate goal for the guiding Lion is to make the club independent and self-reliant. The Guiding Lion is only successful when they are no longer needed by the club.

Five Areas to Consider

- Administrator
- Motivator
- Team Builder
- Communicator
- Listener



Section 2: Getting off to a Good Start

Become an
Information Expert

This section focuses on:

- Club Officer Resources & Training material
- Club Quality Programs
- MyLCI



Look in the Course Catalog to find Club Officer Training

Club President Responsibilities

Start Course

DETAILS 

Club Officer Training

Start Course

DETAILS 

Club Treasurer Responsibilities

Start Course

DETAILS 

Club Secretary Responsibilities

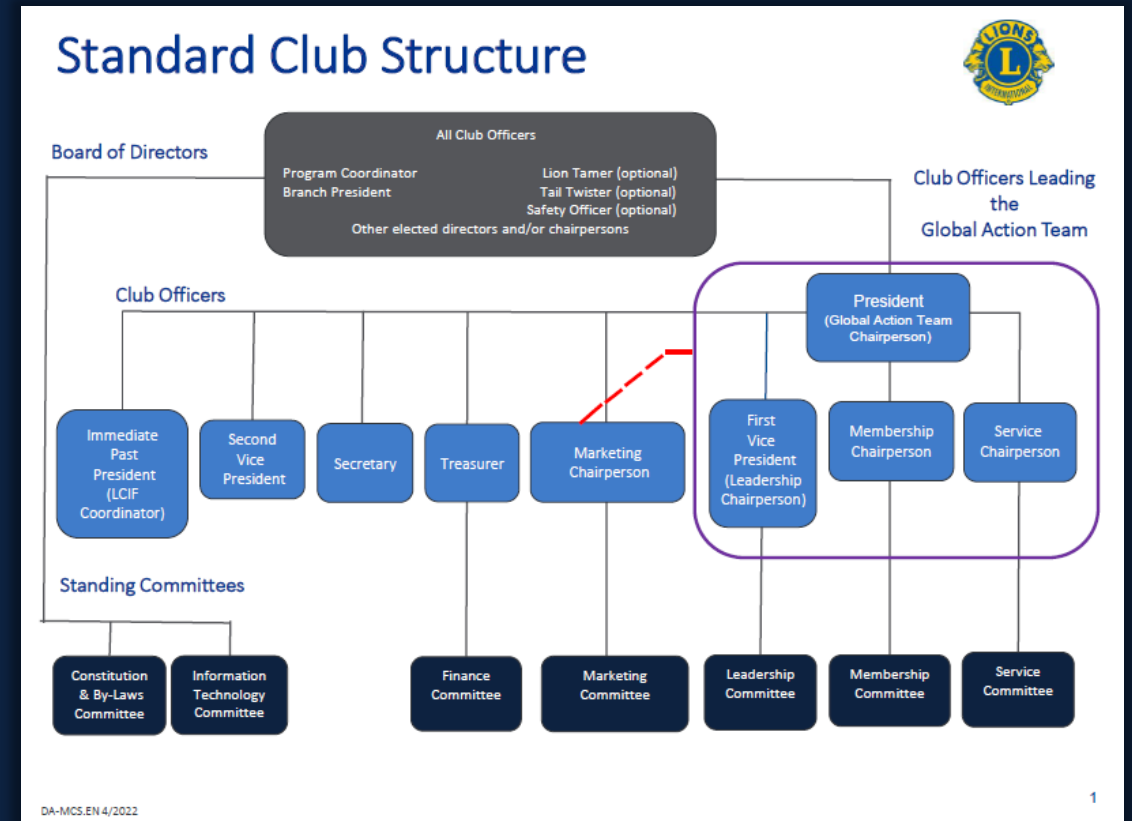
Start Course

DETAILS 

Resources for Effective Club Operations

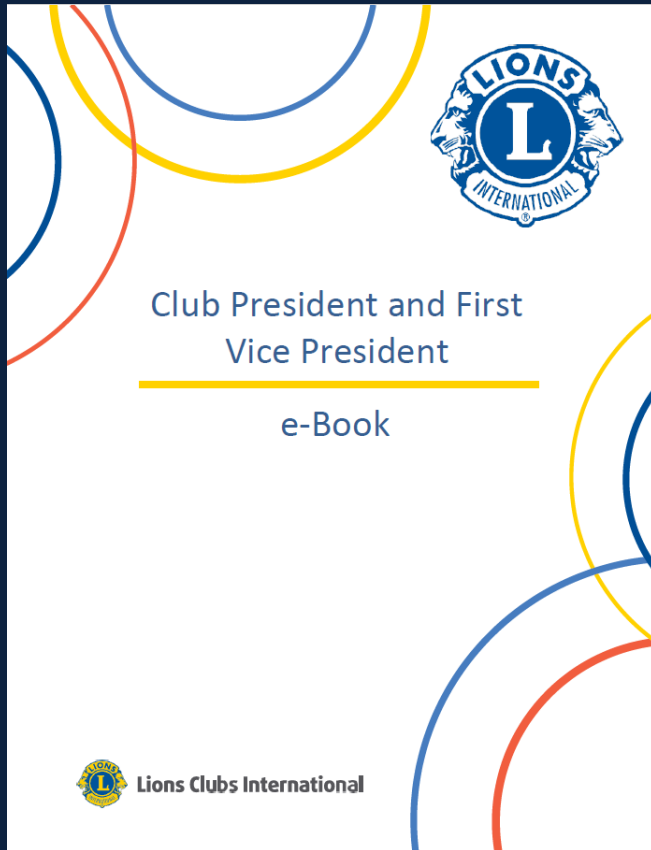


Standard Form Club
Constitution and By-Laws



Standard Club Structure

Club Officer e-Books



Club President/Vice President

Secretary

Treasurer

Membership Chairperson

Service Chairperson

Marketing Chairperson Guide

Improving Club Quality Webpage & Resources

[HOME](#) / [RESOURCE CENTER](#) / [IMPROVING CLUB QUALITY](#)

Improving Club Quality

Effective clubs provide meaningful service, maintain a strong and active membership and continually develop new leaders. The tools below focus on these elements to help your club function effectively while meeting the needs of your community and your members.

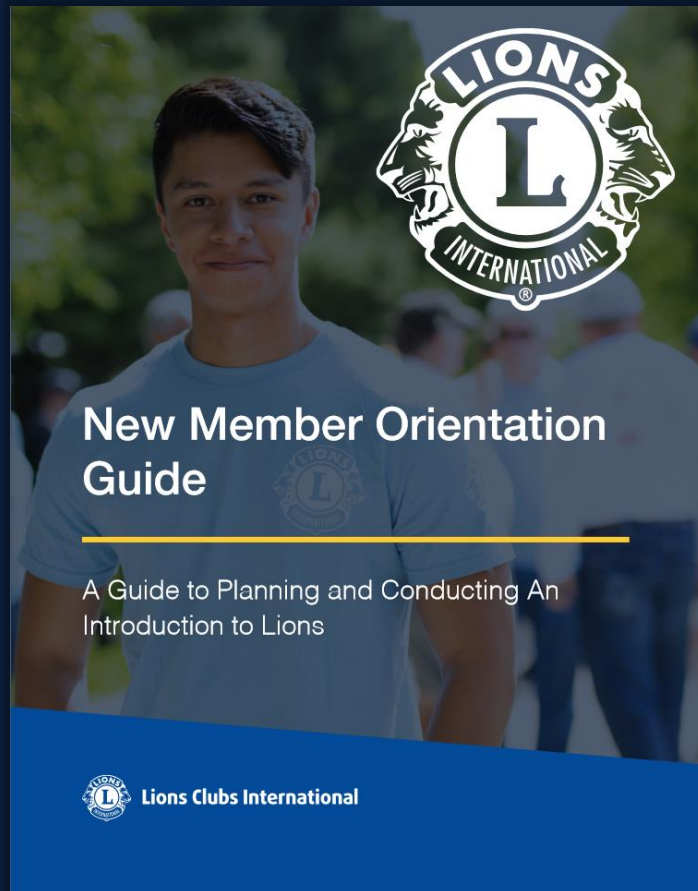
- [Your Club, Your Way](#)
- [Plan for Your Club's Success](#)
- [Club Quality Initiative](#)
- [Club Excellence Award](#)
- [More Resources](#)

Recordings

- [Achieving Club Excellence Webinar](#)



New Members and Charter Night



MyLCI

MyLCI is the place for club officers to manage their clubs efficiently

Manage club roster changes;
additions, drops, transfers

Easily update member
contact information

