



Club Officers Manual

2006-2007

English Language

Lions Clubs International PURPOSES

TO CREATE and foster a spirit of understanding among the peoples of the world.

TO PROMOTE the principles of good government and good citizenship.

TO TAKE an active interest in the civic, cultural, social and moral welfare of the community.

TO UNITE the clubs in the bonds of friendship, good fellowship and mutual understanding.

TO PROVIDE a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

TO ENCOURAGE service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

Lions Clubs International 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 to 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 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 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, and my substance to the needy.

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

Mission Statement

TO CREATE AND FOSTER a spirit of understanding among all people for humanitarian needs by providing voluntary services through community involvement and international cooperation.

Club Officers Manual
Table of Contents

I. ESSENTIAL INFORMATION.....	3
A. Resources.....	3
1. International Headquarters.....	3
2. Lions Clubs International Web Site.....	3
3. Standard Form Lions Club Constitution and By-Laws.....	3
4. Periodicals.....	3
5. International Program.....	4
6. District Officers.....	4
7. Lions Clubs International Foundation.....	4
B. Club Structure.....	5
1. Officers.....	5
2. Committees.....	5
3. Membership Categories.....	5
4. Club Financing.....	5
C. Use of Lions Name and Emblem.....	6
D. Limits on Authority.....	7
E. Leadership Skills.....	7
F. Status Quo and Club Cancellation.....	7
G. Club Mergers and Single Club Transfers.....	8
H. Club Name Changes.....	8
I. Club Officer Training at the District Level.....	8
II. CLUB MANAGEMENT.....	9
A. Beginning the Year.....	9
1. Preparation.....	9
2. Setting Goals.....	9
3. Making Committee Assignments.....	9
4. Selecting Service Activities.....	10
5. Determine Record Keeping Methods.....	10
6. Know Your Forms.....	10
7. Fiscal Responsibilities.....	10
B. Throughout the Year.....	12
1. Running Meetings.....	12
2. Communicating Effectively.....	13
3. Handling Correspondence.....	13
4. Understanding Membership Issues.....	13
5. Attendance.....	14
6. Financial Responsibilities.....	14
7. Promoting Your Club.....	17
8. New Club Extension.....	17
9. Attending Zone Meetings.....	17
10. District Governor's Club Visit.....	18
11. Attending Conventions.....	18
C. Finishing the Year.....	18
1. Recognition.....	18
2. Transitioning to the Next Leadership Team.....	18

CLUB OFFICERS MANUAL

This manual contains helpful information to guide you through your year as a club officer. The association recognizes that each Lions club is unique, and people have different management styles. To accommodate these facts, there is a great deal of latitude in how you choose to manage your club—as long as you follow the basic club requirements set forth in the Standard Form Lions Club Constitution and By-Laws.

Serving as a club officer is a privilege and honor bestowed upon you by club members. Through your election, your peers have recognized your leadership skills and potential to manage the club effectively. Your term in office will offer many opportunities to learn new skills, improve others and grow as a leader through experience. By taking advantage of the many opportunities to learn and grow, your term can have personal and professional development benefits that will last a lifetime.

All the members of your club are part of your team, and it is the club officers' responsibility to guide members toward reaching the club's goals. Every member has his or her important role to fill, and by working together, your club will be able to meet its full potential and serve a vital role in your community.

I. ESSENTIAL INFORMATION

A. Resources

There is an abundance of information, materials and people ready to assist you as you serve your term in office. You may take advantage of these resources as needed.

1. International Headquarters: International Headquarters has many resources accessible to you. The staff is ready to assist you in any way possible. Familiarizing yourself with International Headquarters structure can help you use this important resource more effectively. Visit the Lions Clubs International Web site, www.lionsclubs.org, or refer to issues of THE LION Magazine to find a listing of specific contact numbers for International Headquarters departments.

2. Lions Clubs International Web Site: The Lions Clubs International Official Web site, located at www.lionsclubs.org, is an essential tool for club officers. There are hundreds of pages of information on the site.

