

Highlights of the 2011-2012 International Theme: I BELIEVE



During 2011-2012, districts will be encouraged to believe in and take action to strengthen our membership, caring for fellow members as if they are family. We will believe and succeed in expanding our service to new heights, propelled by a special campaign to plant one million trees. We will believe in nurturing our future by involving more young people and Leos in all that we do. Believe that one person can make a difference. Believe that the entire world can be changed when we come together as Lions. Believe that changing a life – or the world – starts with each one of us. In this 2011-2012 Lions year, we should do the following:

➤ Believe in Service

We are making a difference like no other service organization. Believe in our motto “We Serve.” An important part of our extension of service this year will be caring for the environment. My goal is to plant one million trees around the world. Do you believe it can be done? To do this we will:

- Continue our successful participation in the *Global Service Action Campaign*
- Encourage clubs and districts to make tree-planting part of their activities
- Report the number of trees planted on the LCI web site every month, and show pride in what we do by wearing “I planted a tree” buttons

➤ Believe in Club Members

The strength of our organization lies within our clubs, and our members form the basis of our clubs. We will make developing our members a priority by:

- Effective member orientation
- Member involvement from day one
- Club leaders who listen more, and speak less
- Nurturing lasting bonds through service, and treating each other like family
- Promoting My Club, My Family program

Leos form a relevant branch to our family tree. It is time to elevate the significance of Leos with our family of service. To do this we will:

- Enhance our Leo to Lion program by engaging Leos to gain their perspective, solicit their ideas and better understand their needs
- Hold a Leo/Lion summit at the international convention in Busan, Korea

To recognize our commitment to service and members, details will be shared about various awards including the Believe in Service and the First Believer awards.

➤ Believe in **Nurturing our Future**

Lions Clubs International has a long-standing commitment to children and young adults. Our programs make growing up a more positive experience. Believe that each and every child we help will grow-up to be a responsible, caring adult. To engage our young people we will:

- Promote our Lions Quest program to provide essential life skills to youth worldwide
- Expand youth activities that encourage a positive self image and develop confidence
- Encourage Lions to become role models for children and young adults
- Increase awareness of the Services for Children program to continue meeting education, shelter and health needs around the world

➤ Believe in **Leadership**

Lions Clubs International has great leaders among our ranks. Leadership should start the day someone becomes a Lion. To identify and encourage potential leaders we will:

- Listen to the training needs of Lions and provide opportunities to develop and lead through the assistance of the Global Leadership Team
- Promote and encourage use of the *Lions Basic Mentoring Program*
- Implement practical job training for club officers and zone chairpersons
- Encourage the use of online training resources (Leadership Resource Center/Lions Learning Center)
- Communicate opportunities for leadership development with members
- Encourage participation in local and LCI training programs

➤ Believe in **Projecting our Image**

Service and effective public relations are connected. The internet and social media are having a real impact on the way we do business and reach our internal and external audiences. This year we will encourage our clubs and districts to not only have web sites, but also have Facebook pages.

➤ Believe in **Giving Back**

In addition to service, Lions give from their own resources. We need to emphasize and increase support of LCIF. To accomplish this, we will:

- Increase the understanding of LCIF's programs and their impact on individual's lives
- Promote donations to LCIF from clubs and individuals
- Work with Multiple District and District LCIF Coordinators for donations and promotion

The international theme, ***I BELIEVE***, challenges Lions in districts and clubs to demonstrate their belief by having the courage to make a commitment and take action. This action will make visible the power of belief in the Lions clubs network of service: making an impact worldwide today and for the future.