

1. LEADERSHIP – Jay Norby

Session 1. Fear to Lead

Session Purpose - Leadership is not the absence of fear, it is the decision to move forward despite fear. This session helps participants recognize common leadership fears, understand their impact, and develop practical strategies for courageous leadership.

Session 2. Learn to Lead

Session Purpose - Many people believe leaders are born. The reality is that leadership is developed through learning, practice, service, and reflection. This session helps participants understand that every Lion has the potential to lead and provides a roadmap for developing leadership skills.

Session 3. Stepping Up to Lead

Session Purpose - Many people wait for permission, perfect timing, or complete confidence before accepting leadership opportunities. The truth is that most leaders grow into leadership by stepping up before they feel fully ready. This session explores the mindset, courage, and practical actions required to move from participant to leader.

Session 4. Q&A with Jay helping you build an action plan for you and your club.

2. SERVICE – Dawn Goodsell and Bernadette Lane

Session 1. What and Why of Lions Service

What is service? Why is it important? Join in this discussion which is meant to expand the boundaries of our thinking.

Session 2. A Library of Service

There are countless volumes of catalogs and books in our service library. Explore Iowa's signature service projects and open new books of opportunities.

Session 3. Supporting Our Service

We don't need to go it alone when seeking financial support for service projects. Learn about how LCIF supports and empowers our service, as well as how the portal (yes, the portal) and marketing support our service.

Session 4. Service Action Plan.

Build out your club's service action plan.

3. LIONS PORTAL – Ann Baughman

Lion Portal – bring your laptop, tablet, iPad, or smart phone for hands on learning in each session.

Session 1. Unlocking the Lion Portal

Session Purpose – This session helps **any** Lion learn how to sign into the Lion Portal. We will also cover basic navigation, enter a service activity, find the Lions Learning Center and other Lion Portal resources on Lions Club International (LCI).

Session 2. Stepping Inside the Lion Portal

Session Purpose – This session is for any Lion who has signed into the Lion Portal and has some basic navigation knowledge. We will cover service activities, club reports through Data Export, financial statements, searching beyond your club, find the Lions Learning Center and other Lion Portal resources on Lions Club International (LCI).

Session 3. Get Your District Running

Session Purpose – This session is an open discussion to address questions any district leader may have on navigating the Lion Portal to help you, your club, and your district be successful.

Session 4. Q&A with Ann helping you build an action plan for you and your club.

4. MARKETING AND VISIBILITY – Janet Krueger

Session 1. Lions Club Marketing Fundamentals: Getting Started with Digital Storytelling

Ready to help your club grow its visibility, attract new members, and showcase service in your community? This introductory course is designed specifically for Lions who are new to marketing or want to build confidence using the tools already in their pocket.

What You'll Learn

- What marketing is and why it matters for Lions Clubs
- Who should be marketing your club (hint: every Lion can help!)

- How marketing supports membership growth, fundraising, and community awareness
- The basics of telling your Lions story through photos, videos, and social media
- How to use your smartphone as a powerful marketing tool

Before You Attend

Please bring your smartphone and have the following apps installed and updated:



No previous marketing experience is required.

Session 2. Lions Club Marketing Workshop: Hands-On Content Creation

This follow-up workshop builds on the fundamentals learned in the introductory course and focuses on creating and sharing content.

What You'll Do

- Create social media posts using photos, videos, and props
- Practice using Facebook, Instagram, Edits, and ChatGPT
- Learn how to tell your personal Lions story
- Develop content that promotes your club's service projects and events
- Post content to your personal social media accounts during class

Participants will leave with real-world marketing experience, published content, and practical skills they can immediately use to promote themselves as Lions and their clubs.

Prerequisite

Completion of **Session 1** or equivalent experience.

Bring: Your smartphone, charging cable, and a willingness to create and share your Lions story!

Session 3. Repeat Session 1

Session 4. Repeat Session 2

5. MEMBER ENGAGEMENT – Tammy Rockenbach

Be Bold. Be Bolder. Be Boldest. Building the Future of Lionism Through Membership Excellence

Program Synopsis

The future of Lionism depends on our ability to attract, engage, and retain passionate people who want to make a difference. *Be Bold. Be Bolder. Be Boldest.* is an interactive three-session membership development series designed to help Lions build stronger clubs, create meaningful member experiences, and ensure a vibrant future for our association.

Drawing on the principles of the Lions Global Membership Approach (GMA), participants will explore proven strategies to grow membership, strengthen member engagement, and create a culture where every Lion feels valued and inspired to serve.

Session 1: Be Bold – Build for the Future

Growth begins with invitation. Participants will discover where, how, and when to identify prospective members and learn how to confidently share the Lions story. Through practical exercises, Lions will explore innovative recruitment strategies, including the use of virtual tools and artificial intelligence to identify opportunities, build connections, and invite others into the Lions family.

Session 2: Be Bolder – Continue to Build for the Future

Recruiting members is only the beginning. This session tackles "The Terrible Threes"—the critical first three years of membership when many Lions decide whether to stay or leave. Participants will examine onboarding, mentoring, fellowship, and engagement strategies that help new members feel welcomed, connected, and empowered to contribute from day one.

Session 3: Be Boldest – The Future Is Ours

Long-term success depends on member satisfaction and purpose. This session focuses on creating a club culture that values recognition, meaningful service, leadership opportunities, and community engagement. Participants will learn how to strengthen member commitment, celebrate contributions, and build clubs that members are proud to call home.

Session 4. Q&A with Tammy helping you build an action plan for you and your club.

Learning Outcomes

By the end of this series, participants will:

- Develop practical strategies for recruiting new members.



- Create stronger onboarding and retention experiences.
- Increase member satisfaction and engagement.
- Build a culture of recognition and belonging.
- Apply Global Membership Approach principles to secure sustainable membership growth and club success.

The future of Lionism belongs to those willing to be bold enough to invite, bolder in developing members, and boldest in creating clubs where every Lion thrives.