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Insights Unveiled: Exploring the World Within Our Newsletter

Volunteering During Christmas: Spreading Joy as Lions Club Members

Christmas is a season of giving, and as Lions Club members, we have a wonderful opportunity to make a difference in our communities. Volunteering during this festive time is about spreading joy, sharing kindness, and living up to our motto: We Serve.

There are many ways to contribute during Christmas. Organizing food drives can help families in need enjoy a warm holiday meal. Hosting toy collections ensures that children experience the magic of receiving gifts. Visiting the elderly or lonely in care homes can bring smiles and heartfelt conversations to brighten their day.

For those who enjoy creative projects, helping decorate community spaces with lights and ornaments can uplift everyone's spirit. Members can also organize holiday fundraisers to support local charities or provide essential resources for those facing hardships.

Volunteering doesn't just help others—it enriches our lives as well. It brings us together as a community, strengthens bonds, and reminds us of the true meaning of the season: love, generosity, and compassion...-Editorial Board

2024-2025 District 2-X1 Cabinet Officers

District Governor
Radha K Kaphle
 469-265-6559
rkkafl@yahoo.com

Past District Governor
Prakash Gautam
 972-533-4801
pagu@hotmail.com

1st Vice District Governor
Kedar Timalsina
 214-415-7322
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2VDG Gary Vineyard
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Cabinet Secretary
Tami Kraus
 214.642.5756
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PCT Danny Fletcher (PDG Kathy)



DG Radha's Message

DG Radha K. Kaphle

Dallas Everest

December 2024

Greetings Fellow Lions,

Seasonal Greetings:

As we enter the holiday season, I want to extend my warmest wishes to you and your families. Whether you celebrate Christmas or another festive occasion, may this season bring joy, peace, and togetherness. It's also a time to reflect on the values that unite us as Lions—service, kindness, and compassion.

Fellow Lions, I want to take a moment to reflect on the remarkable journey we've had so far this Lions year. In just five months, our District has made tremendous progress, and I am deeply grateful for your unwavering commitment to the Lions mission.

Lions are more than a service organization—we are a family. Together, we bring smiles to others, and now is the time to keep our own family strong and united. Fellow Lions, let's continue to engage, retain, and grow our family, ensuring that no one feels left behind. By focusing on both retention and inviting new members, we will keep our clubs vibrant and connected, proving that together we truly **"Make Our Mark."**

❖ Membership Update:

We've made tremendous strides in growing our membership. We have added 310 new members (including 4 new Lions clubs and 3 Leo Clubs) and, after accounting for drops, achieved a net positive increase of 209 members. This is a satisfactory achievement that reflects the hard work of all our clubs. Let's keep this momentum going into the new year! However, there is still much to do: 10 clubs currently have fewer than 10 members, 13 clubs have between 10-19 members, and 45 clubs have more than 19 members. Let's strive for net growth and support these clubs. Chartering new clubs is also part of the challenge, and it requires collaboration between district and club leaders. This process allows us to reflect and grow.

❖ **Service and Reporting:**

Our collective service efforts continue to make a profound impact on the community. To date, we've served 276,000 people through various initiatives, logged 45,900 volunteer hours, and completed 1,228 service activities. However, some clubs are still not reporting their activities, which affects our overall performance. Currently, we are at 81% reporting, including Leo clubs, which is still one of the highest percentages in the CA-1 area.

I encourage all of you to ensure that service activities are consistently recorded. There are still 21 clubs that are not reporting properly, and 4 clubs have not reported any activities at all. Leo clubs also need to improve their reporting. Let's aim for better results in the coming months.

❖ **Training and Leadership:**

Thank you to everyone who participated in the leadership and officer training sessions held in November. These sessions are essential to equipping our leaders with the tools they need to succeed. Additionally, GLT Coordinator PDG Fred Conger will soon announce another training session for Zone Chairs, so please stay tuned for details.

