

Club Quality Initiative



This workbook has been designed to lead you and your fellow club members through a number of steps to help you discover new ways to improve the way your club operates.



Lions Clubs International

Table of Contents

Step One: Understand the Process	1
Step Two: Determine the Need for Change Using Critical Assessments	2
<ul style="list-style-type: none">• Assessment 1: Rejuvenate your club with new members• Assessment 2: Revitalize your club with new service opportunities• Assessment 3: Excel in leadership development and club operations• Assessment 4: Share your club’s achievements with your community	
Step Three: Determine the Need for Change	10
<ul style="list-style-type: none">• Setting SMART Goals• Establish Goals for Each Assessment• Prioritizing Goals	
Step Four: Develop Plans	12
<ul style="list-style-type: none">• Establish Priorities and Assign Goals• Prepare and Plan Change	
Step Five: Implement and Sustain Change	15
<ul style="list-style-type: none">• Implement and Track Plan Execution• Ongoing Plan Correction and Development	

3 Suggested Ideas for Implementing Club Quality Initiative in Your Club

The below steps are perfect for club vice presidents before the start of their year. While the steps are critical to the success of the program, the program can be accomplished in many ways. Consider taking one step during each meeting or plan a workshop and spend an afternoon going through the program. The facilitator’s guide can provide additional information.

	Single Working Session 2 hours or less	Meeting Series 30 minutes during a series of meetings	Half Day Workshop 4 hours or more. Facilitator Guide and PowerPoint available
Description	<ul style="list-style-type: none"> One working session to identify areas of improvement, establish priorities and give initial ideas to committees to further develop. 	<ul style="list-style-type: none"> Assess and plan over a series of meetings. 	<ul style="list-style-type: none"> Break into working groups to discuss club assessments and potential solutions in detail.
Tips	<ul style="list-style-type: none"> Save time and distribute workbooks for members to complete at home at their own pace. Discuss ideas as a club to determine areas of improvement or focus. 	<ul style="list-style-type: none"> Distribute workbooks at the initial club meeting. Discuss each assessment over a series of meetings. Assign tasks to committees for planning and implementation. 	<ul style="list-style-type: none"> Give workbooks to each member in advance of the workshop. Discuss completed assessments and allot time for planning and goal setting. See facilitator guide for additional information.
Considerations	<ul style="list-style-type: none"> Allows the club to provide feedback quickly. Allows the members to prepare for the meeting at their own leisure. If done too quickly, important details that could really move the club forward may be overlooked. 	<ul style="list-style-type: none"> Allows a more focused review of each assessment during the series of meetings. Easily works into members’ schedule. Not all members may be present at all meetings. Decisions may take longer. 	<ul style="list-style-type: none"> Facilitator may be present to offer guidance as questions arise. More time to discuss ideas and plan solutions. Longer timeframe to complete the workbook. It may be difficult to get members to attend because it takes too much time.

1

Understanding the Process

Change is critical for each club. By understanding our current operation, identifying areas that may be improved and taking measured steps to accomplish our goals, every club can be even better! This guide provides five unique steps to initiate change.



1 Rejuvenate your club with new members

- What opportunities exist to expand membership?
- What is your membership recruitment plan?
- Does the club conduct meaningful inductions and provide effective orientation?
- Are members encouraged to sponsor new members? Are they recognized?

2 Revitalize your club with new service opportunities

- Are the club's service projects relevant to current community needs?
- Are members enthusiastic and actively involved in service projects?
- Is club leadership receptive to members' ideas for new service ideas?
- Does the club have a "signature project"?

3 Excel in leadership development and club operations

All club officers

- Do club officers participate in training for their position?
- Do officers and members attend zone or region meetings?
- Are meetings and events effectively planned and managed?

All club members

- Are members encouraged to take leadership positions?
- Do members regularly attend and participate in club functions?
- Does the club operate according to the Lions International Code of Ethics?
- Do you need to reconsider the format of club meetings?
- Are members invited to share their ideas so they know their input is valued?

4 Share your club's achievements with your community

- Is the club active on social media (Facebook, Instagram, Twitter)?
- Does your club have an e-Clubhouse or website?
- Are club members informed about club issues and events?
- How are you keeping the public informed of your events?