Create mailing lists for
communicating and invoicing
dues

Print club rosters

View and
pay club statements

Report
service activities thru MyLION

Section 3: Develop a Club Officer Mentor Team

Expanding the support for the club helps ensure they have the support and guidance needed to be successful.

Team Members:

- 2 Certified Guiding Lions
- The District Governor
- The Zone Chairperson
- Club Officer Mentor



Develop a Club Officer Mentor Team



Zone Chairperson

Includes the club officers in the training and events hosted by the zone.



District Governor Team

Provides district-hosted training at the earliest opportunity available.



Two Certified Guiding Lions

Providing two key leaders allows them to share the work load. One Guiding Lion should attend each meeting and be available for questions.



Club Officer Mentors

Matching the officers with knowledgeable and experienced club officers from another club will provide very practical support. Be aware of the latest tools and information.



Mentor Checklists

CLUB PRESIDENT MENTOR CHECKLIST

The following training should be conducted by the Club Officer Mentor within 30 days

Club Name: _____

Name: _____

Email Address: _____ Phone Number: _____

Roles and Responsibilities (for full description, please see the Standard Form Club Constitution and By-Laws):

The club president is the chief executive officer of the club:

1. Presides at all meetings of the board of directors and the general membership meetings.
2. Implement action plans membership growth, service, community engagement and operational improvement.
3. Presides over the annual elections, ensure they are duly called, noticed and held.
4. Ensure the club is operating in accordance with local laws, club and international constitution and by-laws.
5. Be an active member of the district governor's advisory committee of the zone in which this club is located.