❖ **LCIF Contributions:**

I am proud to share that we've raised \$9,042 for LCIF (Lions Clubs International Foundation), with contributions from 21 clubs and 14 individual Lions so far. However, we are still behind our goal. Your generosity supports vital humanitarian projects around the world, and I encourage more clubs and individuals to contribute as we work towards increasing our impact.

Club Officers, do You Know About the 5 Star Club Excellence Award for This Year?

To be eligible, your club must meet the following criteria:

- Achieved the Club Excellence Award.
- Membership increases of 20% (or a minimum of five members for smaller clubs).
- Minimum donations of US\$20 per member or US\$1,000 (whichever is less).
- Submitted annual service and membership reports.

The 5 Star Excellence Award represents a higher level of achievement than the Club Excellence Award. It requires more significant membership growth, larger contributions to LCIF, and annual reporting, in addition to meeting all the requirements of the Club Excellence Award. For more details, **please check the LCI website or the District 2-X1 website.**

Major Events Held in November:

- **DFW Cyber Lions Club Charter Night:** Held on November 4th, 2024, in Coppell, both in person and via Zoom, with Guest Speaker PID Ernesto TJ Tijerina.
- **2nd COG Meeting:** Held on November 8-9, 2024, in San Antonio, this meeting offered a blend of education, formal sessions, and entertainment with Texas Lions.
- **Officers' Training:** Conducted on November 2, 9, and 16, 2024, by GLT Coordinator PDG Fred Conger, with help from additional trainers.

- **2nd Membership Roundtable Summit:** Coordinated by GMT Coordinator PDG Esmeralda and co-chair Lion Jim Wood on November 16th, 2024. A summary report is shared on the Lions link.
- **District 2-X1 Lions Holiday Blood Drive:** Held on November 24th, 2024, in Irving, Texas, this event brought Lions together to support a crucial cause.
- **In addition to these major events,** our regular monthly meetings, club visits, club activities, and community involvement were also part of our ongoing efforts.

Request:

- **Zone Chairs:** We expect effective communication with zone clubs regarding dues payments, monthly service reporting, membership follow-ups, encouraging LCIF contributions, and leadership trainings. Please ensure timely planning of your Zone Meetings and prompt submission of corresponding reports.

Upcoming Events: (Mark Your Calendar)

- **2nd Zone Meetings:** Zone Chairs, please complete your second Zone Meeting with the Zone Clubs in December and submit your reports promptly. Thank you to those who have already held their meetings in November.
- **Volunteering Opportunities:**
 - **December 14th:** Assembling beds for children as part of the "Building Beds for Kids" project with Sleep in Heavenly Peace (no cost involved).
 - **Support These Clubs by Joining Parades:** Join us on December 7th (Italy Lions Club) and December 8th (Wylie Lions Club and Allen Community Lions Club).
- **Mid-Winter Conference & 3rd Cabinet Meeting:** January 18th, 2025, at Region 10, RSC, Richardson, Texas.
- **Building Beds for Kids:** March 22nd, 2025, in partnership with Sleep in Heavenly Peace.
- **District Christmas Potluck Party:** Join us for fellowship and entertainment on December 7th, Saturday, from 1:00 PM to 3:00 PM in Red Oak.
- *Please follow the district website, event calendar, and regular emails for other events and updates.*

Looking Forward to 2025:

Finally, thank you for making 2024 a successful year for District 2-X1. Together, we have accomplished so much, and I'm excited for what's to come in the new year 2025.

Wishing you all a happy holiday season, Merry Christmas and a prosperous new year!

Yours in service,
DG Radha K. Kaphle
rkkafle@yahoo.com

Dallas Everest

"Serve with Passion, Lead with Action"



Timalsina's Outlook



Greeting Lions,

As we enter the holiday season, I hope everyone and their families are enjoying their times together. The holiday season is also the perfect season to help those in need of service. Take some opportunity to volunteer at your local food banks or shelters. Many of the clubs in our district also have their annual events planned so be sure to check them out in the Lion's Portal.

