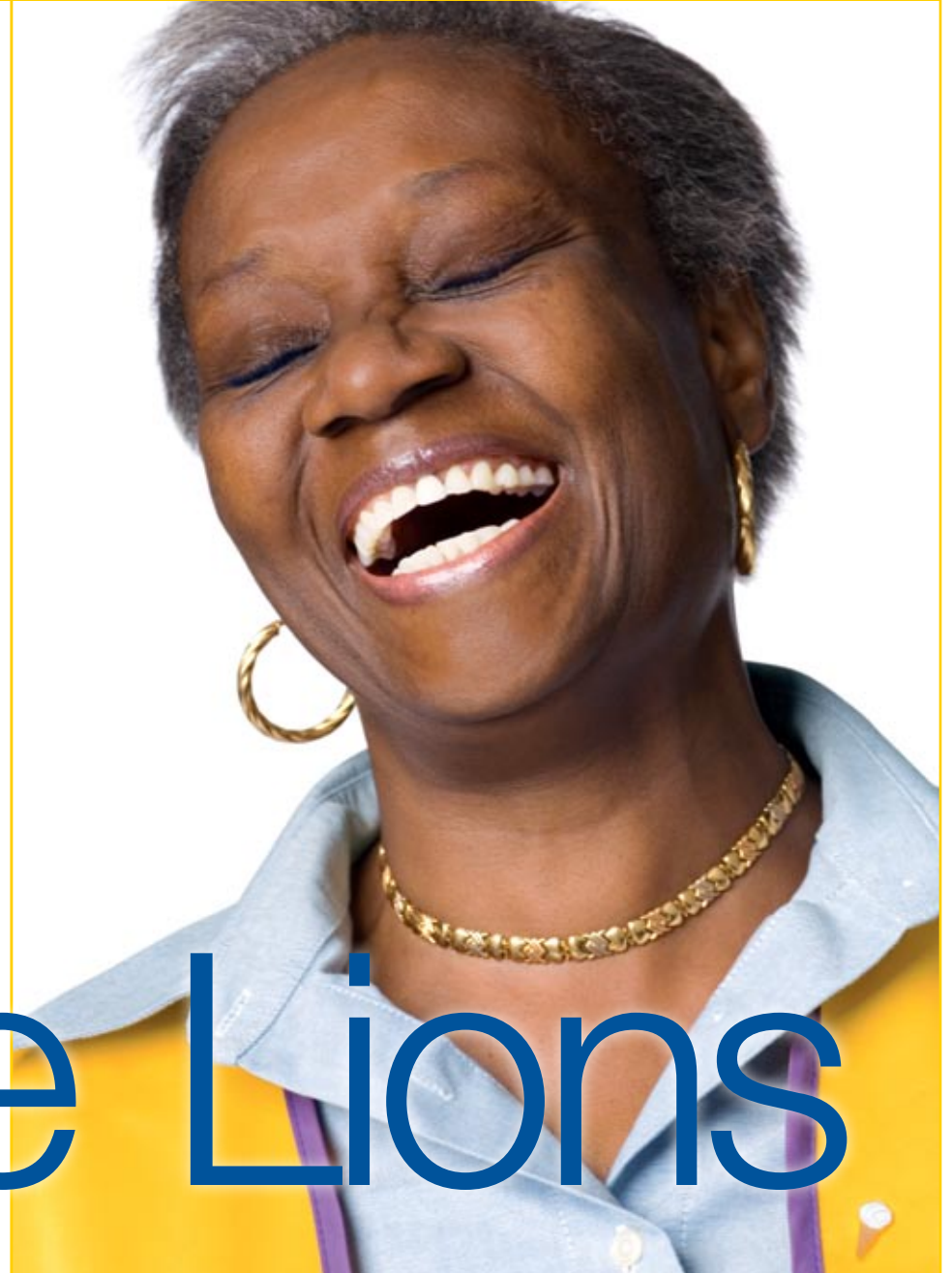


A New Way of Talking About Who We Are and Why We Matter



We are Lions

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Speaking with one voice

Telling the World

We Serve. We have more volunteers in more places than any other service organization in the world. We are friends, neighbors and leaders ready to help our communities grow and thrive.

