



Lions Clubs International

MAKING IT HAPPEN!

Guide to Club Project Development



Making it Happen

Lions clubs that organize meaningful community service projects make a significant impact on the people they serve. Lions feel they have made a valued contribution and potential members are more likely to support the project.

This step-by-step guide helps your new or existing club identify meaningful service projects and develop an effective plan of action. You will find this group guide exciting as you exchange ideas and accomplish more than one Lion alone!

Let Lions Clubs International Help

Lions Clubs International offers numerous resources and guides to help your club plan and implement projects. Below is a list of useful club project development guides:

- Sight Conservation and Work with the Blind Activity Guide (IAD-218)
- Club Guide for Collecting Used Eyeglasses (IAD-401)
- Lions Green Team Guide (IAD-219)
- Lions ALERT Program Handbook (IAD-911)
- Lions Services for Children Program (IAD-303)
- Lions Services for Children Community Needs Assessment (IAD-304)
- STRIDES...Lions Walk for Diabetes Awareness: An Activity Guide (IAD-184)
- Cultural and Community Activities (IAD-72)
- To Create and Foster a Spirit of Understanding Among the Peoples of the World (IAD-101)
- School-in-a-Box Fact Sheet (IAD-306)
- Family Volunteer Activity List (familyactivities)

Download these guides at www.lionsclubs.org, or contact the International Activities Division at 630-571-5466, extension 287, or e-mail programs@lionsclubs.org.

Public Relations

Use the online PR tools and resources to raise awareness for your project and Lions club. Visit www.lionsclubs.org and search “PR Tools” for links to sample press releases, public service announcements and ads. Each is designed for personalization with local information.

“All great societal changes were the result of an idea that was shared with others to gain their commitment, develop a plan of action and make the idea a reality.”

STEP ONE:

Make a List of Possible Programs

Meet with your members (or in the case of a new club, your potential members) and ask each person to identify what they like about their community. This list could include things like the school system, the community's location, the businesses, etc. Discuss why these features are important to the participants to uncover their interests. Ask each person to name one feature. Compile a list of features.

Next, ask each person to think of one way that they would improve the community. Discuss openly what they feel can be done to make the improvements.

Consider asking the following questions to guide the group's discussion:

Will this improvement need people?

Will this improvement need funding?

What type of specialization or skill is needed to make the improvement?

Who should we contact to further research the opportunity?

Then ask the group to identify the top five features and the top five improvements for the club or potential club to consider. Rank the top five in each category and note why they are important. (see page 4)

* At this point, you may choose to end the discussion and plan the next meeting, at which time the group should meet again to further discuss ideas for improving the community. Ask participants to invite people who may be interested in the topics to the next meeting.

STEP TWO:

Appoint Task Forces

During this step, your group should further discuss the possible projects, identify three to five club opportunities (based on the number of participants) and set up task forces to research each project further.

Begin by reviewing the improvements that were identified during the last meeting. Collect ideas for implementing these improvements, discuss possible action steps and explain how a Lions club can help them accomplish their goals. Next, recruit qualified and interested Lions club volunteers and/or potential members as indicated below.

When forming a new club, ask each qualified participant to complete a charter member application and collect charter fees. If a sufficient number of members apply for membership, consider hosting an organizational meeting to elect club officers and begin new club orientation. Refer to the New Club Formation Guide (TK-1) for more information about hosting an organizational meeting. If it is not feasible to recruit 20 members to form a new club at this time, and the participants would like to initiate a service project, consider forming a club branch. Once the new club has received its charter or a branch has been established, the members can proceed to step three.

If you are working with an existing club, follow the member recruiting procedures as outlined in the club's constitution and by-laws.

Ask each active member to volunteer for a task force and ask the task force to schedule a meeting to begin step three. Please remember that before the task force can be established, each participant must be an active Lion member.

Task Force: a committee that is formed to solve a problem or accomplish a specific objective.

STEP THREE:

Conduct Research

After the new club or branch has been established, the members can begin their work as Lions. Each task force should:

1. Decide whom to contact in the community to find out more about the opportunity. They may need to make several contacts to find out where help is needed the most.
2. List the information that should be gathered from the contacts and some possible solutions. (see page 5) Consider asking the contacts:

Do they think that the club's project idea will help the community?

Are other organizations already working on this particular improvement?

How do they think the improvement could be made?

How many people would be needed?

How much funding would be needed?

What resources does the contact have to help make the improvement?

Is there anyone who would have more information about the project or would like to be involved (potential members)?

Do they think there are other needs that the club should consider?

3. Communicate with your contacts either in person, over the phone or by e-mail. Keep an open mind – you may find that your contact feels that the club could help the community in ways that you did not originally consider that may really make a difference.

STEP FOUR:

Write a Plan

Meet with your task force to develop a written plan. The plan should have the following:

- Goals and Objectives
- Action Steps
- Time Frame
- People Needed
- Public Relations
- Resources Needed

* See page 6 to help plan your strategy.

Then, share your plan with the club. Get feedback from your fellow members to find ways to improve the project. Welcome the help and suggestions of other members (and potential members) who would like to become involved.

STEP FIVE:

Implement the Plan

Involve the members in the activities and reward their successes along the way. Include progress reports in your club newsletter, e-mail correspondence and meeting announcements. Share the progress with the entire club; keeping members up to date keeps members involved!

Finally, when the project is successfully completed, take a moment to review the actions that took place to find ways the program could be improved. Incorporate these improvements into future projects.

Don't forget to let others, especially prospective members and individuals who are interested in the success of your project, know the progress that your club has made. Invite them to get involved and watch your project (and your membership) grow!

STEP ONE: Make a list of possible programs

(MAKE A COPY OF THIS SHEET FOR EACH PROGRAM)

Idea: _____

How would you improve the situation? (Include one or two ideas per person)

Will you need people?

Will you need funding or resources?

What type of specialization or skill is needed for this project?

Who should we contact to research the opportunity?

STEP TWO: Appoint a task force

Task force members:

STEP THREE: Conduct research

(MAKE A COPY OF THIS FORM FOR EACH CONTACT)

Who do we need to reach?

Contact: _____ phone: _____

Do they think that the club's project idea will help the community?

Are other organizations already working on this particular improvement?

How do they think the improvement could be made?

How many people would be needed?

How much funding would be needed?

What resources does the contact have to help make the improvement?

Is there anyone who would have more information about the project or would like to be involved (potential members)?

Do they think there are other needs that the club should consider?

STEP FOUR: Write a plan

ACTION STEPS	PEOPLE NEEDED	BUDGET/ RESOURCES	TIME FRAME

Objective: _____

What do we need to do to make this happen?

Overall budget:

Fundraising strategies:



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