A couple of weeks ago I traveled down to San Antonio for leadership training. In Lions club there is always an opportunity to keep learning therefore I encourage everyone to reach out to GLT Fred for information about training opportunities for your clubs and club leaders. Training is a very important aspect for our district and club to run as efficiently as possible.

In addition, I want to be able to make club visits to individual clubs and meet as many members as possible so please be sure to reach out to me through email or my phone number below for the time that works best for your club.

Wishing everyone a happy and warm holiday!

Yours in Lionism,

1st VDG Kedar Timalsina
Dallas Everest Lion Club
(214)-415-7322
kedar1234@gmail.com



Vineyards Voice
2nd Vice District Governor
Gary Vineyard

December 2024

Season Greetings Lion Family:

I hope you are having a wonderful time as we begin to celebrate this holiday season of joy, peace and happiness. I wish you safe travels as we gather with family and friends. This is a season of giving so please, make an effort to help someone less fortunate and spread the spirit of giving to those in need.

November was a great month for the district, The DG cabinet met in San Antonio for a wonderful time of training and leadership. I am truly thankful to be a part of this organization. Each time I learn more at these events. It motivates and excites me to use those teachings to enhance our clubs.

Special thanks to DG Rhada, 1VDG Kedar and the district cabinet for the exceptional work in making 2x1 the #1 club in Texas for membership growth. Our district has started several new Charter and Leo clubs since the start of this fiscal year and that is a great accomplishment.

However, we must ensure we are not dropping members on Dec 30 without board discussion and approval from your zone chair. This has cost the district to slide in years past and must change, it starts with you. Are you calling the members in question? Are you making personal visits to them? What actions are you taking to ensure they are ok? Retaining members is a vital key to maintaining our initiative for club growth for every club in the district. Maybe a change in membership status to member at large may be appropriate. The board and zone chairs are responsible for overall membership growth.

Training is vitally important for our club officers. There are still several clubs with officers not yet fully trained. GLT Fred Conger put together training sessions for the club officers. Please make sure you take advantage of his experience and wisdom to get your training completed.

Many clubs have special events happening in December and I'm excited to be out and see you. Please make sure your clubs are actively participating and reporting your community service hours. Several clubs have not yet reported their work. This is very important.



Vineyards Voice
2nd Vice District Governor
Gary Vineyard

Lion Portal - If you have are having issues with the Lion portal, please let your zone chair know.

LCIF contributions are extremely important. Please make it a priority for your board to approve a contribution to LCIF this month.

Many clubs have fundraisers happening and it's a perfect time to earmark some of this to LCIF. Remember, every \$1,000 donation qualifies for your club to name a deserving member as a Melvin Jones Fellow. This a very distinguished honor for any Lion to receive.

DG Radha detailed the many great things happening for clubs around the district this month. If your club has an event not listed, please let me know so we can get it added to the district calendar!

I look forward to seeing many of you at your special events this month!

In closing, as we close out 2024, we reflect on many things. It is vitally important that we remember those we lost this year. Please keep their club, family and friends in your prayers.

IN MEMORIUM:

Lion Patti Hooten – Irving Noonday
PDG Kathy Fletcher – Plano Early
Lion Jetta Hoffman – Dallas White Rock
Lion Kenneth Cordier – Dallas Oak Cliff
Lion Lois Cathey – Duncanville Noon
Lion Jerry Wolfe – Dallas White Rock
Lion James Pitts – Waxahachie
Lion Myrtle Hightower – Plano Early
Lion Jimmy Stoffregen – Waxahachie
Lion J.D. Centilli – Waxahachie
Lion Blake Lindsay – Dallas Oak Cliff Club

WE SERVE!

2VDG Gary Vineyard
Club Director/Past President
Midlothian Lions Club



Prakash's View
GET Chair, PDG Prakash Gautam
Plano Collin Nepalese Lions Club



Greetings, fellow Lions!