For many years, we've let our actions speak for themselves. But in a world defined by the nonstop flow of information, we all need to learn new ways to help others understand who we are and why we matter.

The fundamental values of Lions are unchanged. But we must express those values in ways that are concise, consistent and compelling—that break through the clutter. The future of Lions clubs depends on it.

The pages that follow will show you how. Use them as a model for building your own club's communications. Together, we can shine a new light on Lions, and make sure the world always knows how important it is that “We Serve.”

How to Talk about Lions

A growing number of organizations—in both the corporate and nonprofit sectors—are developing core messages. These messages are employed by all members when they talk about the organization to the outside world. By asking its members to stay “on message,” an organization ensures that audiences have a strong, clear, enduring picture in their minds.

You’ll find the core messages of Lions on pages 6–8. When we use the same phrases and ideas to talk about Lions, we make it easier for people to understand the values and importance of our organization.

Use these messages whenever you represent Lions clubs to the world. Examples include:

- Recruiting prospective members
- Interacting with the community at public events
- Making speeches about Lions clubs
- Working with the news media
- Preparing announcements about your club’s activities

How We Got Here

This book is the result of a major global planning project. We traveled the world and heard Lions, across generations and continents, share their stories and what they value most about being a Lion. We tested our ideas with current *and* prospective members. The result: a set of messages that are exciting, true and compelling.

Living Our Promise: The Core Messages

Lions around the world agreed that the following core messages define Lions clubs at their best today. As you read these words, reflect how you and your local club can exemplify these qualities in your daily activities, as well as in your communications to others about Lions Clubs International.

We serve where we live. We are ready whenever and however our communities need us.

We are global. We are committed to pitching in with resources wherever we are needed in the world.

We give 100 percent. We cover all costs from our own dues, ensuring that all donated funds go to the causes. Transparency and accountability operate at every level; in fact, *The Financial Times* has ranked Lions Clubs International Foundation the “best among non-government organizations worldwide with which to work.”

We do it ourselves. We do whatever is necessary to help our local communities and our global network. We are proud to be more than a “check-writing” organization. Whether that means raising money or rolling up our sleeves, we do it all on our time.

We are rich in heritage and pride. We are proud that our organization is close to a century old, and that it has a distinguished history of doing good works for the world. Local communities respect and trust their clubs, both because those clubs are made up of neighbors and friends who have a long record of support, and because of the Lions Clubs International name and legacy.

We are in good company. We have fun in our clubs. And when we meet fellow Lions for the first time, we treat them like old friends.

We’re open. We are kind and generous people who want to help.

We are dedicated to sight—and more. Since Helen Keller in 1925 challenged the Lions to be “knights of the blind in this crusade against darkness,” Lions clubs around the world have fulfilled the mission of addressing vision health and promoting research for solutions to vision disease. Today, Lions clubs work on global initiatives for youth, health, disaster relief and others that affect local communities everywhere.



As a leader, ask yourself the following questions to see whether your club is living the Lions promise.

In the past month, has my club:

Invited someone to a service activity or to visit my club?

Offered a warm welcome to newcomers?

Talked with local leaders about our commitment to community?

Identified a problem in my community or in the world that my club can work on?

Focused on the impact that we want to make?

Heard someone say that our club is an asset to the community?

Acted generously from our hearts?

If not, consider what changes should be made...

Lions in the 21st Century

The following pages portray Lions from around the world. The portraits were taken at our 90th Anniversary Celebration in 2007. The snapshots were taken of Lions as they worked proudly and tirelessly to serve their communities. We hope these photographs, and the accompanying text—which reflects our core messages—inspire you to think about Lions clubs in new ways and spread the word that we are vibrant, energized and relevant.





Lions Share

Our members are very different from one another in many respects, but they share a core belief: community is what we make it. And for our members, being part of something larger matters. Because as Lions, they have the power to improve communities and the world. They are living proof that the whole really is bigger than the sum of its parts.



LION EZEKIAL DAVID UMOH
LION IMO A. ESSIN
Uyo Lions Club
District 404-A, Nigeria

LION BAMIGBAYE M. OLATUNJI
Ota Diamond New Century Lions Club
District 404-B, Nigeria



LIONS WORLD SIGHT DAY

District 403-A, Mali

Lions in Mali organized a vision screening that reached 29,000 children and adults. More than 1,000 were later treated by the African Institute for Tropical Ophthalmology—the premier eye hospital and training institute in West Africa, which is funded by Lions. Because we dream big, the people of West Africa can see a better tomorrow.