Resources: Introduce the new club president to the resources as noted below. (Material may be covered over multiple sessions):

- ☐ Review the club president webpage.
- ☐ Standard Form Club Constitution and By-Laws: Review the sections of the Constitution and By-Laws in detail, noting when the information might be applied.
- ☐ Lions Learning Center (LLC) available on the Lions Clubs International website by clicking on the Member Login link.
 - Club Officer Training – Introductory overview of club officer roles and responsibilities and club structure.
 - Club President Responsibilities – This module provides basic information and resources necessary to prepare for the club president position.
- ☐ Provide the club president with a link to the LLC and when possible, go through the presentation in person so they have a thorough understanding of the roles and responsibilities and sources of information that can be accessed if additional information is needed.
- ☐ Provide additional resources, sample agendas, and other materials that the club president may find helpful.
- ☐ Encourage the club president to visit your club to see how other clubs are managed.

Club President correspondence from LCI: Encourage the club president to have a unique email on file to ensure that they don't miss out on important, helpful communication.

Club President

Service Chairperson

Secretary

Marketing Chairperson

Treasurer

LCIF Coordinator

Membership Chairperson

Section 4: Develop Club Officer Training

- Training Session One: Getting Started!
- Training Session Two: Club Operations
- Training Session Three: Hosting Productive and Meaningful Club Events
- Training Session Four: Importance of Recruitment and Retention
- Training Session Five: Planning for the Future and Achieving Excellence



Introduction to Lions Clubs International & Lions Clubs International Foundation

- Introduction to Lions Clubs International and Lions Clubs International Foundation
- Club Responsibilities
- Charter Night Ceremony
- Initial meeting with Club Officer Mentor Team



Introduction to Lions Clubs International & Lions Clubs International Foundation



Lions Clubs International

- History of Lions Clubs International
- Zone Chairperson Support
- District Governor Team Support
- Support offered by LCI
- International Service Projects



**Lions Clubs International
FOUNDATION**

- Mission of LCIF
- LCIF: Stories of Pride
- Grant Toolkit

Understanding Club Responsibilities

- Mission statement, slogan, motto, purpose as well as objects and ethics
- Type of Memberships
- Fees and Dues
- Managing Funds
- Meetings and Quorums
- Elections



Charter Night

- Plan the event with the Charter Night checklist
- Introduction Etiquette
- Travel Arrangements

The sponsoring club and district should offer assistance to help the new club organize the event.



Club Officer Mentor Team

- Introduce the Club Officers to their Club Officer Mentors.
- Provide Contact Information
- Encourage Each Mentor to Schedule a Meeting
- Provide a copy of their respective checklist to review