Determine the Need for Change Using Critical Assessments

2

The assessments that follow were designed to help club members determine possible areas of improvement and are focused on the areas featured in the assessments below. Each assessment includes a series of questions to help focus thought and guide discussion as well as resources designed to support club development. The assessments can be completed as a group in a workshop setting or individually at home. Note that the electronic version of this workbook includes links to materials designed to drive success in each area.

Assessment 1: Rejuvenate your club with new members

Answer Both Questions Below

Read Statements Below and Rank



	How often is this true?			Is it important?			
	Always or Most of the Time	Sometimes	Rarely or Never	Not Important (or Does Not Apply)	Somewhat Important	Important	Critical to my Membership
We need more members to support our projects							
Our club actively seeks prospective members and successfully recruits them							
Recruiting efforts are recognized and supported							
Our club appeals to and recruits younger members							
Our club appeals to and recruits families							
Our club recruits community leaders who can help advance our projects							
New members are welcomed and involved in activities immediately							
New members receive a meaningful induction ceremony							
New members receive an orientation that is engaging and informative							
The new member orientation is completed within the first 90 days							
My club is very welcoming and makes me feel as though I belong							
I plan to be an active member in my club for the foreseeable future							

1. What actions can the club take to recruit members?

2. How can the club keep members interested and engaged in our activities?

3. Thinking about the members who have left our club...what could have been done differently to keep them as active and engaged members?

Who do you know that would be interested in actively supporting our club's mission?

Name: _____

Contact: _____

Available Resources

Club Membership Chairperson Guide

This guide outlines the roles and responsibilities of a club membership chairperson and provides practical guidance for recruiting and retaining members.

New Member Orientation Guide

This guide underscores the importance of orientation to the feeling of belonging and provides a format that both educates and engages new members in meaningful activities.

Member Satisfaction Guide

This guide outlines a 3-step process to help improve satisfaction among your club members and provides some tips for common barriers to member satisfaction.

Just Ask! New Member Recruiting Guide

This guide is designed to guide your club through the process of recruiting new members and effectively manage club growth.

Assessment 2: Revitalize your club with new service opportunities

Answer Both Questions Below

<p><i>Read Statements Below and Rank</i></p> 	How often is this true?			Is it important?			
	Always or Most of the Time	Sometimes	Rarely or Never	Not Important (or Does Not Apply)	Somewhat Important	Important	Critical to my Membership
Our club offers many opportunities for meaningful hands-on projects							
Our activities are well managed and a good use of my time							
Our service activities make me feel as though I am doing something to help others							
Our activities attract new members to our club							
Our club is involved in district and/or multiple district projects							
It is important that our projects serve the needs of our local community							
I see the impact of our projects							
All members have the opportunity to take a leadership role in projects							
Our club's contribution to the betterment of society is significant							
Our club partners with community organizations and/or businesses to identify areas of need and leverage resources							
Our club partners with community organizations, businesses, and other stakeholders to leverage resources							
Our club is aware of and utilizes the funding available through LCIF							
Our club is aware of and utilizes the project planning resources available through Lions International							
Our club invites Leos and other youth to serve alongside us							
Our club effectively raises funds to support our service activities and projects							

1. Do you have any suggestions regarding the questions above or ideas on how we can improve our service? _____

2. What is your favorite project or activity? _____

Why? _____

3. What is your least favorite project or activity? _____

Why? _____

4. What new potential projects should be considered? _____

5. Are there current projects that should be reconsidered or redesigned? _____

Available Resources

The Service Journey

The Service Journey is an approach to living and serving well, and to making a real difference people can see and feel. It encompasses four simple phases: Learn, Discover, Act and Celebrate. We love these words because they transcend organizational formulas. They have no borders. They are the essence of Lions and Leos. If the past 100 years have taught us anything, it's that as we serve, we grow. And we were never meant to stop. Service is our journey. Let's explore it together.

Diabetes



Environment



Hunger



Vision



Childhood Cancer



The Service Toolkit: Passionate about service but unsure where to begin? Searching for new insight to inspire your club? You've come to the right place. The Service Toolkit features resources designed to help you assess, position and activate your club for greater impact.

