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# *Insights Unveiled: Exploring the World Within Our Newsletter*

<b>2023-2024 District 2-X1 Cabinet Officers</b>	
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Dear Valued Lions Volunteers,

As the blossoms of spring unfurl and the warmth of the sun returns, so too does the spirit of giving and community. It's a time when the world awakens from its winter slumber, and with it, the desire to lend a helping hand grows stronger. In this season of renewal, Lion volunteers stand at the forefront, ready to make a meaningful impact through their acts of service and compassion.

The Lion Volunteer program embodies the very essence of community engagement and social responsibility. With their distinctive yellow vests and unwavering dedication, these volunteers exemplify the values of service, unity, and compassion that lie at the heart of the Lions Clubs International. From organizing food drives to cleaning up local parks, their efforts touch the lives of countless individuals and families, bringing hope and assistance where it is needed most.

Spring, with its vibrant colors and rejuvenating energy, provides the perfect backdrop for Lion volunteers to amplify their impact. As nature springs back to life, so too do communities, eager to shed the gloom of winter and embrace the promise of a brighter future. It's a time for renewal and growth, both figuratively and literally, as Lion volunteers plant the seeds of change and nurture the bonds that strengthen neighborhoods and societies.— We Serve



*Prakash's View*  
*DG Prakash Gautam*  
*Plano Collin Nepalese Lions Club*



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Greetings, fellow Lions!

I would like to thank all the Lions of District 2-X1 for your support, commitment, and dedication in strengthening Lionism! I think our District is heading in the right direction and we will achieve all the District Goals (Membership, Service, Leadership, and LCIF) this year. I believe this is the result of great teamwork and I appreciate you all for this encouraging achievement!

Over the first seven months (July 2023 to February 2024) of Lions Year 2023-2024, our district did pretty well in membership growth and currently our District is number one in the whole Constitutional Area 1 (USA & affiliates, Bermuda, and Bahamas that have over 100 Districts). Since July 1, 2023 to today's date our District has added 337 members and lost (dropped) 197 members with a net gain of 140 members. This remarkable achievement, net addition of 140 members, was not possible without the help of all the Clubs and individual Lions in our District, **THANK YOU!** Let us all continue to work hard to keep this momentum going by adding new members and stopping the dropouts. Our main goal at this time is to maintain this number one position until the end of this Lions Year, June 30, 2024, and continue in the future years.

The District Governor's Team is aware that in some cases like moving, death, or any other situations of similar nature, there is no way to stop the dropouts; however, we can minimize or even completely stop the dropouts that are related to other reasons by the implementation of several tools that encourage the members to continue their membership. Therefore, I urge all Club Presidents and Club Leaders to contact the District Membership Chairperson PDG Esmeralda Rodriguez or Past Council Chair John Eads or any District Governor's Team Members for any district level support prior to cancelling membership of any members or taking the member's name off the LCI portal. The District Leadership Team will be happy to help the Clubs to retain the members. We have several instances where the District Team was successful in stopping the dropouts and retaining the members.

As I mentioned earlier, so far our District is the Leader, in membership growth, in Constitutional Area 1 that has over 100 Districts; and I am requesting support from all of you to maintain this lead till the end of June 2024 and in the future years as well. This is an opportunity for all of us; let us all work together to make golden



***Prakash's View***  
***DG Prakash Gautam***  
***Plano Collin Nepalese Lions Club***



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history for our District by making our District the Number 1 District!

I look forward to seeing you all on March 9<sup>th</sup> at the 4<sup>th</sup> Cabinet Meeting!

Best Regards,  
DG Prakash Gautam



## ***Radha's Thoughts***

### ***1st VDG Radha Krishna Kaphle***

### ***Dallas Everest Lions Club***

Greetings Fellow Lions.

#### **Our District Achievements:**

Our district, 2-X1, is doing well this year! Our members have been doing great work in our community and meeting our goals. We're all working together to make our district even better. To keep getting better, we're focusing on keeping our current members happy and bringing in new ones. We're planning fun activities to keep everyone interested and involved. We want everyone to feel like they belong and have a purpose in our club.