There is basic information about the association's programs, contact information and e-mail links to International Headquarters, various directories and an online Club Supplies section. Many publications can be downloaded, which saves both time and money. The Web site also offers a unique membership reporting area enabling club officers to view and update their club membership records. Adding a new member, dropping a member, transferring in a member from another club and reinstating a member, as well as updating a member's address, telephone number, fax number, etc. can be accomplished through this area. In addition, club officers can update their club officers and view and update information related to a club branch affiliated with their club. Club presidents, secretaries and treasurers will annually be issued passwords to access this information. For more information regarding online report filing, visit the Web site, or contact the Information Technology Division at International Headquarters. The e-mail address is wmmr@lionsclubs.org.

3. Standard Form Lions Club Constitution and By-Laws: The Standard Form Lions Club Constitution and By-Laws (LA-2), available on the Web site, is another important item for club officers. The Constitution and By-Laws outlines the structure, duties and responsibilities of Lions clubs and is the ultimate guide for club management. Information contained within this constitution is the club's primary governing guidelines.

4. Periodicals: Each Lions club member receives THE LION Magazine. The monthly e-Newsletter contains important information about association programs and policies for all Lions. This newsletter is accessible only on the association's Web site, www.lionsclubs.org.

5. International Program: This program, which explains the international president's focus for the year, is available on the association's Web site and in THE LION Magazine. It is suggested that clubs choose some activities that correspond to the programs featured in this publication.

6. District Officers: Locally you can rely on your district governor, region chairperson and zone chairperson to help you with questions and problems that may arise during your year. Many districts also have materials for clubs, such as a video lending library, that may be helpful. Often, past officers can offer advice based on their experiences.

7. Lions Clubs International Foundation: Located at International Headquarters, Lions Clubs International Foundation (LCIF) is the charitable funding arm of the association. It disburses grants in several categories for humanitarian projects, such as SightFirst, Standard, International Assistance, Core-4 and Disaster Relief. Please contact LCIF or visit the foundation's Web site at **www.lcif.org** to learn more about the foundation's programs and how your club can become involved.

Essential Resources for Club Officers

- *International Headquarters
300 W. 22nd Street
Oak Brook, IL 60523-8842 USA
Phone: (630) 571-5466
Fax: (630) 571-8890
E-mail: English_Language@lionsclubs.org*
- *Lions Clubs International Web Site **www.lionsclubs.org***
- *Standard Form Lions Club Constitution and By-Laws (LA-2)*

B. Club Structure

Clubs are composed of several leadership positions. Working together, these club leaders manage club operations. Please refer to the Standard Form Lions Club Constitution and By-Laws for a specific listing of position responsibilities.

1. Officers:

- President
- Immediate Past President
- Vice Presidents
- Secretary
- Treasurer
- Lion Tamer
- Tail Twister (optional)
- Membership Director
- Board of Directors

2. Committees: Committees contribute to the success of a club by concentrating on a specific area and making sure that the club's goals in that area are met. Typically, committees are formed to focus on areas such as club meeting programs, community service, fundraising projects, club finances, membership development, public relations and constitution and by-laws. Clubs are encouraged to appoint an information technology chairperson to accelerate the club's use of technology. Clubs may form additional committees as deemed necessary.

3. Membership Categories: There are seven types of membership:

- Active
- Affiliate
- Associate
- Honorary
- Life
- Member-at-Large
- Privileged

Please refer to the Standard Form Lions Club Constitution and By-Laws for a description of each membership category. No individual can simultaneously hold membership, other than honorary or associate, in more than one Lions club.

4. Club Financing: Most clubs use the budget system of financing. This is a practice of anticipating in advance as accurately as possible the income and expenses of your club for a specific period and then preparing a budget on that basis. Budgets should be used as guidelines for spending.

Clubs should have two budgets for their fiscal year: (1) an administrative budget and (2) an activities budget. The administrative budget is what finances club operations. Its income comes mostly from club dues. The activities budget finances the club's activities and projects. Its income should come from special fundraising projects held by the club in the community. Income from the club's fundraising projects cannot be used to defray the club's administrative costs, even if the club advertises that funds raised will be used for the club's own purposes. The club can, however, deduct the direct operating expenses of the fundraising project from the funds raised.

