



# Leo Club Advisor's Guide



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## Welcome and Thank You

Welcome to your new role as a Leo club advisor. You are among the more than 5500 Leo club advisors around the world who contribute to the success of the Leo Club Program. You provide a positive influence in guiding Leos as they undertake community service projects. As a volunteer advisor, your presence demonstrates the importance of humanitarian service.

When working with young people, you may find yourself in the role of motivator, educator, counselor, role model, and friend. As you guide young people in the development of effective community service projects, you will help to increase their confidence and leadership abilities. At the same time, you will provide Leos with encouragement and recognition for their achievements.

Thank you for accepting the challenging position of Leo club advisor.

## Leo Club Program History

In 1957, Lions Jim Graver and William Ernst of the Glenside Lions Club, Pennsylvania, USA, formed the world's first Leo club. All 26 members of the Abington High School baseball team joined nine other students in forming the Abington Leo Club. They selected their school colors - maroon and gold - as their Leo club colors.

The news spread about the service club for young people. Leo clubs soon formed in Pennsylvania, throughout the USA, and the world.

In October 1967, the Leo Club Program became an official program of Lions Clubs International. The Leo Club Program objective is:

*To provide the youth of the world an opportunity for development and contribution, individually and collectively, as responsible members of the local, national, and international community.*

In 1996, the Fomeque Monarca Leo Club, Colombia, became the world's 5,000th active Leo club (see photo this page).



Leo clubs are classified as either Alpha (club members are between the ages of 12 and the legal age of majority in their country) or Omega (members are between the legal age of majority in their country and age 28) Leo clubs. Every Leo club is required to report their status as either an Alpha or an Omega Leo club. This information assists the Youth Programs Department in developing age-appropriate club materials. All other Leo club policies are identical.

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## Leo Club Advisors and Sponsoring Lions Clubs

Every Leo club operates under the sponsorship of a Lions club and the guidance of an advisor. School-based Leo clubs may have a teacher or a counselor serve as co-advisor.

The Leo club advisor(s) and two appointed Lions form the Leo club advisory committee. These individuals attend Leo club and board of directors' meetings.

Every month, three representatives from the Leo and Lions clubs meet to review the activities of the Leo club.

## Encourage Leo Leaders

As a Leo club advisor, you should encourage capable Leos to accept Leo leadership positions. The *Leo Club Officer's Handbook* (Leo-16, available on the Lions Web site) defines the positions of: president, vice president, secretary, treasurer, board member, and other district and multiple district-level leaders.

In March, the Leo club president appoints a committee to create a roster of officer candidates for the following year. Candidates who are elected to Leo officer positions must agree to accept the position. Committee members cannot be selected as candidates.

On election day (on or around April 15), the club president requests the roster. Additional nominations may be accepted from Leos in attendance. Written ballots should be used when there are multiple candidates for a single office. Current club presidents cannot succeed themselves as club president. The winning candidate must receive a majority of votes cast.

After the election, the Leo club secretary submits the *Leo Club Officers and Membership Report* (Leo-72) to international headquarters by mail, fax, or online through the Lions Web site. Information from this report determines Alpha or Omega Leo club status and is the basis for the online Leo Club Directory.

May 15 is the deadline for receipt of the Leo-72 report at international headquarters. Copies of the report should be sent to the sponsoring Lions club and the district Leo club chairperson.

Together with the sponsoring Lions club, you should organize an officer installation ceremony. A suggested ceremony is available in the publication, *Leo Club Officer Installation and New Member Initiation* (Leo-8), which appears on the Lions Web site, in the Leo Club Organization Kit, and in the Leo Club Sponsor Kit.

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## Organize Club Meetings

As a Leo club advisor, you will attend Leo club meetings and work closely with the Leo club president. You will help the president conduct orderly and efficient meetings. The book, *Robert's Rules of Order* (available in English only from the Online Lions Club Supply Catalog) explains basic meeting protocol.

Through “hands-on” experience, Leo leaders will learn how to:

- call a meeting to order
- lead a discussion
- control a meeting by declaring a member "out of order," requesting a vote on a discussion topic, "tabling" a topic for further discussion, or deferring a topic to an appropriate committee for discussion.
- state a difference of opinion in the form of a motion.



Suggest to the officers in your Leo club that they develop written agendas for club meetings. The agendas can include:

- a call to order by the president
- an opening ceremony, e.g., the national anthem, salute to the flag, or other local custom
- a roll call of members and the introduction of guests
- the introduction of speakers
- the reading of the secretary's report and minutes from the previous meeting
- the treasurer's report – a copy of this report should be filed for audit
- the reading of minutes from the board of director's meeting
- the reading of new correspondence received since the last meeting
- the reading of committee reports and the approval of committee actions
- the discussion of old business
- the presentation of new business
- adjournment.

Meetings may also include local procedures and traditions.