#### **Following the Lions Clubs International Mission 1.5**

As we look ahead, we're making sure our plans match up with Lions Clubs International Mission 1.5. That means we're all about inspiring each other and finding new ways to help. Let's keep going strong and making our community an even better place to be!

#### **Important dates/deadlines:**

Fellow Lions, it is essential to mark your calendars with the following important dates for the seamless functioning of your clubs and our district, fostering an environment conducive to leadership development:

**Nominations for District Office and Charity Directors** must be submitted to the Cabinet Secretary and By-Laws Chairs by March 8th, 2024.

April 15th, 2024 serves as the deadline for clubs to submit the club officers for the Lions Year 2024-2025 to LCI. Please ensure the completion of the process before the specified date.

As we gear up for the 2024-2025 term, we will soon be seeking names for next year's leadership team and committee positions, based on your interests, experiences, and dedication. We aim to ensure inclusivity and active participation for everyone in Team 2024-2025. We encourage each club to develop a SWOT analysis and embrace a SMART goal-setting culture. Share your goals and insights with the District Team, so we can



## ***Radha's Thoughts***

### ***1st VDG Radha Krishna Kaphle***

### ***Dallas Everest Lions Club***

work out together to improve our weaknesses and reach our goals.  
 The Lions Year 2024-2025 planning meeting is tentatively scheduled for the  
 third week of April and the second week of May 2024.  
 Your text is well-structured and communicates your message effectively.

#### **Participations:**

As the First Vice District Governor, I am currently attending the FVDG/  
 DGE Training Program in St. Charles, IL, USA, from February 26th to  
 March 1st, 2024. This esteemed event brings together over 700 leaders  
 for meetings, work sessions, and observations, enriching the Lions'  
 experience worldwide.

I had the privilege of participating in the 3rd CoGs meeting in Kerrville, TX,  
 from February 1st to 3rd, 2024.

I participated in the District New Voice Symposium on February 24, 2024,  
 which was a useful and informative session for us. Thank you, NVS  
 Chair - Meena Chhetri, and the entire team.

Furthermore, I actively engaged in various service projects, MD2 training  
 programs, and other activities throughout February 2024.

#### **Upcoming major events:**

Please mark your calendars and plan to participate in the upcoming events.  
 However, please check the district website for other events and details."

4th Cabinet meeting on March 16th, 2024,  
 The District Convention on April 12-13, 2024.  
 And the District Picnic on April 21, 2024.

Let us continue to collaborate, uphold the spirit of service, and make a  
 meaningful impact in our communities.

**Together, we can achieve greatness.**



# GLOBAL MEMBERSHIP APPROACH GMA

District 2-X1, February 28, 2024

*We are on a journey to more service!*

District 2-X1 is participating in Global Membership Approach to maximize our membership thereby maximizing our service to the community.

**District 2-X1 Goals:** Following are the district goals:

- Charter 2 new clubs
- Recruit 330 new members
- Drops to be below 280
- Net membership gain 50
- Serve 190,000 needy people in our community



## How are we doing ?

**Clubs:** We have chartered four new clubs ‘Dallas Denton Nepalese’ Club with 20 members, Collin Athena Alliance (31 members) and Irving DFW Independent Campus (24 members), and Grand Prairie Host Family Clubs. Congratulations and welcome to the new club members and club sponsors.

**2-X1 Membership Status:** (Feb 27, 2024)

	This Month	This Year
Opening Balance .....	1,902	1,758
Added members.....	26	337
Dropped Members.....	30	197
NetGain/Loss.....	-4	140
Closing Balance.....	1,898	1,898

MD-2 Membership Status	
Added members.....	2,383
Dropped Members....	2,257
Closing Balance.....	22,761
Net Gain/Loss.....	126

2-X1 goals for this year, is to recruit 330 new members with the drops limited to 280 for a net membership increase of 50. In the last seven months, we have surpassed that goal with +140. Let us keep the positive momentum going. The key to growth is member retention and 2-X1 has maintained a modest attrition of members. We have dropped 197 members and added 337. The chart shows 2-X1 goals vs actual. We have done extremely well in new clubs and member recruitment. District 2-X1 is leading in MD-2 with highest net growth.