C. Use of Lions Name and Emblem

The policy of the International Board of Directors states:

- No item bearing the association's name or emblem may be sold or distributed to Lions, Lions clubs or the public without written permission from the general counsel or the Club Supplies and Distribution Division at International Headquarters.
- No Lion, Lions club or Lions district may use the association's emblem on any item sold to Lions or to the public for fundraising purposes. A special "Lions Club Fundraising Activity" seal has been created for this purpose and may be used only upon written permission granted by the general counsel.

It is important that all Lions clubs use the official Lions emblem recognized by the international association. A manufacturer must obtain permission from the international association for the use of an approved Lions club fundraising activity seal on their product to be used in the fundraising.

One of the important things to remember about a Lions supply item such as a Lions lapel pin is that when another Lion recognizes it, the emblem creates an immediate bond of friendship. Observance of these trademark regulations helps to protect this emblem as a symbol of understanding and cooperation between people of goodwill everywhere.

D. Limits on Authority

- The club president has no absolute authority. The president's authority to act must come from directives from the board of directors, the club as a whole, the club's constitution and by-laws, or the Standard Form Lions Club Constitution and By-Laws (LA-2).
- What the board of directors can and cannot do by itself is set forth in the Standard Form Lions Club Constitution and By-Laws, available to all club presidents and published on the association's Web site.
- Any club rule, procedure, by-law or constitutional amendment that is contrary to the constitution and by-laws of the club, district, multiple district or the International Constitution and By-Laws (LA-1) is not valid.

E. Leadership Skills

As club officers, developing and nurturing leadership skills is very important. Club members will be looking to you for guidance, for motivation and to help solve problems, if necessary. Together, your leadership team will help keep the club moving towards its goals. The Leadership Division at International Headquarters sends several resources to the district leadership development chairperson to assist you to develop critical leadership skills. Also, please check the Lions Clubs International Web site for current additional leadership training resources.

F. Status Quo and Club Cancellation

Status quo is a temporary suspension of a club's charter, rights and privileges, as well as obligations. Status quo clubs should not submit a Monthly Membership Report or submit changes in membership. A club can remain on status quo for only 90 days. Justifiable conditions for placing a club on status quo include:

- Failure to comply with the objectives of the association or conduct unbecoming to a Lions club
- Failure to fulfill any other obligations of a chartered club, such as failure to maintain a minimum membership requirement, or failure to submit Monthly Membership Reports for six or more consecutive months or failure to hold regular club meetings
- Failure to pay outstanding balance over US\$1,000 90 days or older in the club account as shown on the District Governor's Monthly Recap of Accounts or failure to pay international or district (sub- or multiple) dues within 90 days
- Verification of non-existing club
- Decision of club to disband
- Decision of club to merger with another club

Clubs are encouraged to consult their sponsoring club, zone chairperson and district governor to prevent being placed on status quo.

If a Lions club decides to disband, the club is strongly encouraged to first contact its district governor, who will begin procedures to cancel its charter.

G. Club Mergers and Single Club Transfers

More information and application forms for the following may be requested from the English Language Department at International Headquarters.

- ***Club Mergers:*** Two clubs or more may merge together, provided that both clubs are in agreement as to the terms of the merger and the proper steps are to be taken.
- ***Single Club Transfers:*** Clubs may transfer from one district to another, provided that all requirements are met and the International Board of Directors approves the transfer.

H. Club Name Changes

Club name changes must comply with the requirements established in the International Constitution and By-Laws and Board Policy. Requests should be sent to the New Clubs and Marketing Department at International Headquarters.

I. Club Officer Training at the District Level

Districts are mandated to offer training programs for club officers. These programs are beneficial to skill development and personal growth. Club officers are encouraged to attend these programs, which often take place during district conventions or special district, region or zone meetings. Contact the district governor or district leadership chairperson for details.

II. CLUB MANAGEMENT

Teamwork is one of the keys to successful club management. Club officers can collectively shape the way in which they work together that will be best for all concerned. There are, however, specific responsibilities and areas of authority for each club officer. Using these as a guide, your leadership team can determine the most effective way to manage your club throughout the year.

A. Beginning the Year

1. Preparation: Many officers find it helpful to begin preparation for their year before taking office, taking advantage of the many available resources to learn more about their club and the international association. The outgoing officers can be most helpful during this time; however, make sure that you do not interfere with their leadership until you officially take office.