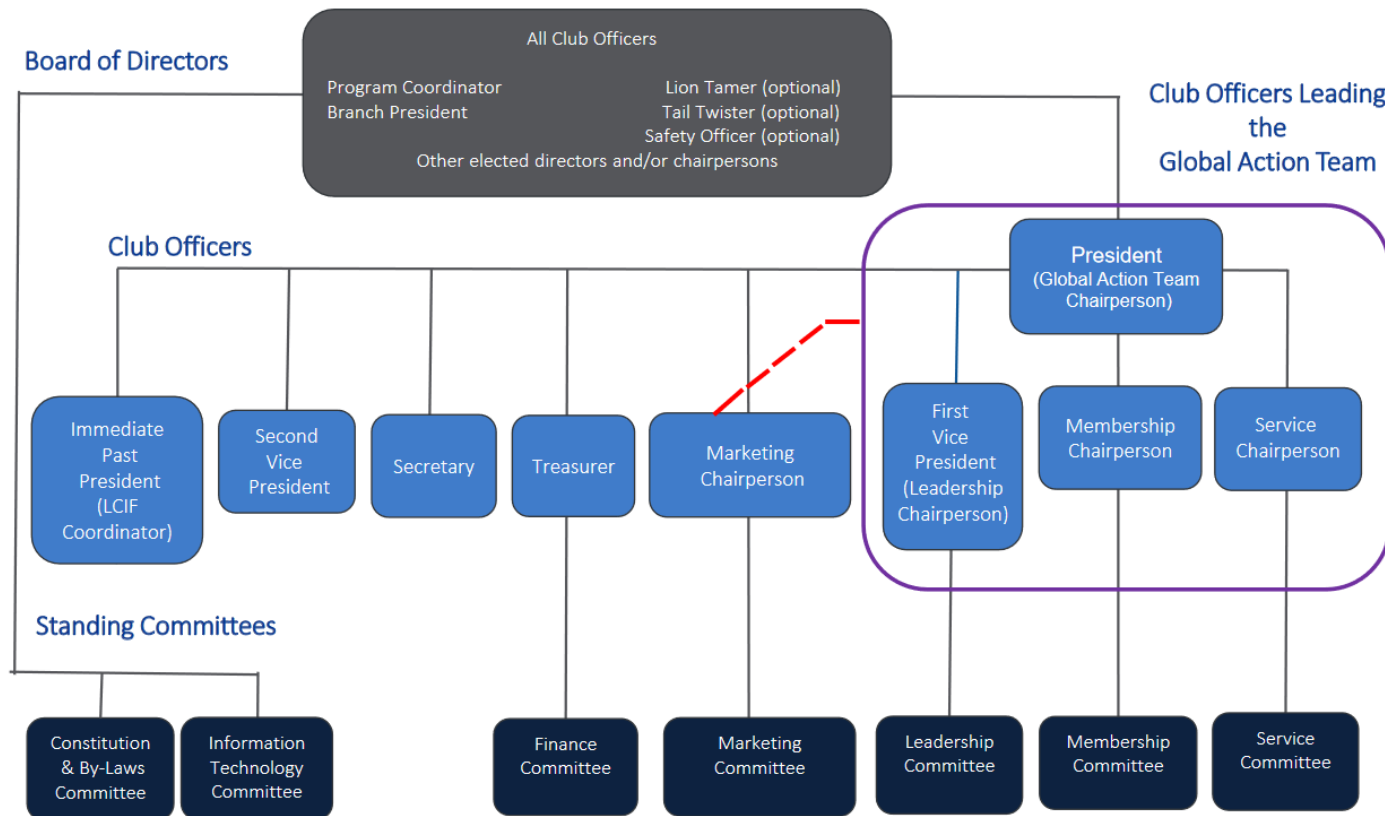
Training Session Two

- Review Key Club Leadership Positions
- Reference Resources available
- Discuss the Goal

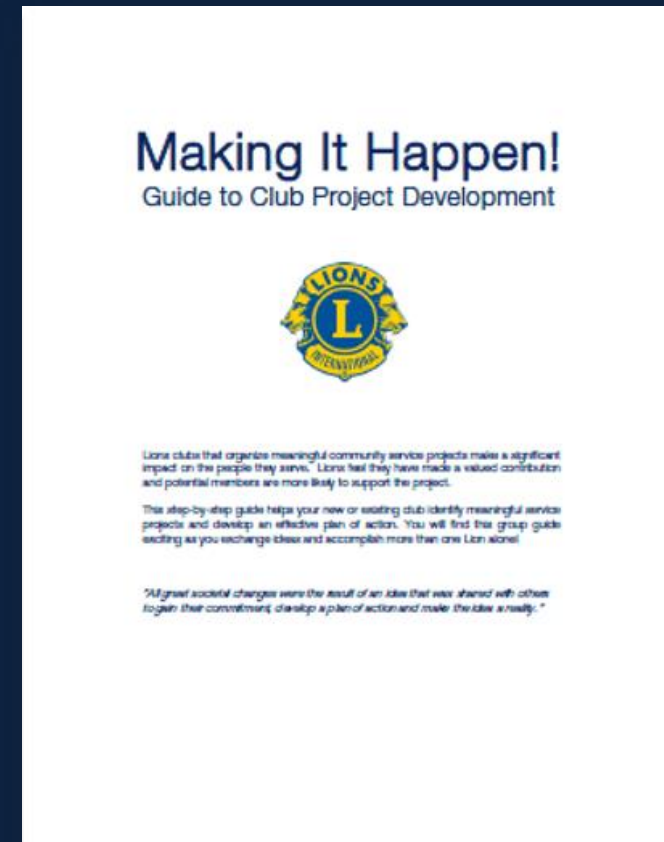
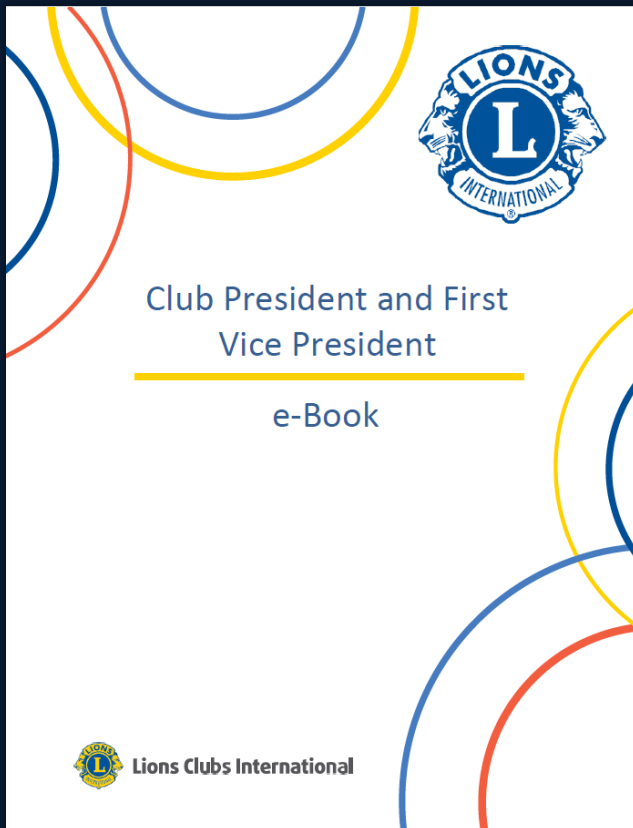