The club’s focus for the remainder of the four months should be to look at their goals set in the beginning and devise an action plan for achieving those goals. Member Retention is the key to growth. Drops should be kept to a minimum. Non- attendance is not a criterion for dropping a member. Find innovative ways to help with dues payments. Embrace the 4- step GMA process. Please use this useful tool to better understand your club and how to recruit and retain new members. This will serve as a road map for the club. I will be happy to visit your club or



zone meeting and go over it in detail. Retention analysis for 2-X1 was conducted with the district leadership and GAT team . Several areas of improvement and member retention were identified with action plans. Zone Chairs will be discussing this with clubs during zone meetings. A GMA workshop was held in January at the Mid- Winter Conference, which was well attended. Mission 1.5 is in full swing as the challenge has been accepted by most districts. Let us do our part by chartering more new clubs and bringing in new members towards achieving that goal.

**Service:** In the period July – Feb, 372,594 people were served in 1,986 service activities with 68,225 volunteer hours. Over 80% of the clubs have reported their activities on MyLion. District 2-X1 is leading in MD-2 with maximum number of people served in our communities. LCI goal is to serve over a Billion people and every service activity needs to be counted to help achieve that goal.

**Leadership Training:** Club officers training was already held in June, including Zone Chairs and LCIF. Over 80% zone chairs have attended the training. In addition, training is offered for Club President, Secretary and Treasurer. Approximately 50% of club officers have been trained. A trained Lion makes a better Lion. Training sessions for club officers and zone chairs was also held during MW Conference in January.

**LCIF Contributions:** District 2-X1 has collected \$35,574 towards our foundation during the six months . Please donate generously so the foundation can help more people around the world.

GMA Round Table is held on last Tuesday of the month from 6-7 PM. The purpose of this is to educate and to make aware to the participants about the GMA process, have an open and engaging discussion and to get input from Lions across MD-2. Round Table was held Feb 27 with PIP Joe Preston as the guest speaker with focus on member retention. The next Round Table will be held on March 26, 2024. Guest Speaker will be announced shortly. Please mark your calendar, and plan to attend.

**PDG Vinod Mathur, 2-X1 and MD-2 GMA Champion**



***Fred's Findings***  
***IPDG Fred Conger***  
***Coppell Lions Club***



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Hello, District 2-X1 Lions!

Our district is doing very well this year. Of course, there is still room for improvement during these last 4 months. Here are the current numbers for the 2023-2024 Lion year.

Membership Growth: + 129 members. Let's work on keeping club members who may be thinking about dropping! Involve them in an activity (service, fundraiser, leadership role, club position, etc.). People join Lions to make an impact and to do things, not sit on the sidelines! Remember, Club Excellence requires an increase in club membership OR the club sponsor a new Lions club. Don't lose Lion members due to inactivity.

Club Officer Training:

Club Presidents: 67.69% of club Presidents have received training this Lion Year.  
Club Secretaries: 63.07% of club Secretaries have received training this Lion Year.  
Club Treasurers: 52.38% of club Treasurers have received training this Lion Year.

Training for these three offices is a requirement to earn LCI's Club Excellence Award. These are great numbers, but they could be better. Go to [www.lionsclubs.org](http://www.lionsclubs.org), Member Login, and access the LEARN application. There are numerous 1-hour-long beneficial courses available at no cost. If your club President, Secretary or Treasurer have not been trained they can take the online classes for their position. But I need to know what courses were taken to give you credit. Email me with that information when completed.

Club LCIF Donations: Another Club Excellence requirement is contributing to LCIF. 37 of our 65 clubs have donated to LCIF this year with a total of \$35,524. But 40% of that amount is from just one club. LCIF is our International Foundation which has supported our district with grant amounts several times our donations. Without their support our major projects could not happen. We need every club to support our Foundation. Even small amounts from clubs or personal donations help at home and around the world. **Club Service:** 57 of 65 (87.69%) of Lions clubs have reported some service on MyLion. This reflects 1025 individual service projects with **345,125 people served!** Awesome job Lions! Please remember Club Secretaries and club Service Chairs should report all club Meetings, Fundraisers, Service Projects, and financial donations.





***Fred's Findings***  
***IPDG Fred Conger***  
***Coppell Lions Club***



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**Club Marketing:**

And finally, clubs must advertise their actions to achieve the Club Excellence Award using newspaper articles, club web site, social media, emails, etc. No club Marketing person? Ask a member to volunteer who uses Facebook or other social media.

