



# We are Lions

And we have news: Lions Clubs International (LCI) is embarking on a new “brand renewal” project. At the end of the day, it’s what Lions do that matters. But brand renewal will help us talk about what, why and how so that everyone will sit up and listen to us roar.



We are Lions.

# We give 100%

Lions' momentum is unstoppable. Our brand renewal initiative gives us the opportunity to celebrate our heritage while presenting ourselves to the world in a new, contemporary way—and just in time for our second century of growth and impact.

In Puerto Rico, Lions organize a medical boat trip to the Dominican Republic, where they set up shop and treat 10,000 people. In New York, Lions pay off the mortgage for a family of nine who lost their father in an accident. In Ethiopia, Lions collaborate with the Carter Center to help eliminate trachoma, which causes blindness. In Capetown, South Africa, Lions partner with a supermarket to feed 60,000 people a day.

All over the world, in 45,000 clubs and 202 countries, 1.3 million Lions are serving in their communities, making a difference in people's lives.

Although Lions are known around the globe, word about our achievements isn't truly getting out. Why?

Partly because Lions spend very little money on public relations or advertising. In fact, other service organizations expend 25 to 80 times more than Lions on media costs. The result: a strong reputation but one that isn't widely promoted or understood.

"The Lions' philosophy is to be of service," says Past International Director Carlos Justiniano of Puerto Rico, a Lion for the past 29 years. Every year, Justiniano's club participates in a massive healthcare outreach in the Dominican Republic: the club organizes a group of about 400 medical professionals and volunteers, then ferries them over to their island neighbor to assess and treat people in need. They basically make a housecall to 10,000



We have fun



We do it ourselves



We are global



We make a difference



## It Takes a Lion

When Lions built a new well in Mali, they restored hope for an entire village.

"Our children had worms in their bellies," says Niajale Diarra, a young mother in Morodiodougou, a small village in Mali in West Africa. "Children were dying from 'stomach aches.'"

The lack of clean water is devastating. An estimated three million children die each year from waterborne illnesses. In Mali, 20 percent of children die before their fifth birthday.

Supported by LCIF, club members in Mali recently teamed with members in France to drill the boreholes and create wells to bring clean water to the people in Morodiodougou and 120 other villages in Mali.

The impact was immediate. Clean water has halted deaths from cholera and diarrhea and the abundance of water has sparked an economic revival.

"If you visit this village any time of the year, you'll find fruit for eating and sale. If it's not bananas, it's papayas," says Lion Mama Tapo. "This really gives us pride—pride because we outnumbered it. And now a borehole has changed the life of a village."

It's what happens all the time with the Lions: when 20 people come together in a community, something greater is accomplished than what any of these people could do individually.



people. Justiniano himself dismantles his orthodontist's office, loads it on the ferry, then sets up shop in the Dominican Republic for the week. He's seen the great benefit of the trip, and has repeated it for seven years. "But we don't do it for recognition," he says, "and so people don't really know what we're capable of."

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Lions leaders have set out to reverse this trend with a major brand renewal effort. Guided by consultants who are specialists in the nonprofit sector, Lions leaders are undertaking an initiative to help people understand who the Lions are and what they do. "We've spent 90 years allowing our actions to speak for themselves," says Peter Lynch, executive director. "In this era of nonstop communication, Lions are going to have to talk more—and talk more directly to the public. It's up to us to define who we are."

### A Look in the Mirror

But before Lions could tell the world about Lions, there needed to be some self-assessment. We needed to be sure we were telling a story that rang true for this big, bold, but somewhat unwieldy organization of 1.3 million members.

A research initiative, the first step of the brand renewal project, turned up some important information. There were variations in different regions of the world, but here are some of the key findings:

- Our best feature is also the area where we need to improve the most: Lions have a culture of modesty—we're more interested in doing good than boasting about it. We value action, not talk.



- We value fellowship. Serving others while enjoying the camaraderie that accompanies action is important to us. We're greater when we're together, and that bond and the feeling of loyalty are central to our clubs.
- In the United States, people don't have negative perceptions about Lions; they just lack good, contemporary information. That's because Lions haven't focused on presenting what they do and why they matter.
- Lions are committed to their communities—which is why all our strength isn't delivered to one particular issue or cause.

Armed with this information about our “identity” in the “marketplace,” Lions are now in a position to take control of how the world sees us.

“It's important to understand that this is not a ‘re-branding,’” says International President Al Brandel. “Lions will continue to be what it's always been—a stellar organization of independent service clubs doing the work that needs to be done in their communities. This is a brand rejuvenation.”

## The Road Behind, the Road Ahead

And it's a perfect timing for a rejuvenation since Lions have a lot of positive momentum. Former U.S. President Jimmy Carter, a Lion, just nominated Lions for the Nobel Peace Prize. We recently received a \$7.5 million grant from the Global Health and Education Foundation, chaired by Kenneth Behring, for our SightFirst II campaign. We just had a hugely successful fundraising campaign that had an original goal of \$150 million and which will now exceed the \$200 million mark.

And the organization that ranks first in our hearts also received a distinguished impartial ranking in July 2007, when the *Financial Times* named Lions the #1 global NGO (nongovernmental organization). Out of 34 organizations, why did Lions stand out? The way we execute programs, our demonstrated accountability, our adaptability to the community and a host of other reasons. We're dealing from strength. A renewed, captivating brand can help us do more, reach more people, engage more members and have an even broader impact at home and in the world.

## LOGO REFRESH

In nearly 100 years of use, the Lions logo has changed and evolved. But it has always stood for the same idea: We serve.



