



Lions Clubs International

Message to DG Teams from
International President Sid Scruggs

July 2010

Dear District Governor Teams,

Congratulations again on your election and welcome again to the team. This year will be a celebration and an expansion of our service. We've had great success in growing our organization these past three years, which we'll no doubt continue.



But to keep our Lions fully engaged and to attract even more new members into our clubs, we need to lead more and more with service. It's the reason why we exist. It's what our communities need more and more each day. And it's why we all joined Lions in the first place - to serve.

We've been on a journey of wonderful innovation these past few years. Whether it's our new web site, new programs, our new look, or our new approaches with DG Teams, the Global Membership Team and our forthcoming Global Leadership Team, we have built a solid foundation for continued growth.

But now - in this world of growing need - we also need to innovate in how we serve and to expand our service to reach all those in need. We should also take this opportunity renew our own commitment to service to inspire those newer members and to increase the 'We Serve' pride in each and every one of us.

Some ways we'll be shining the spotlight on service this year include:

- **Global Service Action Campaigns** to unify our service and raise our visibility
- **Service Commitment Pledge** campaign to show our pride
- **Global Service Summit, President's Service Blog**, a new service reporting system, and much more

A Beacon of Hope Resources and Activities

Use the following resources to help your district - and our association - be A Beacon of Hope in 2010-2011:

[A Beacon of Hope brochure](#): Read about our international theme, A Beacon of Hope.

[A Beacon of Hope logo](#): Download a logo to use on club communication and promotional materials.

[Awards Program Brochure](#): Find out about recognition programs for outstanding achievement by clubs and districts in the area of service.

[Global Service Action Campaigns](#): Participate in Global Service Action Campaigns to bring attention to the service Lions provide for the environment, youth, sight and more.

I know it seems that we are just beginning our term as keepers of the light, but the lamp is already lit and there is much to be done. So please read below about approaching deadlines, the first service action campaign in August, and the many next steps we'll be taking to be a **"Beacon of Hope"** for the entire world.

I look forward to working with all of you this year in realizing our dreams and in making a difference in so many lives. Working together, our Beacon of Hope will shine brightly for all humanity to see.

Best Wishes,
Sid L. Scruggs III
International President

Beacon of Hope Highlights

The first global service campaign:

Shine a Light on Youth

The four Global Service Action Campaigns will show the strength our network and offer more people the opportunity to realize their service spirit through Lions Club membership. The first campaign, Engaging Our Youth, is already upon us. Scheduled for August to coincide with United Nations World Youth Day (August 12), it gives clubs the opportunity to connect with young people in ways they can relate to. It will shine a light on what young people can accomplish and harness the energy and idealism of youth for Lions Clubs projects.

To make the most of this opportunity, planning efforts should include young people especially Leos. Projects should have visible youth involvement and focus on hands-on service activities such as:

- Engaging young people including Leos in serving vulnerable youth
- Organizing a youth forum or town hall meeting to highlight topics that youth have identified as critical community issues,
- Assisting at camps serving children with special needs,
- Organizing a highway or park clean-up, or
- Organizing a book drive for a community center, children's after-school center, hospital facility or school library.

Clubs should publicize the activities in their communities and invite potential members. For materials and campaign updates visit our [Web site](#) and keyword search Global Service Action Campaign or contact the [Service Activities Division](#).

[Beacon Awards](#): Find out about the Beacon Awards - and how they will recognize outstanding achievement by clubs and districts in the area of service.

["The Power of Peace" Essay Contest](#): Sponsor a blind or visually impaired student to compete in "The Power of Peace" Essay Contest.

Related Links

[Download President's Biography](#)

[Download President's Photograph](#)

[Watch President's International Theme Video](#)

"You can't get anywhere in life until you start doing things for other people."

Melvin Jones
Founder, Lions Clubs International

Connect With us online



First Light, Bright Light Awards for Growth

Your leadership year may have just begun but it is never too early to think about expanding Lions potential to serve those in need. Please remember that the **Bright Start Awards** will recognize district governors achieving strong membership results **before September 30, 2010**.

The **First Light Award** will be given to district governors who establish two new clubs OR record an increase in membership. The **Bright Light Award** will go to district governors who establish five new clubs AND record a membership increase.

To be considered for awards, all documentation and fees must be received at Lions Clubs International headquarters by the close of business on September 30. Read further for full information about the [Bright Start Awards](#).

On the Horizon

Success through service is the central focus of this year's theme. Hands-on service and direct contact with the people we serve is more important than ever. During the month of October, Lions around the world will be asked to focus on recommitting to the central idea of Lions Clubs International as expressed in our motto: **We Serve**.

In the months leading up to that event Lions will be offered the opportunity to submit an online "Service Commitment Pledge" acknowledging the centrality of hands-on service projects to their club and committing to high standards of humanitarian service.

Please look for the online pledge form as well as an article about our recommitment to service at the [Lions Clubs International Web site](#) toward the end of this month.

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