We dream big

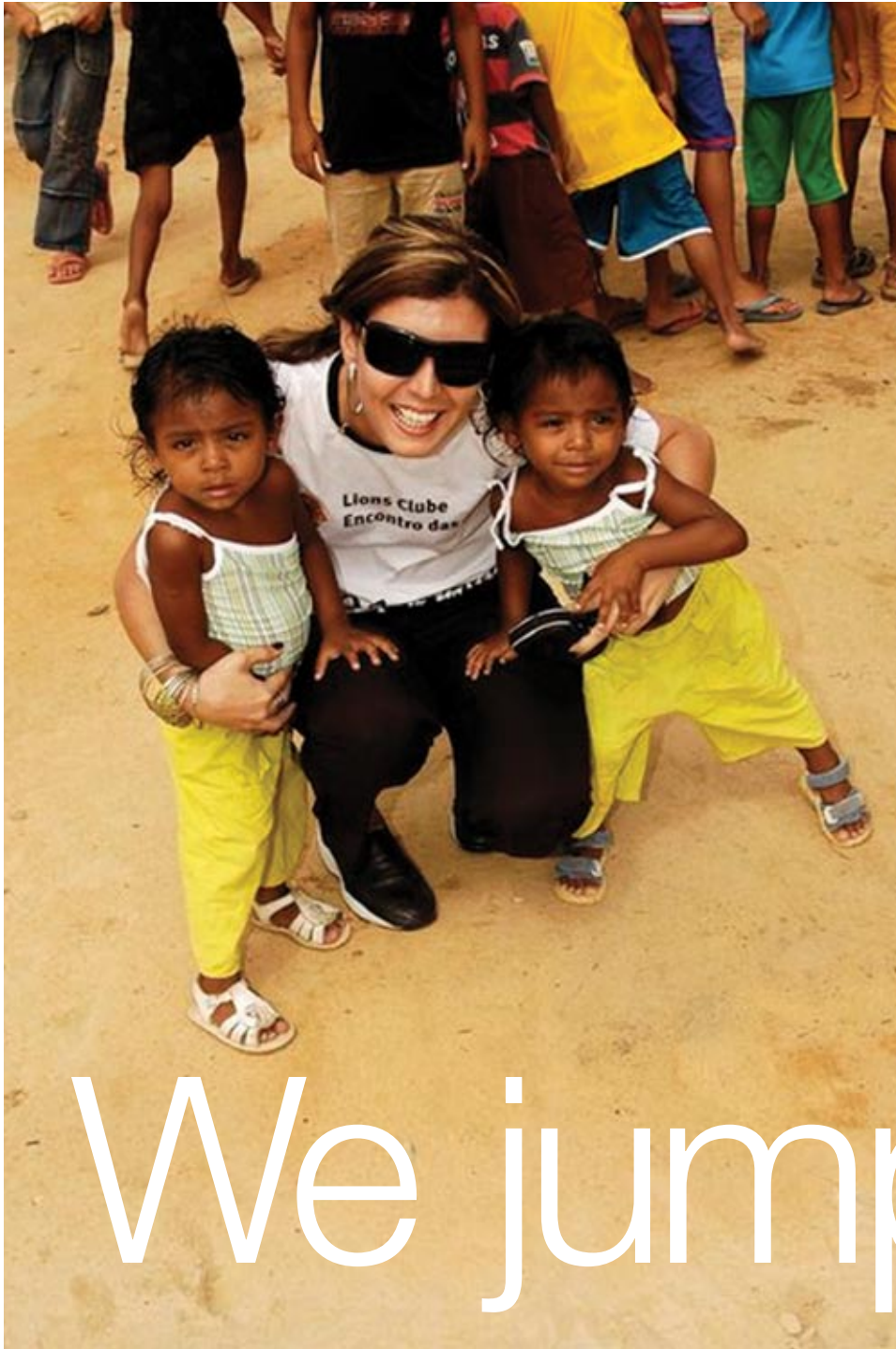
Lions Give

Our clubs are willing to do whatever it takes to make communities better places to live. And we matter locally because people know they can count on the Lions to pitch in. In fact, it's impossible to imagine what communities would be like without their local Lions club. And while we're known for improving eyesight, our causes are as diverse as our membership.