Lions, plan to attend the 4th Cabinet meeting on March 9th and also the District 2-X1 Convention on April 13th. Important information sessions will be presented. Clubs, please support our 2023-2024 International President Dr. Patti Hill's "Mission 1.5" to grow our Lion membership to 1.5 million within three years. For more information go to: <https://www.lionsclubs.org/en/resources-for-members/mission-to-grow>.

Lions. Thank you and keep serving others, touching people's lives, being a force for good, and making the world a better place for all of us.

"Let's Change the World"

## Esmeralda's Express News

***PDG Esmeralda Rodriguez***

***Grand Prairie Host Lions Cub***

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Hello District 2-X1 Lions Family!

Our district 2-x1 is having a a great year with membership this year. However, we still need to focus on motivation of club members, retention, recruitment and utilizing resources available to help our clubs and district to continue to be #1 in Constitutional Area 1 and MD1! Way to go to all our club presidents and club members that are diligently doing service, and engaging lion members. We have +129 members! Just a quick reminder that as Lions we can affect positive change through Mission 1.5. Lions also have opportunities to earn patches, pins, chevrons, plaques and presidential medals as we keep marching toward our collective goal of 1.5 million members worldwide. Our district will continue 1) to present the Traveling trophy to the club with highest percentage in membership each quarter; and 2) certificates of recognition to clubs with 15 or less members that recruit 3 or more new members and to clubs with 16 or more members that recruit 6 or more members.

**Motivating Club Members is an issue that many of our clubs have to deal with:**

Many of our Lions are motivated to serve their community; however, sometimes motivation begins to diminish in our clubs. We know that repetition, lack of involvement, and lack of challenge are some of the biggest factors, which lead to unmotivated Lions. Some reflection questions for your club and each of us are:

What are the events and projects in your club that members seem most willing to undertake? (These are ones for which the members seem self-motivated).

What are the events and projects in your club that members seem most unwilling to undertake? (These are the ones for which they are not self motivated). What kind of things has the club (or individual members) been doing to try to motivate members to work?

Recall a situation in which you were in the middle of a club project that required considerable effort and time (fundraising, community project, and so forth), and thought, Why am I doing this? What did you tell yourself about your own motivation?

Consider this situation: You and your fellow club members are in the middle of a club project, which requires considerable time and effort. Someone asks: "Why are we doing this?" What would you tell that person?

## Esmeralda's Express News

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### **It is very important to understand the Motivation Level of our Club Members:**

#### *1. What level of skill and ability do club members bring to the project?*

Is this a task they have successfully done many times before?

Is this a routine (but important) task?

Does this task have a direct connection to what the club members do on the job?

Is this a new task that will challenge the skills and abilities of the club members?

Is this a complex task that will require new ways of doing things?

**If the task is routine or well established, your motivational technique should focus on creating energy and drive, not on telling the members what to do. If the task is new, challenging, or uncomfortable, you can motivate by modelling the desired behaviour and providing emotional support.**

#### *2. What is the willingness and drive of the club members to do the task?*

Has the project become so routine that it seems boring rather than challenging?

Have the members mastered the skills needed to do the job?

Is the task so new and interesting (service project) that the work is a reward in itself?

Do the members receive plenty of affirming messages for the work that they do?

**If the work is its own reward, sometimes the motivation comes when the leader gives only general guidelines and lets the workers do their work as they see fit. If the members are competent but bored with the work, the leader might want to delegate supervisory tasks to several people.**

### **Club Inventory-Reflection Questions:**

*1. How does your club help members satisfy their belonging or social needs? For example, do weekly meetings provide this? Or would fewer meetings provide this just as well for busy people? What else?*

*2. How does your club help members satisfy their need for recognition? For example, what awards and statements of recognition in the club or the community could an individual achieve by being a Lions club member?*

**Ideas to Increase Motivation** a) Increase Involvement by sharing enthusiasm; having fun informal gatherings; sharing praise freely; emphasizing social involvement and communicating consistently. B) Club Dynamics increased positively by checking in with members that miss; retention is for all members; scramble seating arrangements to avoid cliques and increase members getting to know each other.