Key Club Leadership Positions

Standard Club Structure



Club Officer Responsibilities



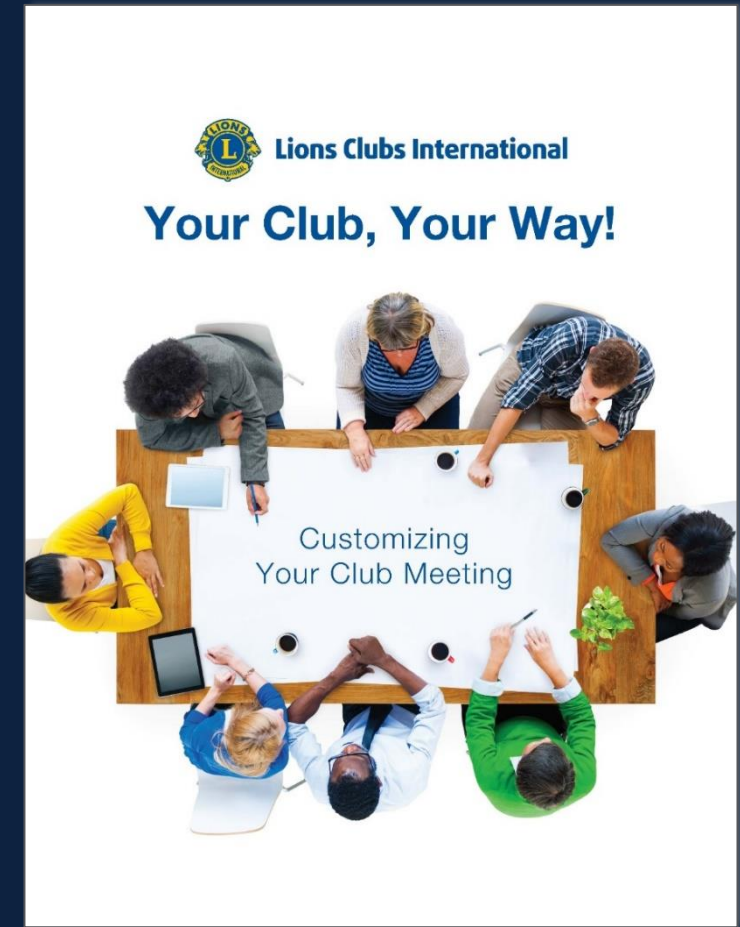
Training Session Three

Hosting Productive and Meaningful Meetings



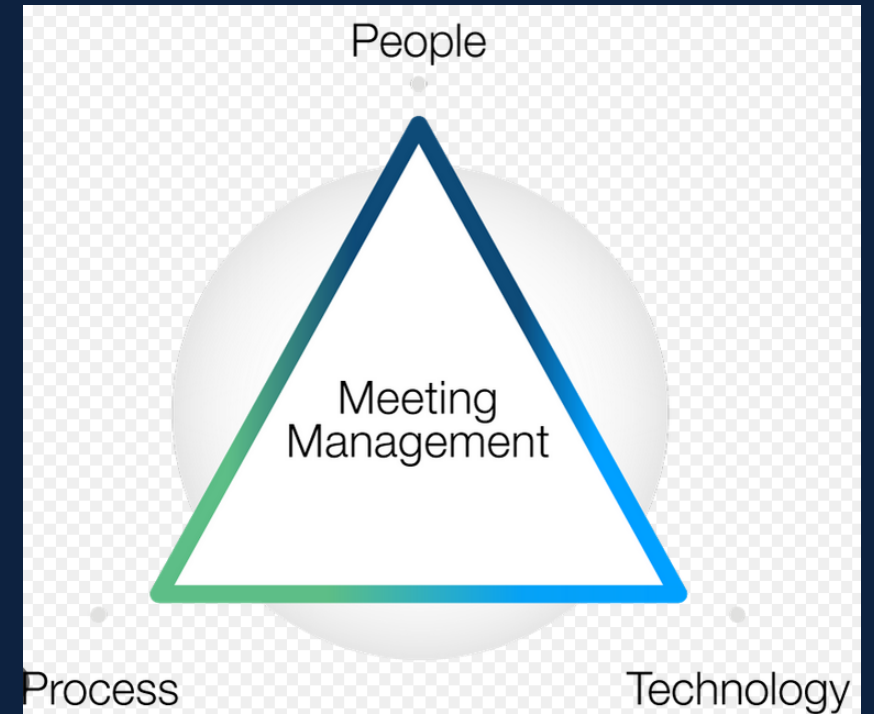
How to Improve Overall Meetings

- Customizing Your Meeting/ Reinventing Your General Meeting
- Phasing in Change
- Key to Meeting Success
- Ideas to Increase Involvement
- Club Meeting Program Ideas
- Promoting Your Meetings & Events to the Public



How to Improve Overall Meetings

Meeting Managing Course available in
the Lions Learning Center



Training Session 4:

Importance of Recruitment and Retention

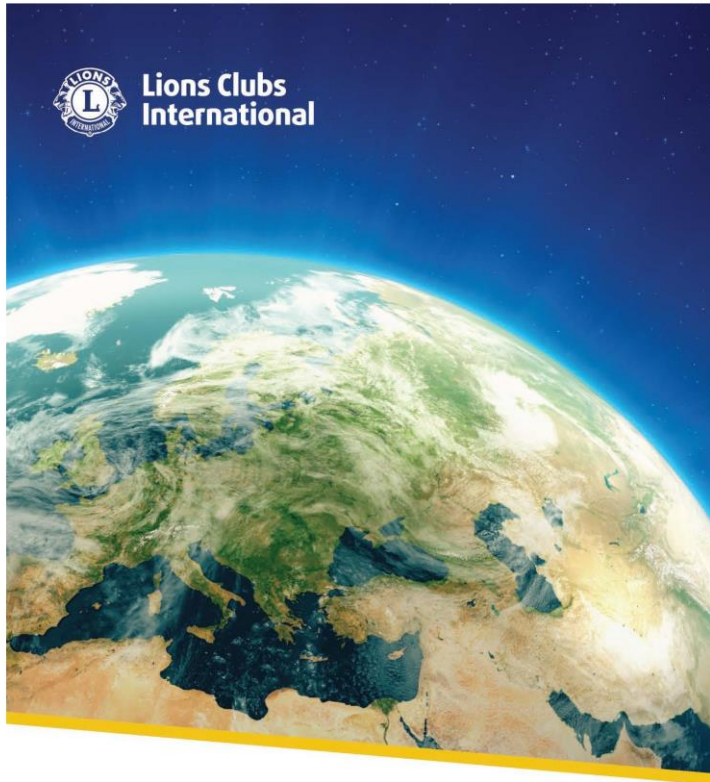


Training Session Five

- Planning for the Future
- Achieving Excellence



Planning for the Future and Achieving Excellence



Plan for Your Club's Success!

(Global Membership Approach)



Planning for the Future and Achieving Excellence



Based on outstanding achievements in:

Membership

Service

Leadership & Organizational Excellence

Marketing



Section 5: Assessing Club Needs

This section focuses on: Club Assessment

CLUB ASSESSMENT

Club Name:

Date:

For established clubs – Complete the checklist before club officer training to identify areas that could use improvement and design the training and support accordingly.

For new clubs – Complete the checklist after the first 90 days to confirm understanding and identify areas that need additional guidance.



Section 6: Resources



This section focuses on:

- Club Health Assessment
- Club Health Assessment Strategies
- Club Troubleshooting Guide
- Reports

Assess your club's health every month!

Resource: Club Health Assessment

Provides a quick look at:

- Net membership Y-T-D
- Service reporting
- Officer rotation
- Membership reporting history
- Current club status
- LCIF Donations

Club Health Assessment for District 1 F through December 2021

		Status		Membership					Reports					Finance		LCIF
Club Number	Club Name	Charter Date		Current Member Count	YTD Members Added	YTD Members Dropped	YTD Net Growth	YTD Net Growth%	Member Count 12 months ago	Avg Length of membership	Months Since Last Report	Yrs Since Last Report	Number of Repeat Terms	Notes if no report appears in 12 months	Account Balance	Donations for current Fiscal Year
Clubs more than two years old																
382	ANTIOCH	07/16/1937	Active	70	5	3	2	2.94%	78	34	2		3	M.VP,MC,SC	24+	
383	ARLINGTON HEIGHTS	09/25/1925	Active	24	2	2	0	0.00%	24	4	0			R M,SC	0	\$20.00
384	BARRINGTON	10/15/1925	Active	50	7	3	4	8.70%	47	2	0		2	R M,MC,SC	N/R	
120169	Buffalo Grove	08/16/2013	Active	13	0	0	0	0.00%	13		1			IP MC,SC	6	
387	DEERFIELD	01/28/1949	Active	17	0	0	0	0.00%	17		30		None	P,S,T,M,VP MC,SC	N/R	
388	DES PLAINES	05/06/1924	P- Active	6	6	0	6	100.00%	0		0			M.VP,MC,SC	24+	
389	ELK GROVE VILLAGE	10/28/1958	Active	22	1	3	-2	-8.33%	25	12	0			N M,MC,SC	0	
111092	EVANSTON SUNRISE	05/25/2011	Active	15	3	0	3	25.00%	16		0		2	R MC,SC	24+	
372	FOX LAKE	10/15/1948	Active	18	0	5	-5	-21.74%	24	7	0		2	R	24+	
373	GAGEWOOD	05/20/1959	Active	27	0	1	-1	-3.57%	28	47	0		4	N VP,SC	8	\$550.00
375	GLENVIEW	08/21/1950	Active	19	0	4	-4	-17.39%	23	30	1		None	P,T,M,VP,MC SC	24+	
376	GRAYSLAKE	05/29/1940	Active	55	4	2	2	3.77%	55	7	1			N MC	2	
378	HIGHLAND PARK HIGHWOOD	04/16/1929	Active(2)	6	0	2	-2	-25.00%	11	7	0			P,M,VP,MC SC	24+	
380	LAKE FOREST LAKE BLUFF	04/03/1950	Active	28	0	0	0	0.00%	26		5			P,M,VP,MC SC	24+	
381	LAKE VILLA TOWNSHIP	06/04/1963	Active	42	1	0	1	2.44%	44		0			N MC,SC	15	
Exc Award (06/30/2017)																
382	LAKE ZURICH	08/01/1939	Active	58	2	3	-1	-1.69%	58	11	0			N	24+	
43084	LONG GROVE	10/28/1983	Active	36	1	5	-4	-10.00%	41	7	2		3	R	24+	
385	MOUNT PROSPECT	03/01/1934	Active	83	11	2	9	12.16%	72	3	0			MC,SC	24+	
Exc Award (06/30/2016)																
387	NILES	02/27/1953	Active	34	1	0	1	3.03%	36		1		2	N M,MC	24+	
389	NORTH CHICAGO	11/15/1954	Active	14	0	0	0	0.00%	14		1		17	R	24+	
390	NORTHFIELD	01/28/1957	Active	6	0	0	0	0.00%	6		6	1	None	P,S,T,M,VP MC,SC	24+	\$11,750.00
391	PALATINE	09/29/1925	Active	10	0	0	0	0.00%	22		3		2	N VP,MC,SC	7	