I am happy to see the progress of District 2-X1 in every field – membership, service, leadership and LCIF Contribution, over the first five months of Lions Year 2024-2025. Although we have completed only five months of Lions Year 2024-2025, I have seen incredible progress in each field noted above that justifies the reasons to be proud of our District and Governor Radha.

The District has already chartered four new clubs and is currently working on a couple of more clubs. I congratulate the sponsoring clubs and all the Lion leaders who worked tirelessly in chartering the new clubs. I have been in continuous communication with the District Governor about establishing new clubs in new ethnic communities and in big corporate houses. In this context, we have started our initial talk with a prospective Lion, a management level employee of AT&T, to start a new Corporate Lions Club in AT&T. On November 11th DG Radha, I, and the prospective Lion had an informal meeting, and we are motivated by the meeting. Chartering a new Club is a gradual process and will take some time to complete the entire process.

I am incredibly happy that the District has already achieved its initial club extension goal of 2024-2025. And I believe that the District will exceed its Extension Goal by establishing a couple of more clubs by the end of the Lions Year 2024-2025. I wish you all a very pleasant and memorable December 2024! Enjoy the Holiday Season and Merry Christmas 2024!

Best Regards,
Lion Prakash Gautam

GLOBAL MEMBERSHIP APPROACH GMA

District 2-X1, November 30, 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 Governor and his team, the clubs have made membership growth their top priority and all Lions working towards a common goal of achieving Mission 1.5.



District 2-X1 Goals for 2024-2025: Following are the district goals:

- Charter 2 new clubs
- Recruit 300 new members
- Drops to be below 240
- Net membership gain 60
- Serve 200,000 needy people in our community

Our Accomplishments:

Clubs:

Clubs: 2-X1 has chartered Four new clubs 1. 'Dallas Bachimalka' Club. 2. Dallas Himalayan Sports and 3. DFW Cyber Club 4. Dallas Everest Women's Club

2-X1 Membership Status: (November 29, 2024)

Added members.....	310
Dropped Members.....	101
Gain/Loss.....	209
Closing Balance.....	2,078

MD-2 Membership Status	
Added members.....	1,600
Dropped Members....	1,107
Closing Balance.....	21,962
Net Gain/Loss.....	493

2-X1 goals for this year was to recruit 300 new members with the drops limited to 240 for a net membership increase of +60. We have already exceeded in net members to 209. The chart shows the drops have been contained. Our net increase is 209 exceeding the goal of 60. Recommend we readjust our membership goal to reflect our current positive trend from 60 to 150. We have done extremely well in new clubs and member recruitment. District 2-X1 is leading in MD-2 with the highest net growth. Following are top five clubs for net membership growth %.

- Dallas Buddha ...48%
- GP Host Family...32%
- Dallas Filipino.....26%
- Rowlett.....21%
- UTD Infinity.....20%



Moving forward for the month of December is critical to watch the member drops. The clubs need to have a clear strategy and criteria, if faced with dropping a member. Extended periods of non- payment of dues and non-participation in service projects should be the determining factor to drop a member.

Several members have left in good standing. Getting in touch with them and addressing any issue would help. 2-X1 has 10 clubs with <10 members. These clubs need help to be rejuvenated. 26 clubs with no membership activity through November need to consider holding membership events.

Service: In the last five months 2-X1 Lions have served over 279,801 people with 1,212 service activities dedicating 45,977 volunteer hours. 81% of the clubs have reported their activities on Lions Portal. 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. Club Officers training for Club President, Secretary and Treasurer was offered in June. Another club officers training was offered in November.

LCIF Contributions: District 2-X1 has collected \$9,042 towards our foundation during this fiscal year. Better club participation is needed to meet our goal.