LION YOLIMA GARCIA DE PAEZ
Barranquilla Puetro De Oro Lions Club
District F-2, Colombia





LIONS AT CHILDREN'S DAY

District LA-1, Brazil

As part of Brazil's Children's Day, Lions Club Manaus gave the children of a disadvantaged community in Manaus the chance to laugh and play. It's an example of how we can turn a sack race into an opportunity to connect.

We jump in



Lions Smile

It's fun to be a Lion—connect with fellow members both locally and internationally in activities that are more than just leisure or recreation. The shared experiences and achievements of Lions club members are powerful and treasured.



LION TY'EAST ALLEYNE-BUNN
Brooklyn Central Lions Club
District 20-K1, USA



LIONS CAMP MERRICK District 22-C, USA

For children who can't see, it's a place to hear laughter.
For children who can't hear, it's a time of warm smiles.
For children with diabetes, it's a chance to be included without limitations. Since 1988, Lions Camp Merrick in Maryland has been offering a week of fun for these children.





Lions Live

When you join Lions, you join a global service network. So at the same time you're helping your own community locally, you can also contribute to Lions community efforts in other countries. A Lion never wonders, "What can one person do?"



LION REIKO DENISZ
LION MICHAEL KOSEL
Chemnitz Agricola Lions Club
District 111-OS, Germany



LIONS HOST BREAST CANCER EDUCATION AND PREVENTION

District 118-E, Turkey

To make more Turkish women aware of the importance of early detection of breast cancer, the Istanbul Lions sponsored a fitness marathon, distributed educational materials and purchased breast cancer screening equipment, which was later donated to the General Purpose Hospital of the Turkish Kidney Foundation.

We do good

Lions Inspire

When your children and your community see you wearing your Lions vest or pin, they know that you're sincere about the importance of giving back and collaborating with others.



NAOMI ISE, daughter of Lion Nobuo Ise
Matsue Lions Club
District 336-D, Japan



LIONS 2004 TSUNAMI RELIEF

District 307-B, Indonesia; Multiple District 310, Thailand

When the tsunami devastated Southeast Asia, the Lions were ready to help. Lions worldwide donated over US\$14 million within weeks of the disaster. They built Lion Villages consisting of more than 1,000 homes with electricity and deep-water wells. They distributed supplies, coordinated shipping and provided first-aid treatment. And while Lions weren't able to restore everything to the way it was, they were able to restore hope.



We open eyes

Reach Out

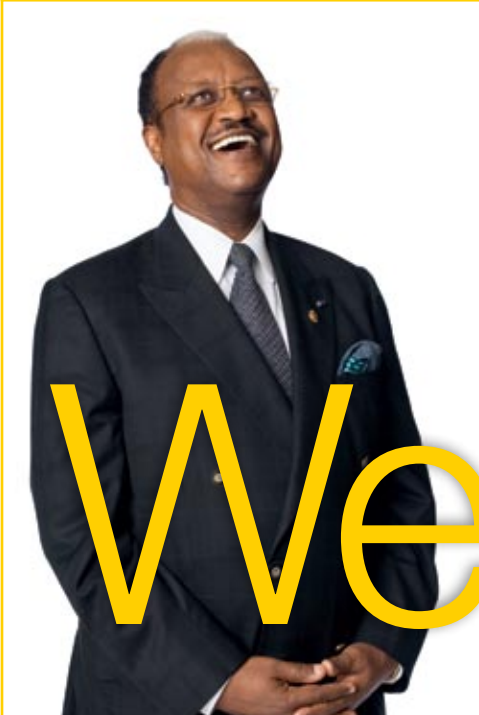
Lions have championed many causes since we were founded nearly a century ago. **Now, we have a new challenge: getting members around the world to talk about Lions clubs with a single voice.** By doing so, we will build pride among our members, raise awareness in our communities and attract more people to our clubs.

The strong, simple messages that you've been reading are genuine. They belong to us. But to own them, we must share them. Speak them with pride.



Lions Clubs International

www.lionsclubs.org



We are Lions