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Club Health Assessment Strategies

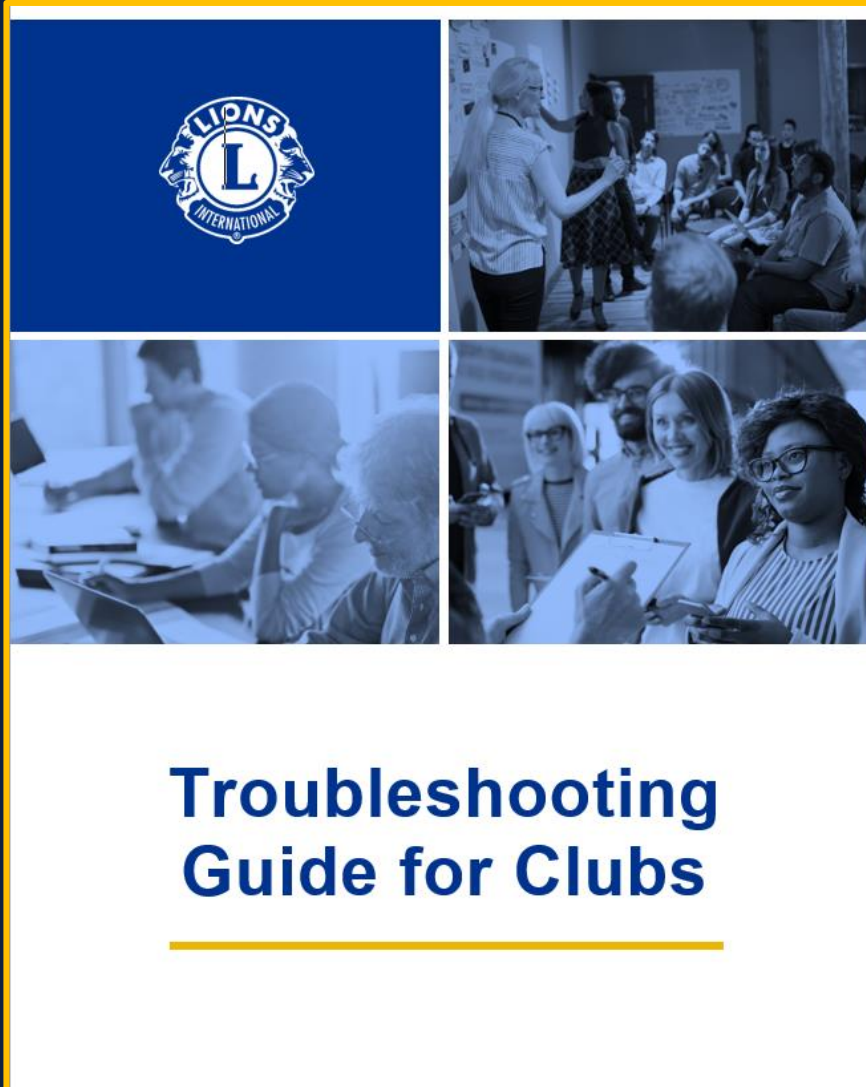
Club Health Assessment Action Strategies

Situation	Potential Problem	Possible Actions/Resources
Membership		
Losing Members	<ul style="list-style-type: none"> Poor club meetings Club not able to support the activities that are meaningful to club members Not providing relevant service Poor new member orientation Lack of new member recruiting Other reasons 	<p><u>Improve Retention</u> Participate in the Club Quality Initiative and conduct the “How are your Ratings?” survey with existing members.</p> <p>Distribute the “Former Member Satisfaction Survey” (located in the member Satisfaction Guide) to uncover why former members left the club.</p> <p>Based on the research, help the club retain members using the following tools:</p> <ul style="list-style-type: none"> Help club's find a meeting format that meet's member needs by utilizing Your Club, Your Way! Make sure activities are relevant and meaningful by utilizing “Making it Happen” Study the “Effective Teams” course in the Lions Learning Center to examine ways to work as a team within your club. Utilize the “Club Officer Training” course in the Lions Learning Center to strengthen club leadership. Educate clubs members on how the club operates and the value of membership by hosting a member orientation using the “Orientation Guide” Strive to achieve the Club Excellence Award. Utilize the Mentoring Program to build stronger relationships with members and encourage members to strive to achieve higher leadership levels within LCI. Recognize clubs that retain members with the Membership Satisfaction Awards. <p><u>Rebuild the Club</u></p> <ul style="list-style-type: none"> Consider utilizing the Priority Club Program to allow the DG Team two additional visits and additional support! Guiding Lion – Assign a Guiding Lion to rebuild the club, conduct training and assign a team of club officer mentors. Develop a membership campaign – Club Membership Chairperson e-Book Club Membership Chairperson Guide, utilize targeted membership initiatives to reach women, family members, students, young adults and others. Encourage the club to participate in Lions Worldwide Induction Day Publicize club activities – Club Marketing Communications Chairperson
Note length of membership service to see if the club is losing new or established members and adjust strategy accordingly.		