## Esmeralda's Express News

***PDG Esmeralda Rodriguez***

***Grand Prairie Host Lions Cub***

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### **A second issue our clubs struggle with is Retention. Some tips to help with retention include:**

Have new members serve as a **GREETER** during a meeting so they can get to know all the members.

Keep the **FUN** in fundraisers, community service activities and meetings to get members interested and involved. You can still accomplish your goals while keeping the process lively and fun.

To lessen the effects of cliques, **ROTATE** the seating at club meetings by requesting that everyone move to a different seat at the start of the meeting, or by having members draw a table number on their way into the meeting.

Give **PRAISE** freely. Saying "thanks" for a job well done, whether during a club meeting, in your club's newsletter, on the Web site or by a personal note, will help members feel appreciated.

Remember that the best time to **RETAIN** members is BEFORE they show signs of dissatisfaction. Make sure members know you care about them. If they start missing meetings or are becoming less involved in activities, give them a call to find out why before it becomes a chronic situation.

Encourage **INPUT** from your members regarding your club's service activities.

**Engage** members in club activities immediately. Have them participate in an event as soon as they show an interest in your club. Ask them to co-chair a committee or coordinate a small activity.

Look for new and/or unusual club programs – solicit area art museums, theatre groups or music groups to present a program. Ask those that have benefited from your club's services to speak to your club.

**Mentoring**-pair new members with long-term members as co-chairpersons on committees. They will each benefit from the experience.

To **Keep** your club meetings interesting, make and use an agenda that includes only relevant items and keep content brief.

**Evaluate** your ability to lead a meeting. Record yourself and Make changes as necessary.

**Surveys**-ask long-term members what their interests are, as these will develop and change over time. Assign responsibilities based on their interests, and give them increasing responsibilities to challenge them and keep them motivated.



## Esmeralda's Express News

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***Do SWOT Analysis and USE GMA Process***-Inspire and motivate members at the beginning of each Lions year by holding a “meet the officers” session, giving members a forum to ask new officers questions about their goals and direction for the club during the upcoming year. Seek members’ input to help solidify goals.

***Member Satisfaction***-Don’t let activities and fundraisers become stale. Check in with members to make sure that your club’s activities are still relevant for your community and your members. Try new ideas.

***A third issue that clubs struggle with is Recruitment. Some tips include:***

Share your stories of service. Never underestimate the power of public relations. Be sure to publicize your club’s activities. Positive media coverage builds community support and interest in your club.

Always have your club’s brochures available at public events. Have a section on the brochure with contact information if people are interested in learning more about your club.

Have an “Invite a Friend” night during one of your club’s meetings. Encourage every member to bring a friend to the event to learn more about Lions clubs membership.

Allow members to bring a friend or prospect to help out during one of your clubs service activities or fundraisers to get a first-hand look at your club in action.

Hold a membership open house. Ask each member to invite at least five people and open the event to the public. Set up displays highlighting your club’s contributions to the community and have members on hand to answer questions for attendees.

Challenge your members to meet a specific recruitment goal for the year. Plan a fun, festive kick-off for the membership recruitment challenge during your meeting. Keep momentum going by reporting your success during meetings and in your club’s newsletter and Web site. Give recognition to members that recruit new members.

Encourage members to invite every qualified individual they encounter to consider Lions clubs membership. Remind them periodically throughout the year.

Show your pride. Build the impression of your club as a vital part of the community. March in community parades and participate in community events whenever possible.

Ask community welcome organizations to include information about your club in their ‘welcome to the community’ packets. Local real estate agents may also be able to provide this service.

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- During a club meeting, have each member write down five people that they feel would be good prospects for membership. Have the individual members or your membership committee pursue the prospects.
  - Have buttons or t-shirts made for each active member that says "Ask me About Lions" to elicit questions from community members.
  - Have your club's meeting time and location, along with a contact name and number for membership inquiries, placed in the community calendar section of a local newspaper.
  - Look at your partners for new members. Does your club work with the school system, eye health professionals or other community businesses? People that have worked with your club first-hand are often excellent prospects.
  - Consider unique extension efforts, such as sponsoring a Specialty Club, Club Branch or Leo Club, to reach a new demographic.

