



# MOVE TO GROW



## International President Eberhard J. Wirfs Theme 2009-10

**The Logo depicts the German Flag and the leaf of the Ginkgo Biloba tree, well-known for its medicinal properties and immortalized through a poem by the eighteenth century German poet Johann Wolfgang von Goethe**

### **Focus on Personal Growth and Membership Growth:**

During 2009-2010, districts will be encouraged to take action to grow in humanitarian service, leader development, club membership, international social understanding, Leo clubs, Lions Quest, cultural activities and LCIF support. We must do the following:

**Achieve growth in *social understanding*** – through the promotion of Lions exchange programs. We will encourage Lions from various districts to travel in a group to other districts to enhance their understanding and appreciation of our diversity and to promote global brotherhood.

There will be a global youth music contest with prizes at the final competition at the LCI international convention.

Make an effort to meet the needs of our Association by empowering our members. We must promote leadership development in all areas to ensure Lions provide high quality service, to support membership growth efforts, and to meet the needs of members seeking personal development opportunities.

Identify potential leaders in our districts and move to encourage them to actively participate in LCI's e-learning programs and Lions Leadership Institutes. And most importantly, we must enable them to accept leadership responsibilities and to make use of their enhanced skills. Remember leadership is not only a position, leadership is action and movement.

**Move to grow membership.** Membership is the key to our success – members are our most valuable asset and resource. I will ask you to encourage the induction of *qualified* members – individuals who have been successful in their professions, have a desire for global networking and a strong interest in having an impact on the community through service.

Also, a membership initiative will be launched to recruit spouses and family members. Continue inducting women and young adults into our clubs – welcoming their fresh ideas and new energy. LCI will support your efforts by way of the Global Membership Team, extension representatives in the field, and a flow of information to arm you with the knowledge necessary to develop and execute an effective membership growth plan. Take advantage of the Public Relations Grant Program to support the development of effective district websites. And of course, all Lions will be encouraged to “live the brand” – to support and communicate the revitalized LCI brand both inside and outside of our Association.

**Share our best practices around the world.** Each of you is encouraged to share your ideas, challenges and successes with fellow Lions. By bringing the benefits of successful initiatives from one part of the world to another, we can all grow. An example of this is the position of 2nd vice district governor, which has been successful in several areas of the world, is now being implemented worldwide. This expanded leadership team will facilitate delegation and will prepare the vice district governors for their term as governor.

**Maintain our momentum in providing service.** We must move to make the Lions Quest program available to more children around the world. We must encourage the involvement of young people by promoting Leo clubs.

**Continue to promote blindness prevention programs worldwide.** Helen Keller called upon Lions to be “the knights of the blind”.

**We must maintain our momentum** – we must move to grow in Lions service. Promote the development of LCIF with a long-term view so that our Foundation can continue its rich heritage of bringing healing and hope to people worldwide. Participate in a worldwide Lions Day celebration of achievements and service. Share our message of global humanitarian goodwill with others, and conduct an activity to increase public awareness of Lions Clubs International.