Reports		
Months since the club filed an MMR	Club not filing the MMR	Contact the Club Secretary to make sure they have a password and to see if they need instruction on how to submit the report. Utilize the MyLCI training for additional information or provide contact information from an experienced club secretary.
Years since last Officer Report (PU 101)	Club has not reported club officers for over a year	Contact the club to ask them to report club officers. They can be reported via MyLCI or using the club officer reporting form . If the secretary needs assistance, guide them through the reporting process. If elections have not been held, work with the club to ensure proper elections. Provide the e-Books to new officers and encourage them to attend zone meetings.
President Rotation	Current President has served more than 2 years consecutively	This may indicate a lack of new leaders. Encourage the club to elect new officers each year to build the club's leadership base, bring new ideas into the club and strengthen the club.
No Active Email	Notes the officers that do not have an active email	Since most officer communication is sent via email, having an email address is critical to the club. Contact the club to obtain uncollected email addresses. Updates should be made by the club's secretary via MyLCI.
Months Since Activity Report	Provides the number of months since the last on-line activity report	Contact the club to see if they are having problems filing their Service Activity Report. Paper reports are no longer accepted by LCI, all service reporting must be done via the Service Reporting system or your regional reporting system. If the club does not have an activity to report, encourage them to visit the Service Journey webpage which provides project planners and the service toolkit.
Finance		
Account Balance	Notes if a club has a balance over 90 days	Contact the club to see if there is a problem with a payment and ensure that the club is collecting dues. Provide the club information concerning financial suspension to help them regain good standing. Contact the A/R and Club Account Services Department for more information. Clubs can now pay on-line by registering online and accessing the on-line club statement .
LCIF		
Donations for current fiscal year	Indicates donations from the club or a member of the club.	If a club has reported that a donation was made and it does not appear on the report, contact the donorassistance@lcif.org to see if the payment was received and perhaps posted as dues or is unidentified.

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Troubleshooting Guide for Clubs



Reports

Quarterly Report

Guiding Lion Quarterly Report

Submit report each quarter for two years to Lions Clubs International and your district governor.

Date: District:
Club Name: Club Number:
Guiding Lion Name: Member Number:
Email Address:

Are you in regular contact with the club? ☐ YES ☐ NO

Club Meetings:

The club has held general and board meetings? ☐ YES ☐ NO

Are these meetings well attended? ☐ YES ☐ NO

Were you able to attend? ☐ YES ☐ NO

Membership:

Is the club actively recruiting members? ☐ YES ☐ NO

Is the club losing members? ☐ YES ☐ NO

Service Projects:

Completed:

Planned for the future:

Fundraisers:

Completed:

Planned for the future:

Training:

Have club officers received training? ☐ YES ☐ NO

If yes, please describe:

Overall Development:

Are you having any challenges with the club? ☐ YES ☐ NO

What are your next steps?

How can LCI assist?

Mail to: Lions Clubs International
District and Club Administration Division
300 W. 22nd Street, Oak Brook, IL 60523-8842, USA
Email: certifiedguidinglions@lionsclubs.org

Final Report

Guiding Lion Final Report and Award Application

Submit report on the club's two-year anniversary

Date: District:
Club Name: Club Number:
Guiding Lion Name: Member Number:

Upon the completion of the two-year term, Guiding Lions may qualify for the Guiding Lion Award. Requirements for the Guiding Lion to qualify for the award are listed below broken out by the club and the Guiding Lion:

Club

- ☐ Is in good standing with Lions Clubs International.
- ☐ Had a net membership growth and a minimum of 20 members at the close of the Guiding Lion's two-year term.
- ☐ Reported new service and fundraising projects and was encouraged to donate to LCIF.
- ☐ Participated in district activities (including zone meetings).
- ☐ Club officers confirm the Guiding Lion supported the club's development (sign the [final report](#) form).

Guiding Lion

- ☐ Submitted Quarterly Reports to Lions Clubs International and their district governor.
- ☐ Completed the Certified Guiding Lion course prior to the end of their two-year assignment.
- ☐ Attended a majority of the club's general and board meetings.
- ☐ Submitted their [Final Report](#) to Lions Clubs International and their district governor.

Approvals

Club President: Date:
District Governor: Date:

Mail to: Lions Clubs International
District and Club Administration Division
300 W. 22nd Street, Oak Brook, IL 60523-8842, USA
Email: certifiedguidinglions@lionsclubs.org

LCI Contact Information

Phone

(630) 468-6810

Email

certifiedguidinglions@lionsclubs.org

Webpage

<https://www.lionsclubs.org/en/resources-for-members/resource-center/guiding-lion-program>





Lions Clubs International

Certified Guiding Lion Program

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the key to success!



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Questions





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Closing Remarks & Thank You