### **Resources Available**

How Are Your Ratings?

Member Orientation Guide

Members Satisfaction Guide

Mentoring Program

Club Quality Initiative

Your Club, Your Way

Blue Print for a Stronger Club

Community Needs Assessment

Club Membership Chairs Guide

(Information from Lionsdistrict105CE Membership, Extension and Retention Ideas)

## RETENTION – IT'S A HEART THING FOR LIONS

By PCC John Eads

If I were to pull at your heart strings as an individual Lion, the greatest thing that you could personally do is be a Lion...a Lion in service to others...those that really do need your help! Although we may think that retaining a Lion in service in our Lion's Club is difficult sometimes, it certainly is not the case. You have to constantly work at it. When you joined Lions, you were feeling many emotions, but most of all, a Lion asked you to join, you were feeling curiosity and thinking of what Lions do for others as you had been exposed, and then, you were inducted as a member. Wow! Welcome to Lions! What a privilege to give yourself to others!

Many of us who are still serving have been in your stead. Yes, we experienced the same anticipation of service to those that needed our help. What a gift...from God...that you were about to embark on a great journey through your Lions membership. Think of it...a privilege to serve others...no questions asked...only giving of yourself to others. That is what Lions are all about. So, what is the expectation? Plunge headlong into service to others. Give of yourself and dedicate your membership in Lions to the extent that you can. Help those in need. Just think of how valuable you are to those you serve. Ask yourself this question. Would they be helped if I did not participate with my fellow Lions Club members? Maybe or maybe not! But, what you feel in your heart is "I was able to help someone today, because I participated with my fellow Lions serving others!"

Retention of members in a Club should not be an issue. Individually, Lions members should not pass up the opportunity to serve others no matter what the circumstances. It takes a team...all of us Lions...to serve others. Let's examine some of the potential retention issues.

Your Club is small. You have not reached your membership potential yet. You feel that you cannot do a lot of service projects because you do not feel you have enough "Lion Power." The answer is you do! All you must do is contact District leadership and ask for help in the project you have planned. Ask Italy Lions Club, Ferris Lions Club, Dallas Trinity Industrial Lions Club, and Mesquite Host Lions Club as examples. They had service projects and needed "Lion Power." They got it by asking for help! Don't forget, there are District projects such as the "Build Beds for Kids" where your members can participate and earn hours for your Club in reporting service on your Club reports. Members involved in service projects keep them as a member in your Club.

Your Club did not complete a dynamic "Member Orientation" when you joined. You really did not know how you were going to be involved and certainly did not know what your Lions Club that you just joined did in service to their community. You would certainly be surprised, and it would add value in your confirmation of why you joined. Every Lions Club should have a New Member Orientation! Welcome these new Lions members and tell them your Club's story and your expectations of them as a member of your community service team.

You may not feel as a new member or a member with tenure that you are appreciated as a member of your Lions Club. Let me tell you that you are! Think of it this way, the more numbers of members we have the greater service to our community and those in need we can serve. It is that simple! But, sometimes, Club leadership and other members do not necessarily communicate this to you. You are needed! You are important to the service equation! Your service, no matter how small, is so dearly appreciated. We need to step up to the plate in our Lions Clubs and pay attention to our greatest resource...our members! We value your membership and participation!

Is it true...Lions Club leadership is automatic? What does this mean? Sometimes, as Lions in leadership positions such as Presidents and Secretaries, we fail to make it personal...personal to our members. We have an automatic tendency to drop members because they do not pay dues or do not attend meetings. This is mechanical at best. What wrong with this picture? Have we talked to the member in question about their situation? I guess we have not in a lot of cases. Do we understand the members current circumstances? Many Clubs have embarked on a program of paying dues for those members that are having difficulties financially. It can be accomplished. Think about the years of service this Lion has given to the Club. Did we call them? More importantly, did we make a personal effort to talk to them personally? These are members of our family of Lions. They are important to us! They need to know this...personally! What about the member that does not attend meetings. Did we make personal contact to learn why? Some members have conflicts and life challenges that prevent them from coming to our meetings. Maybe they have job issues. Should we drop them because they do not attend without knowing why? Every Club should be paying personal attention to their most valuable resource...their members. Maybe they don't always attend meetings, but if notified, they help at Club service functions. Sometimes a simple "Thank You" in front of other members will communicate a sense of belonging to a member. Recognition for each member's service is key! Think about it. Members pay dues for the privilege of serving others...do you provide the mechanism for them to feel in their heart they have done some good for someone? What can your Club do better in this area than it is currently doing? Does your Club have many service projects in your community? Member participation in service validates their reason for being a Lion!