2. Setting Goals: Most people will agree that setting goals and developing a plan to achieve those goals is one of the keys to success. Working with your leadership team, consider creating a strategic plan outlining your club's goals for the year and how you intend to reach them.

3. Making Committee Assignments: One of the most important responsibilities of a club president is making committee chairperson assignments. Experience worldwide shows that a member who is actively engaged in club activities will continue to be a club member.

Presidents should confer with their vice presidents before assigning chairpersons since the vice presidents may work closely with committees throughout the year. When choosing chairpersons, consider matching committee assignments to your members' skills and knowledge. If the current club president agrees, your chairperson appointments may be announced before you officially take office.

Throughout the year, the club's leadership team should work closely with the committee chairpersons to keep them informed, encouraged and motivated.

During the club president's term, he or she will need to form the Nominating Committee. Please note that, according to the Standard Lions Club Constitution and By-Laws, the committee should be functional by March, and club elections must take place by April 15. Information about elected officers is to be reported on the PU-101 Form or through the membership reporting area of the association's Web site.

4. Selecting Service Activities: Generally, service activities fall into three areas:

- The annual International Program, which details the programs the international president will emphasize.
- Ongoing and traditional activities of Lions Clubs International, such as blindness prevention and youth outreach.
- The unique needs of your community.

Most clubs try to achieve a balance between these three areas when prioritizing activities for the year. It is also a good idea to review your club's goals before choosing activities. Most importantly, look at your resources closely—time, budget and volunteer support—before committing to a project.

5. Determine Record Keeping Methods: There are many ways to keep records for the club. It is a good idea for club officers to meet and determine how the club's records, such as meeting minutes and financial records, will be kept. Also, detailed records should be kept on each club member. At the end of the year, records should be turned over to the succeeding officers.

6. Know Your Forms: Take time to familiarize yourself with the various forms clubs submit on a regular basis. Please note that some of these forms are available for submission online via the association's Web site at www.lionsclubs.org.

- **Monthly Membership Report Form (C-23-A):** Used to report membership status to International Headquarters. The paper report is due the 10th of the following month from clubs in the United States, the 15th of the month from clubs in Canada and the 20th of the month from clubs elsewhere.

The electronic version of the Monthly Membership Report (WMMR) must be filed by 4:00 p.m. (CST) on the 28th of the month following the month of the report being submitted. A chart of the dates that a report can be filed is shown below:

WMMR Month

July
August
September
October
November
December
January
February
March

Dates

June 29 – August 28
July 29 – September 28
August 29 – October 28
September 29 – November 28
October 29 – December 28
November 29 – January 28
December 29 – February 28
January 29 – March 28
February 29 – April 28

April
May
June

March 29 – May 28
April 29 – June 28
May 29 – July 28

As a club makes changes to their membership, these changes occur automatically in the association's membership records. Changes can continue to be made during this time as often as they wish. The report is cut off on the 28th of each month, and no further changes can be made for that month. They must be included in the next month's report.

PLEASE NOTE: A club cannot file future reports month(s) ahead. In the event a club needs to submit a report prior to the current month the Web site allows four prior months to be entered online. For reports older than four months, it will be necessary to submit that month's MMR in paper format as a revised report. Of course, prior months submitted online can be viewed.

Both the paper and electronic Monthly Membership Report must be submitted each month even though there are no changes in membership.

- **Club Activities Report Form (A-1):** Club secretaries submit this online form to report completed service activities, financial donations, and service hour contributions. This will create an end-of-the-year cumulative annual report. This report can be submitted online only.
- **Club Officer Report Form (PU-101):** Clubs submit their officer contact information on this form annually on paper or through the membership reporting area of the association's Web site.

Clubs submitting a paper copy should return the original copy to International Headquarters in the pre-addressed envelope. Also forward a copy to your district governor. Club secretaries in the United States and Canada receive a pre-printed roster with each member's name and number with the PU-101. Review, amend and return this roster to International Headquarters with the PU-101. French-speaking clubs in Canada and all other clubs do not receive this roster.

All club officers should be reported by May 15.