Service Project Planners: These are exciting new tools designed to help clubs begin or continue service that supports our global causes. There are currently 21 unique planners (8 diabetes, 4 vision, 3 hunger, 3 environment, 3 childhood cancer). Each planner includes a:

- Project overview
- Task planner
- Volunteer planner
- Planning checklist
- Budget worksheet
- Impact planner

Assessment 3: Excel in leadership development and club operations

Answer Both Questions Below

Read Statements Below and Rank ↓	How often is this true?			Is it important?			
	Always or Most of the Time	Sometimes	Rarely or Never	Not Important (or Does Not Apply)	Somewhat Important	Important	Critical to my Membership
The club encourages all members to seek leadership positions							
Club officers keep the members informed of club decisions							
Club decisions are inclusive, fair and transparent							
Meetings and events are well organized and communicated							
Meetings are enjoyable (fun) and productive.							
Technology is used to help the club operate efficiently							
My club's expectation of my involvement is reasonable							
District leaders effectively support our club operations and activities							
Members are recognized for their dedication							
Members feel engaged and that their involvement is a good use of their time							
The club is open to new ideas and they are often implemented							
I am satisfied with how the club is managed							
My club provides me with networking opportunities which help me personally and professionally							

1. Do you have questions regarding the operations of our club? _____

2. What improvements to our club meetings could be made? _____

3. What changes could make your participation more meaningful? _____

4. Is there conflict within the club? Yes No

If yes, how can this conflict be avoided or minimized? _____

5. Does the club need more communication between members? Yes No

How? _____

6. If you could change one thing, what would it be? _____

Available Resources

Standard Club Structure

A simple chart that shows how most Lions clubs organize the various positions and committees.

Standard Club Constitution & By-Laws:

This model Constitution & By-Laws is based on best practices but may be adapted to fit the needs of each club.

Club Officer e-Books

Links to position specific support to help club officers manage their club effectively.

- [Club President/Vice President e-Book](#)
- [Club Secretary e-Book](#)
- [Club Treasurer e-Book](#)
- [Club Membership Chairperson e-Book](#)
- [Club Service Chairperson e-Book](#)

Improving Club Quality Webpage

Includes additional tools to support strategic planning.

Your Club, Your Way!

This guide provides practical guidance and a system to help clubs customize meetings to better meet member needs.

Build A Vision for Your Club: Success starts with a vision! Use the [planning guide](#) and [PowerPoint](#) to discover your clubs strengths, ways to improve and new opportunities that will help your club grow and thrive! Planning forms help develop a vision, assess your club's needs and organize your plan for successful implementation.

Club Excellence Awards

Serves as your club's road map to excellence, focusing on the key elements of a quality club: membership, service, organizational excellence and marketing.

Club Leadership Development

Includes access to the Lions Learning Center, position specific training materials and resources and online courses that support leadership development.

Lions SHOP

An easy way to order the most common club supplies and Lions Clubs International branded merchandise.

Assessment 4: Share your club's achievements with your community

Answer Both Questions Below

Read Statements Below and Rank 	How often is this true?			Is it important?			
	Always or Most of the Time	Sometimes	Rarely or Never	Not Important (or Does Not Apply)	Somewhat Important	Important	Critical to my Membership
Our club projects and events are visible in the community							
We use our website and/or social media to engage the community in our activities							
We wear Lions apparel during our service activities							
Our club is featured in local social or media outlets							
We effectively work with our local media to gain positive coverage							
Special events and opportunities to serve are effectively communicated to the members							
Events and opportunities to serve are effectively communicated to the community							
Our club is respected and holds a position of prestige in the community							
Our community leaders support our club's activities							
The news and information that I receive from my club is timely and up to date							

1. How do people in the community perceive our club?

Positive aspects? _____

Negative aspects? _____

Is the club effectively utilizing the following media outlets?

<i>Read Statements Below and Rank</i> 	How often is this true?			Is it important?			
	Always or Most of the Time	Sometimes	Rarely or Never	Not Important (or Does Not Apply)	Somewhat Important	Important	Critical to my Membership
Local community publications (school or group)							
Local government publications and websites							
Local community groups (religious or special interest based)							
Radio, television or other media							
Community bulletin boards							
Community event sponsors							

1. What can our club do to reshape public opinion about Lions and increase our visibility?

Available Resources

Marketing Communications Guide

Includes tips for working with various media channels, ideas on how to make your message newsworthy and access to resources offered by Lions International that can be used by local clubs.