PDG Vinod Mathur
2-X1 and MD-2 GMA Coordinator
Area 1A GMA Leader

Esmeralda's Express News

PDG Esmeralda Rodriguez

Grand Prairie Host Lions Cub

Ph: 972-891-4678 email: Lionesme01@gmail.com



Happy Holiday Season to our Lions family! I know this is a super busy time of the year filled with joy and for some families also many challenges and struggles. However, our District 2x1 lion clubs are diligently providing service throughout their communities- blood donation drives, food donation drives, clothing drives, vision clinics, community gardening, Thanksgiving basket/food giveaways, and Christmas gift collection drives.

Reminder of Upcoming Events:

Duck Derby Race on December 7th at 8:30 am at Epic Waters in Grand Prairie, Texas

District 2x1 Christmas Social on December 7th at 1 pm to 3pm at 207 W. Red Oak Rd. Red Oak, Tx. 75154 (Bring a potluck dish).

Charter Event-Congratulations to DFW Cyber club President Conrad Alagaban and all his team and club members that had a great charter event on November 4th with PID Ernesto TJ Tijerina being their guest speaker at the Cozby library in Coppell, Texas.

District 2x1 2nd Membership Round Table Summit-District membership team and lions interested in learning tools and resources to increase retention and grow membership attended on Saturday, November 16th at Crozby Library. Big thanks to team that helped to implement the successful training: DG Radha Kaphle, FVDG Kedar Timalsina, GMT Co-Chair Jim Wood, PCC John Eads, Region Chair Nia MacKay, President Conrad Alagaban, Dallas Founder GMT chair Carol Donovan, Zone Chair Joseph Kyle, 2x1 Specialty Coordinator Suresh Basyal, GMA Champion Vinod Mathur and all the lion members participants. Some of the topics discussed and strategies brainstormed included: Member Retention Tips; Rebuilding Club Tips; Tips for Welcoming New Members; Ideas for Orientation of New Members; Service Activities to Keep members Engaged; Recognition Tips of members; Tips to Share your Clubs service and your members' stories of service on social media; Fundraising Ideas; and Recruiting Tips. We had presenters share their successful experiences with branch clubs, specialty clubs, rebuilding small clubs, retention tips, and membership goal planning.

A big challenge is to retain our current membership and not have a big drop of our members by December 31st. Historically, we see a significant increase in membership drops in the month of December as Club Secretaries and Club Treasurers are

Esmeralda's Express News

PDG Esmeralda Rodriguez

Grand Prairie Host Lions Cub

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updating their club rosters for the upcoming annual dues payment in January. Due to retention being a big issue impacting membership, our MD2 GMT chair Sheila Donnelly is asking club officers to work together and be proactive to keep Lions from leaving and reduce our District's membership losses by:

*Reaching out to Lions who have been inactive for a while. A sincere personal invitation to a club event can go a long way for a member who feels disconnected from their club. All Lions want to feel they Belong and are Making a Difference.

*Making sure members who are behind on their dues are personally contacted so they are aware of how much they owe and how they can pay. Please do not wait until the last minute to collect, in order to provide a member ample time to bring their dues current.

As I reflect on the fact that some of us have had to deal not only with the loss of family members, friends, colleagues, and lion members we held dear as part of our lives this past year, we need to be sure to please check in with our lion members at the club and district level. We need to ensure that they are doing okay and are getting engaged with service activities if they are physically able to take part in our club or district service activities. Have a safe and great holiday season filled with health, joy and peace.

Respectfully Submitted,

2x1 GMT Chair Lion Esmeralda Rodriguez

972-891-4678

Lionesme01@gmail.com

GAT Area 1A

MDs 2, 3, 7, 8 & 26

- January 6
- January 20
- February 3



- 7-9 pm CST
- Register now: <https://bit.ly/AreaAGrow>



Growing Lions Workshop

Join Lion leaders from across **Global Action Team Area 1A** to learn tips & tools you can use to **start new clubs & grow membership in existing clubs.**

This Workshop is designed for your **District Growth Team** to work through the process of starting new clubs together & use these same tools to rejuvenate membership in current clubs — and, if all goes well, have a new club chartered, or well on its way to being chartered, by the end of the 6 week session or soon thereafter.