- **Supply Order Form:** This form is used to order Club Supplies from International Headquarters. Remember to allow plenty of time for orders needed by a certain date. Club presidents and secretaries can place orders. Clubs may place orders through the association's Web site.

The Club Supplies Division at International Headquarters has many additional forms that can be very helpful for club management. Please refer to the Club Supplies Catalog.

7. Fiscal Responsibilities: There are several important financial issues that should be addressed as you begin your year.

- **Preparing the Budgets:** Developing the club's budgets is one of the most important responsibilities of the treasurer. He or she works with the Finance Committee and club president to prepare them. It is important to carefully anticipate revenue and income and prioritize spending needs when developing the budgets. Monitoring them throughout the year will help ensure your club remains solvent.
- **Handling Banking Issues:** The treasurer and Finance Committee will recommend a banking institution to the board of directors, as well as suggest officers for signing and co-signing checks. It is also recommended that a signature card be on file with the bank, limits set regarding the amount of petty cash the club will handle and a system for reimbursement established.
- **Setting Club Dues:** The treasurer, in cooperation with the Finance Committee and upon approval of the board of directors and club members, sets the amount for the annual club members' dues. When determining this amount, consider how much money will be needed to maintain the financial health of the club. The club dues should also include district, multiple district and international dues. Club dues are typically collected in advance, semiannually or annually. Invoices are usually sent to club members approximately 10 days before the start of the dues-paying period.

B. Throughout the Year

1. Running Meetings: The club president presides at all meetings of the club. Preparing and following an agenda as well as using a recognized system of parliamentary procedure (such as *Robert's Rules of Order*) will ensure the meetings run smoothly and productively. Parliamentary procedure will also help you assert yourself when necessary and handle disharmonious behavior. Handling problems that occur during meetings is not always easy. Your members expect, and have confidence in the club president to lead during these times.

Agenda formats vary from club to club and may be tailored to meet your club's individual needs. A typical club meeting or board of directors meeting format:

- Call to order by president
- Introduction of guests
- Program (guest speaker, entertainment, etc.) may either precede or follow the business portion
- Reading and approval of minutes of previous meeting
- Treasurer's report
- Old or unfinished business
- New business
- Adjournment

The club secretary typically has numerous duties for these meetings:

- Creating an agenda in conjunction with the president
- Notifying participants of the time and location of the meeting
- Recording minutes during the meeting
- Taking attendance
- Recording attendance, makeup meetings and awards presented

2. Communicating Effectively: For a club officer, it is vital that the lines of communication remain open among members of the leadership team as well as between the leadership team and the board of directors, club members, district officers and the community. Keeping these people up to date on club news, issues, etc. and helping them work through challenges will be an important part of your year. If disputes arise between any member or member, and the club, there is a dispute resolution provision in the Standard Form Lions Club Constitution and By-Laws.

3. Handling Correspondence: Club officers often handle an abundance of correspondence. Correspondence should be answered promptly and professionally to ensure the efficient running of the club.

4. Understanding Membership Issues: There are several membership issues with which club officers should be aware.

- **Eligibility:** Any person of legal majority of good moral character and reputation in your community is eligible for membership in your club. Lions club membership is by invitation only. Nominations are made on the Invitation-Application for Membership Form. Any member dropped from membership may be reinstated within six months by a majority vote of the board of directors. Where more than six months have elapsed, the member must return to the club as a new member.
- **Transfer Members:** The club may grant membership on a transfer basis to a Lion who has terminated or is terminating his or her membership in another Lions club, provided that:
 - - The termination was in good standing
 - - The transfer is approved by the board of directors
- **Reinstated Lions Service Credit:** This benefit will allow Lions who have had previous breaks in Lions membership to claim their time served, "in good standing," and apply it to their current Lions membership record. This benefit does not apply to former members who were dropped for "non-payment of dues."

- **Recruitment and Retention:** Membership recruitment and retention are vital to the success of a Lions club. Planning and implementing recruitment and retention strategies can help your club thrive.

Please contact the Extension and Membership Division at International Headquarters regarding membership issues, including programs and resources for your club's important membership recruitment and retention efforts.

5. Attendance: It is the responsibility of the club to monitor attendance of members, establish make-up rules and verify that members have fulfilled attendance requirements. Through the Club Supplies Catalog, perfect attendance awards are available for members who have attended every regularly scheduled meeting for twelve months or more, making up missed meetings in accordance with the club's policies. The period may begin with any given month.

