

Special To Club Presidents

The International President's Diamond Challenge: Focusing on Membership Growth

International President Dr. Tae-Sup Lee announced in January 2004 an innovative manner for recognizing club presidents whose clubs have achieved a positive net growth of at least two Lions during 2003-2004. The President's Diamond Challenge, says Dr. Lee, is a fitting way to honor and thank club presidents for their leadership in strengthening their own clubs and the entire association.

The momentum in membership growth continues, especially with President Lee's emphasis on bringing more women into Lions clubs. Latest reports show that, since July 1, 2003, in excess of 24,000 women have become Lions this year. This new challenge urges club presidents to exercise increasingly bold leadership roles in membership development by recruiting still more men and women who exhibit that concern for community betterment which will make them quality Lions.

A letter from President Lee was sent to each club president identifying program goals and explaining the nature of the Diamond Challenge. The requirements are straight-forward. A presidential lapel pin, bearing one to five diamonds, will be issued to club presidents based upon the following criteria:

- For a positive net increase of two members during 2003-2004, the president will receive credit for one diamond. For a net gain of four members, the pin will bear two diamonds, three diamonds for an increase of six Lions, four diamonds for eight new members and a maximum of five diamonds, the highest level of the Challenge, for a net gain of ten or more new Lions during the year.
- After the close of 2003-2004, International Headquarters will send each club president the one pin that best reflects his or her club's membership growth achievement.



"The Challenge has energized my spirits for the months ahead," said the international president. "May diamonds be in your future!"

This program is open to all Lions clubs that have been in existence as of July 1, 2003, and those chartered after that date. All must be in good standing as of June 30, 2004.

In closing his letter to club presidents, Dr. Lee envisioned the day when they will wear the pin with pride and reflect on how the diamonds represent a successful tenure as president. "The Challenge has energized my spirits for the months ahead," said the international president. "May diamonds be in your future!"

NEWS FLASH! President Lee has announced his intention to recognize a select number of highly successful club presidents by awarding the President's Diamond Challenge pin during a plenary session at the International Convention in Detroit/Windsor. ■