All sessions are virtual & begin @ 7 PM CST (Central)



Monday, January 6
Monday, January 20
Monday, February 3

Advance Registration Required

After registering, you will receive a confirmation email containing information about joining the meeting.

<https://bit.ly/AreaAGrow>

Workshop Overview

- Session 1 - Mission To Grow, Resources, Clubs Types & Formats, Develop Your Team, Identify Areas of Opportunity & Site Research
- Session 2 - Promoting the New Club, Inviting A New Generation, Recruitment Models, Recruiting Tips
- Session 3 - Formation Meetings, Club Process & Approval & Launching the Club
- Each session involves a 120 minute virtual learning component, success stories, and an assignment to complete before the next session
- District Teams will work together during each session to plan & strategize
- Live participation in all sessions is strongly encouraged
- Session recordings will be available



Fred's Findings
PDG Fred Conger
Coppell Lions Club



fred.conger@verizon.net

Helo District 2-X1 Clubs

The major purpose of the Global Leadership Team is to provide Lions Club leaders and club members with learning opportunities to become better informed and prepared Lions.

Why is that important? The primary reason is so that club leadership will have a successful term in office. The second most important reason is to help develop, enable and encourage club members to be prepared to accept club leadership positions.

District 2-X1 has been the MD-2 (Texas) leader in such training for many years. There has always been training for incoming officers, usually offered at the first cabinet meeting of the LION YEAR. But back in 2012, PDG Carolyn Dorman took it to the next level with her "District 2-X1 Lions University" training concept. Training was held prior to the club officers taking office so club leaders were ready on day 1 of the new Lion year. An education facility was rented for the training day and a wide range of classes were offered by a cadre of knowledgeable Lion Leader facilitators. That tradition continues to this day.

The District 2-X1 Lions University for the upcoming Lion year is scheduled for June 21, 2025. Details will be forthcoming but save the date and plan to get your club's incoming officers there for in-person training.

One of our 2024-2025 district goals is for 65% of Club Presidents, Club Secretaries, and Club Treasurers to have received training. As of today, of our 68 clubs, 67.65% of Club Presidents, 55.88% of Club Secretaries, and 50.0% of Club Treasurers have taken advantage of one of the training opportunities for this Lion year. Clubs run smoother and have fewer issues if their officers know what they should be doing. If you have not yet completed your training, go to the following link and complete the required steps outlined for the appropriate club officer.

<https://lionsdistrict2x1.org/lions-2-x1-university-files/>

Need info about Lions? Need help with the Lions Portal? Need an informational presentation or one on one help? Contact me, I will be happy to assist you.

PDG Fred Conger

214-274-4490

fred.conger@verizon.net

District 2-X1 2nd Round Table Summit: Open Forum- Sharing Challenges and Solutions

Date: November 16, 2024

Location: First United Methodist Church, Coppell, TX

Lions District 2-X1 2nd Round Table Summit fostered vibrant discussions and practical ideas, empowering clubs to grow their membership, strengthen community impact, and enhance engagement.

The summit addressed nine critical areas for enhancing club performance, membership engagement, Fundraiser and community impact. During the program, nine different groups of participants came up with ideas to strengthen club activities.

Furthermore, senior leaders in District 2-X1 included the past council chair John Eads, District Governor Radhakrishna Kaphle, the past district governors Fred Conger(GLT), Esmeralda Rodriguez(Global Membership Chair and Summit Coordinator), Vinod Mathur(GMA), membership co-chair Jim Wood, East Region Chair Dr. Nia MacKay, Specialty Club Coordinator Suresh Basyal, Zone Chair Joe Kyle, Club President Conard Alagaban and member Carol Donovan presented their ideas for the respective topics.