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## Plan Service Projects

Advisors can help the Leo club to plan successful and worthwhile service projects. Leo service projects can include: distributing public health information, promoting safety, participating in literacy programs, cleaning the environment, assisting children, visiting the elderly, or aiding the homeless.

Additional service project suggestions appear on the Leo Zone within the Lions Web site, in the online THE LION Magazine, or in the online *Lions Opportunities for Youth* brochure (IAD-130).

The Lions publication, *Community Needs Assessment* (MK-9), includes an outline for planning service projects. This publication is available on the Lions Web site. The *Leo Club Officer Handbook* (Leo-16) also includes details on how to organize a service project.

- **Identify a community need.** Does your community need a new playground, a nature trail, or a recycling center?
- **Contact other community organizations.** Verify that other organizations or government agencies are not currently undertaking this project or planning to do so in the near future.
- **Calculate costs.** Assess the current monetary and manpower resources within your club. If needed, consider creating a joint project with other Leo clubs or with the sponsoring Lions club.
- **Complete the details.** Establish a timeline. Obtain legal clearance/permits from local authorities. Obtain all necessary supplies.
- **Publicize the project.** Inform the media about club projects. Place large signs throughout the area, if appropriate.



## Keep Members Interested

In addition to well-planned community service projects, other factors influence Leo membership retention.

**Social events** – Outings, weekend retreats, and holiday parties foster camaraderie among Leos. Social events help build a Leo team. The annual officer initiation ceremony, the annual charter night anniversary celebration, and the new member initiation ceremony can be fun social events.

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**“Networking”** – The existence of Leo clubs in more than 130 countries provides young people with opportunities to establish a variety of personal contacts. Leo district and multiple district meetings, area forums, and international conventions provide Leos with opportunities to meet. Leos can participate in the Club Twinning program or contact other Leos through the online Leo Club Directory.

## **Awards for Leos and Outstanding Youth**

**Leo of the Year Award (Leo-LOY)** – Leos who demonstrate leadership and service can be nominated and endorsed for this award by their Lions single or multiple district. Lions Clubs International directors review and select award winners during the July board meeting. Applications are available on the Lions Web site. Click into “Resources,” then “Forms,” then “Leo/Youth.”

**100% Leo Club President Award** – In September, blank award certificates and award criteria are mailed to advisors. At the end of the fiscal year, sponsoring Lions club presidents and Leo club advisors present the award to Leo club presidents who have met the award criteria.

**100% Leo District President Award** – Award criteria and blank award certificates are provided to district governors in July. At the end of the fiscal year, district governors and district Leo club chairpersons present the award to Leo district presidents who have met the award criteria.

**Lions Young Leaders in Service Award** – Lions can present the Silver Seal Award (for 50 hours of community service) or the Gold Seal Award (for 100 hours of community service) certificate to community volunteers (including Leos) between the ages of 12 and 18. The Young Leaders in Service kit is available in the “Resources” section of the Lions Web site. Click into “Publications,” then “Leo/Youth.”

**Lions Young Ambassadors of the 21st Century Award** – Lions districts and multiple districts can develop a Young Ambassadors Award for young people, ages 15-19, who have demonstrated excellence in: community service, leadership, academics, and public speaking. Advisors can encourage Lions district/multiple district leaders to implement the award program. The Lions Young Ambassadors of the 21st Century Award guide is available in the “Resources” section of the Lions Web site. Click into “Publications,” then “Leo/Youth.”

**Leo Club Membership Growth Award** is presented to Leos who recruit three or more new club members during the month of October. For more information, log onto the Lions Web site. Click into “Youth Programs,” “Leo Club Program,” “Leo Membership” then, “Recruiting New Leos.”

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**New Horizons Award in Youth Outreach** is presented annually to a maximum of three Leos per club who have introduced young people in their community to humanitarian service. Submit written nominations to the Youth Programs Department at international headquarters.

## For outstanding Leo clubs

**Leo Club Excellence Award (Leo-105)** – Community service, successful fundraising, publicity, and leadership skills are the criteria for this Leo award. The Lions district governor nominates one qualified Leo club per district for this annual award. Applications are available in the “Resources” section of the

Lions Web site. Click into “Forms,” then “Leo/Youth.”



**Leo Club Anniversary Patch Award** is sent by international headquarters to Leo clubs on their fifth, 10th, 15th, 20th, 25th, 30th, and 35th anniversaries.

**Leo Club Environment Banner Patch Award (Leo-303)** – Leo clubs that complete an environment project can request this award from international headquarters. Applications are available on the Lions Web site. Click into “Resources,” then “Forms,” then “Leo/Youth.”

**Leo Club Extension Awards** are mailed from international headquarters to the sponsoring Lions club president when a new Leo club is officially certified. Additional awards can be requested.