6. Financial Responsibilities: The club treasurer is responsible for making payments for items purchased by the club, as well as district, multiple district and international dues.

Each month, the club treasurer will receive an itemized statement of charges and credits from International Headquarters, if transactions occurred. These charges and credits may include per capita dues, entrance fees, charter fees, prorated dues for new members, fees for reinstated members, dues for transfer and life members, and club supplies. It is the responsibility of the club treasurer to review the statement for accuracy and submit the statement to the club's board of directors for approval.

Club treasurers should comply with the following instructions to ensure that the club's account is properly credited with payments.

- **Lions Clubs International Payment Instructions:** After the club's board of directors has approved the monthly statement, the club treasurer is responsible for submitting the appropriate payment to the association's bank account. In all instances, please write the complete club name, club six-digit number, and the purpose of the payment on the front of the check or deposit slip. **The club number and complete club name are the most important pieces of information to include with the club payment.**
- **US DOLLAR PAYMENTS** - When making payment with a US dollar draft drawn on a United States bank or branch, the payment should be mailed to the association's lockbox:

The International Association of Lions Clubs
35842 Eagle Way
Chicago, IL 60678-1358 USA

- **CANADIAN PAYMENTS** – When making a payment with a US dollar check on a Canadian bank or a Canadian check on a Canadian bank, the payment should be mailed to the association’s lockbox:

The International Association of Lions Clubs
P.O. Box 2425, Station “A”
Toronto, Ontario, Canada
M5W 2K5

- **US DOLLAR WIRE TRANSFERS** - When making payment with a US dollar wire transfer, the funds should be wired to the following association account:

JP Morgan Chase Bank, N. A.
120 South LaSalle Street
Chicago, IL 60603 USA
Swift Number: CHASUS33
Telex Number: 6732667
Routing ABA #: 0210-0002-1
Account Number: 105732
Beneficiary Name: International Association of Lions Clubs

- Clubs submitting US dollar wire transfers or non-US currency drafts or wire transfers should fax deposit information to the Accounts Receivable Department to ensure accurate and timely crediting of payments. Include a copy of the wire or deposit slip along with the club name, club six-digit number, amount to be credited to the club account and purpose of payment. Please fax information to 630-571-1683.
- **NON-US DOLLAR PAYMENTS** - When making a payment with a non-US currency draft or wire transfer, the funds should be deposited in a local country association bank account. The local country association bank account location and account number can be obtained from your district governor, Accounts Receivable Department or the association’s Web site. If there is no local association bank account, contact the Accounts Receivable Department at International Headquarters.

Direct any inquiries concerning the club’s account to the Accounts Receivable Department. The fax number is 630-571-1683. The e-mail address is accountsreceivable@lionsclubs.org.

- **Lions Clubs International Foundation (LCIF) Payment Instructions:**

In order to ensure that your donation reaches LCIF, it is crucial to indicate that the donation is intended for LCIF.

US dollar checks drawn on US financial institutions as payments to LCIF should be mailed to:

LCIF
300 W. 22nd Street
Oak Brook, IL 60523-8842 USA

US dollar wire transfers intended for LCIF should be sent to:

LCIF
The Northern Trust Company
50 South LaSalle Street
Chicago, IL 60675 USA
Account Number: 79154
Routing ABA #: 071000152
Beneficiary Name: Lions Clubs International Foundation

Please specify on the wire instructions that the donation or payment is intended for LCIF. Please include complete payment or donor information. Notify LCIF via e-mail, lcif@lionsclubs.org or fax 630-571-5735 of an incoming wire transfer.

The following options are available for non-US dollar donations or payments:

- US dollar wire transfers
- US dollar deposits made to an LCI US dollar bank account
- Non-US currency deposits made to a local LCI bank account
- Credit card payments charged in US dollars only

• **OTHER FINANCIAL INFORMATION**

The association's Web site contains valuable information about:

- Exchange rates
- Payment instructions
- Unidentified deposits

To access any of these pages, log on to www.lionsclubs.org and click on the preferred language, Resources, Financial Information. Then select the page needed.

