



First Lion— Key Award Program

Sparking Greater Interest in Growth

A new method is being introduced to officially recognize Lions for bringing in new members, one that more efficiently and personally honors them for their commitment to strengthening the capacity of their clubs to answer community needs.



A personalized First Lion Award card will be issued automatically to first-time sponsors of new members.

Membership growth recognition has a new look:

- An exciting new approach for honoring sponsors throughout the year!

- “Activation” and automatic issuance of key awards!

- Added emphasis on providing key awards to deserving Lions who failed to receive them!

- Personalized recognition of sponsors from the international president!

All of these are elements of a program guaranteed to spark still greater interest in membership growth in clubs around the world.

Growth in membership for 75 years has been vital to the strength of Lions Clubs International and the capability of individual clubs to reach their service objectives. Today, membership stands at 1,400,000, but it must continue to increase if there are to be more hands to meet the association's expanding commitments around the world.

Through the years, Lions who have sponsored new members have been



The Key Awards recognize Lions for their commitment to strengthening the capacity of their clubs to meet community and human needs. The new streamlined program will help ensure that all sponsors are appropriately honored.

recognized. Tangible evidence of this appreciation at the international level are the Membership Key awards. The entire operation for honoring Lions for their commitment to membership growth, however, has been streamlined, and will officially go into effect July 1, 1992.

Since this new approach will ensure that each Lion sponsor is duly recognized, the October Anniversary Membership Growth and January-February-March District Membership Growth programs have been discontinued. Lions who bring in new members have demonstrated both their pride in membership and a desire to strengthen their individual clubs and the association, and the prestigious key awards are able to stand alone as testimony to this commitment.

First Lion—Key Award Program

The program is called the First Lion—Key Award Program and will operate on a year-round basis as follows:

A personalized First Lion Award card will be issued automatically to first-time sponsors of new members who will have remained in the club

for a year and a day. It will be accompanied by a congratulatory letter from the international president. In effect, the sponsoring Lions have now been "activated" into the program, and as additional new members are reported on the Membership and Activities Report to Lions Clubs International,

"The First Lion Program emphasizes the need for the involvement of every Lion in membership growth."

these sponsors will automatically receive the key award or letter of recognition corresponding to the total number of new members credited to them.

Traditionally, it was the responsibility of the club secretary to maintain records indicating the number of new Lions sponsored by each club member and, at stated intervals, ordering the appropriate keys from the Club Member Awards Department at International Headquarters.

Although it will still be the responsibility of the club secretary to report each *new member* and *sponsor* on the monthly Membership and Activities Report, the record keeping will no longer be necessary. The entire operation is being computerized, with records maintained at International Headquarters and the keys issued automatically. This record-keeping actually began July 1, 1991, and, inasmuch as a new Lion must remain a member for a minimum of a year and a day for his or her sponsor to be eligible for a key, the initial keys and First Lion cards will be issued shortly after the beginning of the 1992-93 Lion year. The new approach will enhance recognition of Lions for their commitment to membership growth.

It is important to understand that sponsors will receive a First Lion Award card *only* for the *first* new member they bring in. If they become activated into the program by sponsoring a new member beyond their first they will be eligible for the automatic issuance of keys or letters. Unfortunately, a number of Lions who, in fact, have sponsored new members in the past have not been reported to International Head-

Key Award Program

quarters. As a result, they have not been credited for or issued appropriate keys. It is the responsibility of the club secretaries to report all *past sponsorships* on the Key Application form (CK-1) and submit it to the Club Member Awards Department, since key awards *will not* be automatically issued retroactively in the program.

Eleven key awards are available, each based on the specific number of new members added.

Key Award	Total Number Sponsored
Membership Key	2
Advancement Key	6
Master Key	12
Senior Master Key	25
Grand Master Key	50
Key of State	75
Key of Nations	100
Monarch Key	150
International Key	200
250 Member Key	250
300 Member Key	300

All awards will be sent through the club secretaries. Eligible Lions need to understand that, due to processing requirements and the anticipated volume of cards and keys, it could possibly be three to four weeks before awards will be received.

Sponsoring Lions will receive a congratulatory letter from the international president for each new member

Points to Remember

There are five requirements for participation in the First Lion—Key Award Program.

1. A new member must remain a Lion for one year and a day before the name may be used as credit toward a key.
2. The names of the new member and sponsor must be reported on the Membership and Activities Report of the club.
3. No member can receive more than one key of the same type.
4. Charter, transfer and reinstated members cannot be used as credit for a key.
5. Only one sponsor can receive credit for a new member.

they bring in during the intervals when keys are not issued.

Remember, no keys or letters can be issued until a Lion is first activated into the program by sponsoring a new member after July 1, 1991, who has remained a Lion for a year and a day.