1. Member Retention Tips:

- o Recognize and reward members to build loyalty.
- o Leverage technology for communication and engagement.
- o Foster a sense of community through regular interaction and shared goals.
- o Offer flexibility to accommodate diverse schedules and preferences.
- o Assign a senior Lion to mentor and maintain communication with new members.

o Rebuilding Clubs:

- o Start fresh with a clean slate by leaving past challenges behind.
- o Reassess meeting locations and times to suit members' needs.
- o Encourage passionate and visionary leadership.
- o Rebrand the club by updating its name, website, and social media presence.
- o Focus on achieving small but impactful wins (KISS: Keep It Simple and Successful).

o Welcoming New Members:

- o Conduct formal inductions, highlighting the reasons members join and their interests.
- o Assign roles that align with members' skills and passions.
- o Provide training and orientation covering the club's history, international impact, and local activities.

- o Organize fellowship events like potluck dinners to create a welcoming atmosphere.
 - o **Orientation for New Members:**
 - o Deliver structured orientations using experienced leaders and past district governors (PDGs).
 - o Discuss the club's activities, officer roles, and services.
 - o Introduce the members to the club's history and how it aligns with broader Lions initiatives.
 - o **Service Activities to Engage Members:**
 - o Plan impactful projects like park and street cleanups, health screenings, and vision exams.
 - o Celebrate cultural diversity through events and festivals.
 - o Tailor projects to members' interests, such as humanitarian services or community leadership roles.
 - o Encourage members to actively participate by wearing Lions pins, vests, and leading by example.
 - o Use social media hashtags and posts to promote the club's activities and attract community support.
 - o **Recognition Tips for Members:**
 - o Present membership certificates, pins, and Lions jackets to appreciate contributions.
 - o Publicly acknowledge members who excel in their roles.
- Foster pride by celebrating individual and group achievements.

1. **Social Media Engagement:**

- o Share stories of service, including food drives, environmental cleanups, and health awareness initiatives.
 - o Promote events like family picnics, fundraising programs, and member inductions.
 - o Highlight activities such as diabetes awareness, tree planting, and visits to senior citizens.
 - o Use social media to amplify visibility and inspire community involvement.
 - o **Fundraising Ideas:**
 - o Design engaging flyers for social media promotion.
 - o Prioritize high-impact, low-expense activities like raffles and wine tastings.
 - o Encourage member donations and participation in events.
 - o Collaborate with local businesses, corporations, and restaurants to secure resources and sponsorships.
 - o **Recruiting Tips:**
- Regularly invite prospective members to meetings and community events,

- o covering their meal costs if needed.
- o Engage local leaders like the mayor, council members, and civic departments.
- o Attend community events to increase visibility and share the club's story.

Encourage members to wear Lions vests and pins to represent the club at public gatherings.

(This points are collected and compiled from 9 different group's ideas and discussion)

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 1st, 2nd, and 3rd Club Vice Presidents in succession to assume the next step in leadership of your Club. Is this your Club?

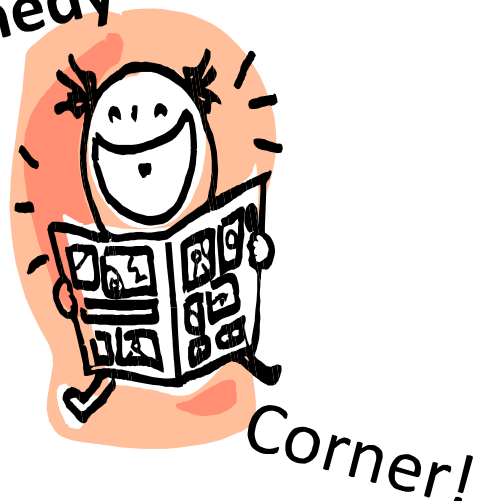
Consider doing this process like our District 2-X1 does with our Governor and 1st and 2nd Vice District Governors. This avoids fatigue and being overworked. This gives those future leaders of your Club a working knowledge of leadership as a President of your Club. Spend time in your Club in developing 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."

Comedy



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!

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International online @
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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.