Exchange rates are updated on the 1st of every month and the unidentified deposits are updated on the 15th of every month.

Statements sent to club treasurers contain the monthly Lionistic rates of exchange. Remember, if a payment is made in subsequent months, the association's Web site posts the current month's rate of exchange.

Unique payment instructions, by country, are sent with the monthly statements of accounts. Payment instructions are also available on the association's Web site.

Sometimes a payment cannot be identified. The payment information is given to the district governor. Unidentified payments are also posted on the association's Web site. Contact the Accounts Receivable Department with proof of payment for payments that are not credited to the club's account.

- **Preparing Financial Reports:** Most of a treasurer's time during a board meeting is spent presenting and explaining the financial report. It is important to choose a format for the report that is clear, easy to follow and accurate. Some items to include in the report:
 - Itemized income and expenses for the period since the last financial report
 - The amount budgeted for expenses
 - The net monetary assets of the club at the beginning and end of the reporting period
 - A running total of the amount of money the club actually spent on community projects versus the same figures from the previous year

7. Promoting Your Club: How your club is perceived in the community is essential to its success. Developing and implementing a comprehensive public relations program will help ensure that your club is supported by community members. This program will encompass both ongoing club publicity, and promoting special events, such as fundraising and service activities. Equally important is internal communication. Many clubs worldwide find that preparing a club directory and publishing their own newsletter help keep their members informed. Another communications tool that is becoming essential is a club Web site. The site can reach your audiences—both internal and external.

8. New Club Extension: Organizing a new Lions club in nearby areas is an effective way to bring additional people into the association. This has the added benefit of increasing the number of members the association has to help those in need. New club types that are options include: new century, campus, Lioness/Lions, and traditional community clubs. The club branch program can also reach new communities. Please contact New Clubs and Marketing Department at International Headquarters for club organization kits.

9. Attending Zone Meetings: Zone meetings are often very helpful for club officers. These local gatherings allow clubs to exchange ideas regarding programs, projects, fundraising, and membership issues, and offer a forum for establishing cooperative relationships between clubs. Zone meetings are also an opportunity to meet other Lions from your area.

10. District Governor’s Club Visit: District governors visit clubs in the district during their term to evaluate the operations of the clubs and discuss Lions business matters. Clubs are encouraged to use this visit to strengthen their relationship with the governor. After setting a date for the visitation, clubs should give him or her time on the agenda to address members. Throughout the year, clubs are encouraged to inform the district governor about major activities. A governor may visit clubs in the districts individually or jointly at the zone level.

11. Attending Conventions: Attendance at conventions—including district, multiple district and international—is a wonderful way to learn more about the association, get motivated and meet fellow Lions.

C. Finishing the Year

1. Recognition: Recognizing club members, community residents and those who have been helpful to your club is a wonderful way to end your year in office.

- ***Recognizing Club Members:*** Recognition is an excellent way to maintain morale in the club. Clubs may determine guidelines for honoring the service of its members. The secretary is responsible for maintaining accurate awards records and ordering awards. Suitable awards honoring outstanding service are available from the Club Supplies Catalog. Awards should be ordered as early as possible to ensure timely delivery.
- ***Holding Appreciation Dinners:*** Many clubs choose to hold an appreciation dinner for all community residents who have helped their club through the year. It is a good opportunity to say “thanks” to everyone.
- ***Applying for the Club President Excellence Award:*** The application should be completed by the club secretary, signed by the respective district officers, and returned to International Headquarters for processing. Applications received at International Headquarters after the deadline will not be considered for the award. The deadline date is printed on the application. The application can be downloaded from the association’s Web site.

2. Transitioning to the Next Leadership Team: Just as you may have looked to the sitting club officers for advice before you took office, the incoming members of the leadership team may look to you for advice. If asked, brief them regarding the status of the club, key learnings during your year in office and any other pertinent information. The transfer of club records to the next leadership team is necessary and important.

Enjoy the opportunity to be one of the leaders of your club. You not only represent your club, but also the district and association as you work with club members and the community throughout the year. Your term as a club officer can be a rewarding experience, personally and professionally. Your efforts are highly valued and appreciated. Have fun and good luck!

NOTES



We Serve

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