Oh, my goodness! Providing service to needs in our community should not be an issue. If we put in place the Club Global Membership Action process, we would be able to identify needs in our community and plan how our Club will address them. We would be able to target those needs and lay out plans for to address them as a Lions Club. If we are fortunate enough to have, as an example, members in our Club that are in our community government, chamber of commerce, schools, police, fire departments, and churches, then we can easily identify needs in our community. If not, we can canvas other community organizations to find needed services that we can help. Being in touch with our community is important. Remember, we serve and help nine District supported charities. They offer a lot of different programs that we can institute in our communities. Having said all of this...providing this service and having the participation of our Lions Club members creates a sense of belonging and pulls on the members heart-strings that there is a value to their membership and the dues they pay.



Is your Club involved in service projects and involving your membership?

Does your Club have a leadership issue in how to address retention of members?

Think about it. We have already discussed some of the issues above. If you do not know, please ask someone on the leadership team to help you. And if you have a member that you are about to drop, PLEASE, call the Governor or others on the leadership team to ask for help before you drop them. Let us keep the Lions family together and do more service to help others. We do more and better service with more members! And if you do lose a member, please do an exit interview to gain knowledge of how to not let it happen again.

Have you ever felt you were overworked? Do you feel a sense of fatigue in your leadership position in the Club? Are you a repeating President? Are you continually having the feeling that you have been Chair of a project forever? If you are any of these, do you realize you are the most important Lion in your Club! You have a personal characteristic that says you will not give up the opportunity for your Club to service the needs of those less fortunate in your community. (I have had the privilege of knowing such Lions in our District over the past few years). So how do you resolve this dilemma? It is called a succession plan. Some Club (used to be required by LCI) have 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> Club Vice Presidents in succession to assume the next step in leadership of your Club. Is this your Club? Consider doing this process like our District 2-X1 does with our Governor and 1<sup>st</sup> and 2<sup>nd</sup> Vice District Governors. This avoids fatigue and being overworked. This gives those future leaders of your Club a working knowledge of leadership as a President of your Club. Spend time in your Club in developing future leaders. It pays dividends!

Do you feel you need some training regarding how to avoid having membership drops in your Club? Standby, it will be addressed from now until June 2024 from many venues. Do not be surprised that it will be a matter of focus at your upcoming Zone meeting, Cabinet meeting, District Convention and Lions University. Watch for the announcements. We are available to help you! Again, if you are not able to be at any of these venues, please contact the Governor and other leadership team members to assist you before you make the decision to drop any member. Let's make this a team decision! PLEASE DON'T DROP MEMBERS CASUALLY...BE INFORMED AND UNDERSTAND WHY!

Let me close with these thoughts. **We are a TEAM of LIONS!** "We serve better together!" We have an opportunity to be the best District in Lions Clubs International Constitutional Area 1, which includes the United States and Bermuda. We are leading Constitutional Area 2, Canada. We do not get this opportunity very often and if we can continue our current success path to June 30 of this year, our District will receive many accolades and awards for achievement. It will take efforts from all of us. Membership plays an important role in this process. We are leading not only Multiple District 2 – Texas, but we are also leading in Constitutional Areas 1 and 2 in membership gains. We need all of you, our Lions team, to focus all your skills in increasing our membership, service to others and retaining your members. **Let's show the world where Lions operate at their best! Go, District 2-X1 Lions!!**

If I can help you in any way, please contact me. I will use my 48 years' experience of being a Lion to assist you. I will harness the energy of the District 2-X1 leadership team and we will address your issues. Remember, "Lionism is an Inheritance of your Heart."