Peace Poster Contest

A proven way to gain youth involvement, reach schools and attract media attention.

SMILE (Social Media Including Lions Everywhere)

Provides various online resources and trainings to help you with your social media efforts.

Club Brand Guidelines

This document covers all the brand basics you'll need to promote your club in the community.

3

Determine the Need for Change

Once the assessments have been discussed, the club will need to establish SMART Goals. This will help the club determine priorities and will be the basis for future planning. This exercise can also be completed individually and then discussed as a group to determine priorities.

Setting SMART Goals

Each goal should be...

Specific

A specific goal has a much greater chance of being accomplished than a general goal. You will have more focus if your objective is clear.

Measurable

When you measure your progress, you stay on track, meet your target dates and experience the exhilaration of achievement that spurs you on to continued effort required to reach your goal. If you can't measure it, you can't manage it.

Actionable

Make sure you have some control over the accomplishment of your goal. If there is nothing you can do, you won't succeed.

Realistic

Goals should be challenging but not so much that there is no chance of achieving them.

Time bound

Set a timeframe for the goal: next week, in three months, by the end of the year. Putting an end point on your goal gives you a clear target toward which to work. Record the goals that your club will pursue to enhance its value to the community and to club members below (use additional pages as necessary).

Based on the Assessment on pages 2-3, note three SMART Goals that could improve member value and reach new markets:

1. _____
2. _____
3. _____

Based on the Assessment on pages 4-5, note three SMART Goals that could improve our service impact:

1. _____
2. _____
3. _____

Based on the Assessment on pages 6-7, note three SMART Goals that could improve club excellence:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

Based on the Assessment on pages 8-9, note three SMART Goals that could improve our public image:

1. _____
2. _____
3. _____

STEP

Develop Plans

4

Establish Priorities and Assign Goals

Once the goals are established, determine long and short-term priorities, and assign goals to committees or task forces. You may find some goals are easily assigned to a standing committee, while others may need special attention or the support of multiple committees. For example, membership goals may be easily assigned to the Membership Committee while others, such as ensuring new member involvement, may involve several initiatives. In some cases, the formation of new task forces and committees may be needed. In any case, encourage all club members to become involved in finding solutions.

Prepare and Plan for Change:

Once goals are assigned, teams should meet to discuss the efforts and resources needed to accomplish the goals. The following forms may help team members organize their thoughts.

The **Planning Process Worksheet** helps determine the tasks and resources that are needed to successfully accomplish the goal.

The **Action Planning Worksheet** helps the team outline detailed steps to accomplish the goal and timeline for completion.



The team should complete both forms for each goal.

Planning Process Worksheet

Goal Statement

Tasks	Challenges/Obstacles	Possible Solutions
1.		
2.		
3.		
4.		
5.		

Resources Needed (People)

1.
2.
3.
4.
5.
6.
7.

Resources Needed (Materials)

1.
2.
3.
4.
5.
6.
7.

Action Plan Worksheet

What (Goal Statement)

How? (Action Steps)	When? (Deadline for completion)	Who? (Person(s) responsible for action)	How will we know? (How we will know the action step is accomplished)

5

Implement and Sustain Change

Implementing Change

Setting and achieving benchmarks—to keep plans moving forward, track the achievements of benchmarks. Each benchmark should have an agreed upon deadline. Regular status reports should be included in every club meeting until completion. Remember to celebrate the benchmarks and the end success!

Sustaining Change

Change often results in more change. During the implementation process new opportunities are often found that may be incorporated into new or existing plans. Involve all club members in the process so they can contribute and be involved.

Tips for Effective Change:

Change is a Group Activity

Build commitment and enthusiasm for change by involving everyone from your new to the most senior member. Everyone has a common interest in the success of the club.

Change Should be Celebrated

Encourage members to celebrate milestones so members are inspired to continue.



Go through the assessments each year to find new ways to improve the club. Feel free to add new questions that provide further insight to the needs of your club and your community!



**District and Club Administration
Lions Clubs International**

300 W 22ND ST
Oak Brook, IL 60523-8842 USA
lionsclubs.org
E ClubQualityInitiatives@lionsclubs.org
P 630.468.6810