A Special, Personal Debt

Inviting other individuals to become Lions and being able to congratulate them upon their induction are very special occasions. Sponsors understand clearly the unequalled opportunities for community service, fellowship and personal development each new member is being given. By providing these opportunities, the sponsors are, in effect, paying a debt to the Lions who sponsored *them*. They were afforded the privilege of becoming Lions—now they can provide other individuals in their communities with the same opportunity to be active members of the largest international service club organization.

Sponsoring new Lions is a clear demonstration of one's concern for

his or her community, for by increasing membership strength, each club's capacity for community involvement will be enhanced dramatically.

The First Lion Program emphasizes the need for the involvement of every Lion in membership growth. And the new automatic operation will ensure recognition of sponsorship—*after* that first member is inducted and the sponsor is activated into the program. Key awards not only recognize sponsors for their accomplishments in bringing in new Lions, they also indicate the commitment of the recipients to their communities and to the WE SERVE ethic of humanitarian service.

Perhaps each Lion in the association should recall the pledge taken at induction and ask "What can I do to help strengthen my Lions club?" and then reflect, "I am not meeting all my responsibilities as a Lion until I sponsor my first member!"

Further information about the First Lion—Key Award Program will appear in future issues of THE LION Magazine and other publications.



First Lion—界青 and Program NEXT MON OFFICIAL!


BS INTERNATIONAL 75th ANNIV
1991-8-25



Next month, momentous changes will take place in the manner in which Lions Clubs International recognizes sponsors of new members. The First Lion—Key Award Program will be officially inaugurated July 1 and sponsors credited automatically at International Headquarters for their successful efforts in bringing in new Lions. The First Lion Card will be forwarded to Lions for the initial new member they sponsor, and who remains a Lion for a year and a day.

It is vital for a Lion to sponsor that first member, and for this accomplishment to be reported to headquarters. This activates the sponsor into the program and, thereafter, the appropriate keys will be issued automatically. A congratulatory letter from the international president will be mailed to sponsors during the intervals of eligibility for membership keys. It is important to remember that sponsors will receive the key award corresponding to the **total** number of new members credited to them. (The April issue of the Headquarters edition of THE LION published complete information on this new program).

The First Lion—Key Award Program is a year-round form of official



First Lion Award

is recognized for insuring the future of Lions Clubs International by sponsoring a new Lion for the first time

President, Lions Clubs International

Beginning in July, the membership keys, shown above, will be issued automatically. The First Lion card (left) will be awarded to Lions for the first new member they sponsor.

international recognition. Consequently, the October Anniversary and January-February-March District Membership Growth programs are discontinued. Club secretaries still are required to report new members and their sponsors on the monthly Membership and Activities Report, but no longer need to request the key awards...issuance becomes automatic once the sponsor becomes activated.

The First Lion—Key Award Pro-

gram will more efficiently and effectively honor Lions for their contributions to membership growth, a way to ensure they are recognized for strengthening the basic structure of the association. This program will further underscore the belief all Lions need hold—that involvement in membership growth is a decidedly effective way to meet their responsibilities as members of the world's largest service club organization.



First Lion Award

is recognized for insuring the future of Lions Clubs International by sponsoring a new Lion for the first time

President, Lions Clubs International

First Lion – Key Award Program

“Activate” New Recognition Approach

Every Lion possesses a tremendous opportunity, an opportunity to play a fundamental role in strengthening the very structure of Lions Clubs International. It is a responsibility that must be recognized if we are to maintain our stature as the most active international service club organization and if we are to meet our expanding humanitarian objectives. This is the opportunity to be involved directly in membership growth; to bring in new Lions to build our ranks and make Lions Clubs International more receptive to answering the needs of humanity.

Membership growth is essential. There can be no minimizing how vital it is to increase the number of hands required to carry out the mission of Lionism. Each individual Lion must

seize *this* opportunity to provide *still more* opportunities for individuals—men **and** women—to serve their own communities and the world community under the banner of Lionism.

“Net gains annually” has been and will continue to be the rallying cry for membership growth, the standard by which to judge the degree of our success in fortifying the structure of Lions Clubs International. Presently, there are more than 1,408,000 Lions in our association. Each has the opportunity to be instrumental in making it possible for their individual clubs to gain the human capacity to be continually more effective in reaching their program objectives.

Net gains annually—a target for every club and district in this association. And every Lion who does, in fact, bring in new members deserves proper recognition. To ensure this, a new program is now in effect, the First Lion Key Award Program. Lions who sponsor new members will now receive automatic credit and be issued the appropriate key award for the total number of Lions they have sponsored. Lions sponsoring their very first member will receive the personalized First Lion card and be ac-

tivated into the program.

For this streamlined recognition to work with greatest efficiency, it will still be necessary for club secretaries to enter the names of each new member and sponsor on the monthly Membership and Activities Report. Because the First Lion Program is conducted on a year-round basis, it replaces the October Anniversary and January-February-March Membership Growth programs.

All Lions who sponsor new members have the right to feel proud of their achievement, proud that they have given others the opportunity to help their clubs meet community needs and to make our emblem a still greater symbol of humanitarian service.