**International Club Twinning Award** (either a banner patch or a certificate) is mailed to both clubs in a Leo club twinning relationship. The award application appears on the Lions Web site. Click into “Youth Programs,” then “Leo Clubs,” then “Leo Club Activities.”

**Lions Clubs International Foundation (LCIF)** awards include: certificates of appreciation, a chairperson's certificate, a banner patch, or a club plaque. For more information, contact LCIF at international headquarters.

## For Leo Club Advisors

**Leo Club Advisor Service Award** is mailed to Lions club presidents in the March Leo Club President/Secretary kit. At the end of the fiscal year, the sponsoring Lions club president presents it to the Leo club advisor if he or she has fulfilled the award criteria.

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## For Purchase Through Online Lions Club Supplies

**Leo Award of Honor (L-25)** – Leos or Lions can recognize outstanding Leos with the Leo Award of Honor medal.

**Leo Certificate of Appreciation (L-11)** – Leo advisors or other Lion leaders can present the suitable-for-framing certificate to Leos who have rendered special service.

**Attendance Award (X-[year])** – Lions club secretaries or advisors can purchase and present 100% attendance tabs to qualified Leos. The award is worn with the Leo club lapel pin.

**Leo plaque (L-214)** – The walnut Leo plaque features two gold-finished plates for engraving.

## Attract New Leos

The Leo membership age limit creates a constant need to attract new Leos. **October is Leo Membership Growth Month.** During this month, Leos who recruit three or more new club members are eligible to receive the Leo Club Membership Growth Award pin.

October is an ideal time for your Leos to organize a recruitment campaign. The membership program can focus on:

- a special service project
- an “open house”
- a social outing.

When Leos consider new members, remind them to promote the many benefits of club membership.

- teamwork
- community service
- leadership opportunities
- character development
- meeting protocol experience
- time management skills
- project management skills.

Additional membership ideas appear in the Membership section of the Leo Zone within the Lions Web site and in the *Leo Club Officer Handbook* (Leo-16).

The US\$5 Leo club entrance fee includes the Leo New Member Kit. The sponsoring Lions club president, secretary, treasurer, or Leo club advisor can order Leo New Member Kits from the Youth Programs Department at international headquarters. The fee will appear on the Lions club account.

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Officially certified Leo clubs can order New Member Kits by submitting full payment (including shipping costs) in advance. Leos or Lions can order Leo club supplies through the Online Lions Club Supply Catalog.

## Promote Leo Clubs

**April is Leo Club Awareness Month.** During this month, sponsoring Lions clubs are encouraged to:

*.. create, within the association and among the public greater awareness of Leo clubs and their activities.*

Suggest that your Lions club undertake one or more of the following strategies:

- organize a “high visibility” service project. Publicize the activity with a banner that includes the Leo logo and club name. Invite the media to the event.
- create a table top display illustrating Leo community service projects. Rotate the placement of the visual display in public locations throughout the community.
- present an award or scholarship to Leos. Invite the public and the media to the ceremony.

## Important Dates for Leo Clubs

July 1	Annual Report for Leo Districts and Multiple Districts (Leo-91) due to the Youth Programs Department at international headquarters
August 15	Leo Club Excellence Award (Leo-105) application due to the Youth Programs Department at international headquarters
October	Leo Club Membership Growth Month
October 8	World Lions Service Day
December 1	World AIDS Day
December 5	International Leo Day
April	Leo Club Awareness Month
April 15	Suggested election date for the following year’s Leo club officers
May 15	<i>Leo Club Officers and Membership Report</i> (Leo-72) due
June 1	Leo of the Year Award (Leo-LOY) applications due to the Youth Programs Department at international headquarters
June - July	Annual Lions International Convention

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## Lions Opportunities for Youth Programs

Multiple district/district Lions Opportunities for Youth chairpersons coordinate the Leo Club Program, the Lions International Peace Poster Contest, the Lions International Youth Exchange Program, the Lions International Youth Camp Program, and the Lions Youth Outreach Program. Qualified Leos can apply for participation in these Lions programs.

**Lions International Peace Poster Contest** – Lions clubs sponsor this art contest for students, ages 11-13. The first place winner receives a free trip for four (includes the winner's parents and the president of the sponsoring Lions club) to Lions Day with the United Nations in New York City, New York, USA.

**Lions International Youth Exchange Program** – Sponsored by a Lions club, young people (between the ages of 15 and 21) travel to another country to learn about another culture. Exchanges can occur in any of the more than 191 countries in which Lions clubs exist. Most exchanges last between four and six weeks. Often, exchangees also participate in the Lions International Youth Camp Program.



**Lions International Youth Camp Program** - Lions clubs sponsor young people (between the ages of 16 and 22) to attend Lions club, district, or multiple district-sponsored youth camps. Each year, there are approximately 100 Lions camps organized around the world. Some camps are held in rural settings; others occur in urban settings, on college campuses, or even on a schooner.