## LIONS DISTRICT 2-X1



### 2023-2024 Lions Opportunity for Youth Quick Reference Sheet

Visit <https://lionsdistrict2x1.org/forms/> or place your smartphone camera on QR code below

#### LCI Peace Poster Contest

- Topic: “Dare to Dream”
- Qualification: Student, 11–13 years old, as of Nov. 15, 2023
- Artwork poster: 13”x20” to 20”x24”
- Cash Awards: 1<sup>st</sup> place \$250
- **Deadline entry: Nov. 15, 2023**, submitted to the District
- **Contact person: Lion Karen Murray**  
(972) 255-8858  
gizmo\_747@yahoo.com

#### LCI Peace Essay for Visually Impaired

- Topic: “Dare to Dream”
- Qualification: Student, 11–13 years old, as of Nov. 15, 2023
- Essay not to exceed 500 words
- Cash Awards: 1<sup>st</sup> place \$250
- **Deadline entry: Nov. 15, 2023**, submitted to the District
- **Contact person: Lion Karen Murray**  
(972) 255-8858  
gizmo\_747@yahoo.com

#### MD-2 Diabetes Awareness Essay Contest

- Topic: “Knowing Diabetes is Fighting Diabetes”
- Qualification: Junior and Senior high school
- Essay not to exceed 1,500 words
- Scholarship Awards: 1st \$1,000; 2nd \$500
- **Deadline entry: March 1, 2024**, submitted to the District
- **Judging: Saturday, March 23, 2024 via Zoom**
- **Presentation (1st Place winner): Saturday, April 13, 2024 at District 2-X1 Convention\*)**
- **Contact person:**  
Lion Gloria Mathur  
(972) 896-9953  
gmathur120@gmail.com

#### MD-2 Drug Awareness Speech Contest

- Topic: “An ‘Odlie’ Yet New Drug in Town: Xylazine”
- Qualification: Junior and Senior high school
- 5 to 7 minutes speech
- Scholarship Awards: 1st \$1,000; 2nd \$500
- **Deadline entry: March 1, 2024**, submitted to the District
- **Judging: Saturday, March 23, 2024 via Zoom**
- **Presentation (1st Place Winner): Saturday, April 13, 2024 at District 2-X1 Convention\*)**
- **Contact person:**  
Lion Nia MacKay, PhD  
(972) 697-3521  
nia.mackay@icloud.com

#### MD-2 Outstanding Youth Award Contest

- Evaluated based on: high school GPA, 750-1000 word essays on “The Impact of Climate Change: A Complex Issue,” Letters of Recommendation, biographical statement, and a personal interview.
- Qualification: Junior and Senior high school student
- Scholarship Awards at District 2-X1: 1st \$1,000; 2nd \$500
- **Deadline entry: March 1, 2024**, submitted to the District
- **Contest Interview/Judging: Saturday, March 23, 2024 via Zoom**
- **Presentations (1st Place winner): Saturday, April 13, 2024 at District 2-X1 Convention\*)**
- **Contact person: Lion Nia MacKay, PhD**  
(972) 697-3521  
nia.mackay@icloud.com



**For contests rules, application, and other related forms, place your camera on top of the QR code above.**

\*)District 2-X1 Convention, Saturday, April 13, 2023 at Hilton Richardson, 701 E Campbell Rd, Richardson, TX 75081  
District’s 1st Place winners will advance to **MD-2 Texas Lions Contests, Saturday, May 4, 2024 (ZOOM)**  
MD-2 1st Place Winners will present their speech at Texas Lions Convention, Sat., May 18, 2023 in Amarillo, TX

# Comedy



# Corner!

*How does NASA organize a company party? They planet.*

If you have an item for the *Lions Link*, please email it to:

**biu101@yahoo.com**

**no later than 20th of the month  
inclusion in the next edition!**

Don't Miss the

**DEADLINE!**

**Visit Lions Clubs  
International online @**

**lionsclubs.org**

**texaslions.org**

**www.lions2-x1.org**



## Lions Code of Ethics

**TO SHOW** my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

**TO SEEK** success and demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

**TO REMEMBER** that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

**WHENEVER** a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

**TO HOLD** friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

**ALWAYS** to bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in word, act and deed. To give them freely of my time, labor and means.

**TO AID** others by giving my sympathy to those in distress, my aid to the weak, my substance to the needy.

**TO BE CAREFUL** with my criticism and liberal with my praise, to build up and not destroy.