**1916**  
This first Lions logo reveals the organization's early ties to the Masons.



**1918**  
Note the visual pun in this early logo: a Lion and a club.



**1920**  
This rendering with monogrammed L and back-to-back lions is the basis for the logo today.



**Recent logo**

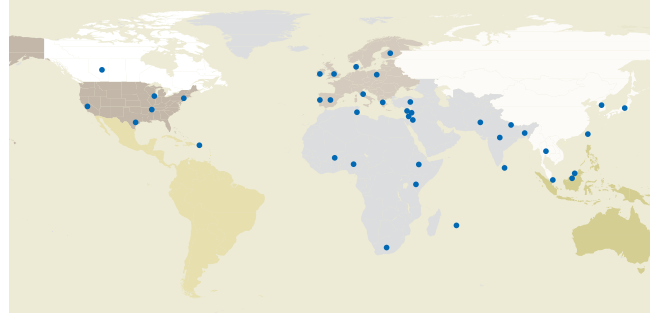


### Refreshed logo

Note the improved legibility, simplified ornamentation, and updated proportions and typography. The refreshed logo will meet the technical requirements for excellent reproduction in print, electronic and supplies—while maintaining the assets of Lions' widely recognized and beloved seal.

## RESEARCH: Global Listening

All over the world, Lions talked and we listened. From Mumbai to Bournemouth; from Penang to Puerto Rico, we traveled the globe to take in as much information from as many sources as we could.



## BRAND BOOK

The images in the new Brand Book show Lions as we know them to be—spirited, open, big-hearted movers and shakers. The Brand Book will also help Lions learn our “talking points” so we can all get the word out about our accomplishments in a consistent way.

A New Way of Talking About Who We Are and Why We Matter



## How Can I Help?

If you want to be sure your Lions club is living the Lions promise, ask yourself these questions. In the past month, has my club:

*Invited someone to a service activity or to visit my club?* Do you take time to explain Lions clubs to interested people and extend them an invitation? Are you available to answer questions?

*Offered a warm welcome to newcomers?* Are your members interacting with people at events? Do they go out of their way to introduce themselves?

*Talked with local leaders about our commitment to community?* Do you reach out to local decision makers and residents? Contribute to any local newspapers?

*Identified a problem in my community or in the world that my club can work on?* Is there someone in your community who can make you aware of the most urgent community needs? Can you open a line of communication to keep your club in tune with local opportunities?

*Focused on the impact that we want to make?* Are you actively listening to the issues in your community and then responding to them? What are the ways we can best serve?

*Heard someone say that our club is an asset to the community?* Can you leverage word-of-mouth to get the message out? Have you made it easy for non-members to find or contact a Lion?

*Acted generously from our hearts?* Our essential attribute is our generosity and our desire to serve.

And remember: send us pictures. It's a great way to promote the work of Lions in your district. This magazine and other publications can make good use of photographs of your projects—and the people benefiting from them.



## So What Can Lions Expect to See Next?

**Logo:** An updated logo will tell the world that things aren't business as usual with Lions.

**Magazine:** We're revamping *THE LION Magazine* to make it even more useful and to showcase the renewed Lions brand. You'll notice the changes in an upcoming issue.

**Web site:** Our Web site, which currently serves 500,000 to a million users a month, will be redeveloped so that members can readily access the information they need. The new site will be more user-friendly for non-members, too.

*'Lions will continue to be what it's always been—a stellar organization of independent service clubs doing the work that needs to be done in their communities.'*

**Brand Book:** A "Brand Book" will help Lions learn first-hand our "talking points" so that Lions can get the word out about our accomplishments in a consistent way.

**Ad Campaign:** A targeted ad campaign in North America will bring attention to our great service. And we'll engage marketing firms in Latin America, Europe, South Asia and East Asia to continue the thrust of the North America ad campaign.

"There are a lot of exciting things happening for the Lions," says Brandel. "It's a new day."

Please join us as we build a strong, more appealing and modern Lions brand image, one that captures our vision for the 21st century.



## It Takes a Lion

Give a Lions club a job, and the job will get done—even when that club is only 11 hours old.

The Lions club in Medora, Indiana, has given new meaning to the expression "first responder." The new club was chartered on the evening of June 7th, and on June 8th, the 27 new Lions were running a flood refugee center and feeding more than 100 people a day in an emergency food kitchen.

About a foot of rain had fallen in one day in northern Indiana, breaking dams and breaching levees, and all that water came rushing downstate. The East Fork of the White River in Medora swelled to a width of two and a half miles. "The flood waters washed away railroad tracks, bridges—you couldn't go anywhere," says District Governor Gary Lawson. "It was the worst flood in Indiana since 1913."

The Lions' response was immediate—and overwhelming. After tending to food-and-shelter needs for residents, they quickly raised over \$31,000, which they dispersed to assist families in eight Indiana towns.

"And they've been working nonstop ever since," says Sandy Ruane, the Guiding Lion from neighboring Seymour who had helped establish the new Medora club. "Lions gutted homes and cleared away debris. They ran a clothing drive in June, and a furniture and appliance drive in July to help replace what families lost." The rebuilding efforts continued apace in August and September.

The club, is now up to 39 Lions, a 50 percent increase in one month. "Everyone wants to be part of this," says Kim Hodges, the Medora club president.

This brand-new club in Medora joins more than 45,000 clubs worldwide making a difference in their communities, whether it's a sudden disaster, a planned event or an ongoing need. In Medora—and all over the world—Lions are proving the power of organized good.