**Lions Youth Outreach Program** – Lions encourage young people to become responsible citizens and community leaders through the many Lions Youth Outreach Programs. These include: the Lions-Quest life-skills curricula, Scouting, Global Youth Service Day, Focus on Street Children, Hugh O'Brian Youth Leadership (HOBY), The Future is Ours . . . So Now What? youth volunteerism video (in English only), Lions Young Leaders in Service Award, and Lions Young Ambassadors of the 21st Century Award.

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For more information, log onto the Youth Programs section of the Lions Web site or contact the Youth Programs Department at international headquarters.

## Leo Sponsor Levy

Sponsoring Lions clubs pay an annual Leo levy of US\$90. The levy covers the cost of Leo club awards, administrative services as well as organizational support for the Leo Club Program. This includes: new materials, mailings to Leo club presidents and secretaries, international convention seminars, and the Leo Zone within the Lions Web site.

The Leo levy appears on the August statement of the sponsoring Lions club. Leo clubs may use their administrative funds to reimburse their Lions club sponsor.

## Club Cancellations

Cancelled Lions clubs result in cancelled Leo clubs. A 90-day “grace period” allows Leos to attempt to secure a new Lions club sponsor. Leo clubs that are unsuccessful in their attempt are regrettably cancelled.

To cancel a Leo club, the sponsoring Lions club must submit a written letter to the Youth Programs Department at international headquarters. Letters received before December 15 entitle the sponsoring Lions club to a credit for the current year’s Leo levy.

## Encourage Leos to Become Lions

Leos who attain the legal age of majority in their country can be invited to join a Lions club. The following programs encourage Leos to serve as Lions.

**Leo Completion of Service Certificate** – Leos in good standing can receive a waiver of the US\$25 Lions club new member fee or the US\$30 Lions club charter member fee. Sponsoring Lions club presidents, secretaries, or Leo club advisors can request the free *Leo Completion of Service Certificate* from the Youth Programs Department at international headquarters.

**Leo Years of Service Transfer Program** – To include years of Leo service on a Lions club membership history, Leos can complete the *Leo Years of Service Record* (available on the Lions Web site). The Lions club secretary submits the form to the New Clubs and Marketing Department at international headquarters.

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**New Century Lions Club** – Created for young adults up to the age of 35, New Century Lions Clubs have more flexibility in their club operations. This includes submitting fewer membership forms and relying more on Web-based communications. For more information, contact the New Clubs and Marketing Department at international headquarters.

**Leo Lions Club** – Leos can form their own Lions club and keep the term “Leo” in their club name. A Leo Lions club can be chartered with 20 or more members. The club must meet all Lions club requirements. For more information, contact the New Clubs and Marketing Department at international headquarters.

**Special Leo Tab** – Former Leo members can purchase a Leo tab to wear with their Lions pin. The tab is available in the Online Lions Club Supply Catalog.

## Resources for Advisors

### Constitutions

Leo constitutions (club, district, and multiple district) explain the Leo Club Program. The Standard Leo Club Constitution is included in both the Leo Club Organization Kit, and the Leo Club President/Secretary Kit which is mailed to advisors in March or April.

The Leo club, district, and multiple district constitutions are available on the Lions Web site. Click into “Resources,” then “Publications,” then “Leo/Youth”) or contact the Youth Programs Department at international headquarters.

### Leo Zone

The Leo Zone section of the Lions Web site [www.lionsclubs.org](http://www.lionsclubs.org) features the most recent Leo Club Program information. Leo Zone subsections include:

- **About Leos** – Leo history • Leo club objective and motto • Alpha and Omega Leo clubs • Form a Leo district or multiple district
- **Leo Membership** – Membership benefits • Recruiting new members • Membership retention ideas • Leo-to-Lion transition
- **Leo Club Activities** – The international Leo project • Leo projects • Club twinning

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- **Leo Leadership** – Leadership positions • Awards for Leos • Developing Leo leaders • Award-winning Leos
  - **Just for Advisors** – Dates to remember – Lions/Leo relationships • Alpha/Omega clubs
  - **Leo Club Chairperson** – Leo chairperson responsibilities • Organizing a Leo club • Promoting Leo clubs • Leadership workshops • Seminars for Leos • Form a Leo District/Multiple District
  - **Updates for Leos** – Leo photo gallery • Leo online newsletter • Award-winning Leos

## Contact International Headquarters

Lions Clubs International  
Youth Programs Department  
300 W. 22nd Street  
Oak Brook, Illinois 60523-8842 USA

Telephone: 630-571-5466, extension 324  
Web site: [www.lionsclubs.org](http://www.lionsclubs.org)  
Fax machine number: 630-571-1692  
E-mail: [leo@lionsclubs.org](mailto:leo@lionsclubs.org)

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