



Welkom!

Startdag

District Antwerpen, Limburg en Vlaams-Brabant
2024 - 2025



Afspraken



- Deze startdag is een interactief gebeuren
- Aarzel niet om tussen te komen en vragen te stellen
- Laat uw ervaringen horen
- Gebruik de pauzemomenten om te netwerken
- Vergeet niet je GSM weer aan te zetten na de vergadering





Programma

1. Onze Gouverneur en zijn thema
2. Het thema van de International President
3. Internationale prioriteiten
4. Jaarprogramma

Koffiepauze 

5. Communicatie vanuit de Club
6. Sponsoring en fundraising

Drink op de vriendschap 



1. Onze Gouverneur aan het woord



ONZE GOUVERNEUR DIETER VAN HOYE

- ✓ Buigzaam
- ✓ Snelle groei
- ✓ Taai
- ✓ Flexibel





VOLHARDEN

- ➡ Onvermoeibare inzet
- ➡ Nieuwe en jonge leden
- ➡ Inspiratieve service / dienstbaarheid
- ➡ Branch-club



2. Het jaarthema van de International President



Laat je voetspoor na
ZET JE STEMPEL



A close-up photograph of a hand holding a paintbrush, applying orange paint to a wooden palette. The palette has some blue and white paint on it. The background is blurred, showing a person in a blue plaid shirt.

WE BLAZEN NIEUW LEVEN IN ONZE SERVICE-INSPANNINGEN

De kunst van proactieve positiviteit

De kracht van service

De kracht van talenten en inzet



PRESIDENTIELE BOODSCHAP 2024-2025

- Onze stempel samen zetten
- Groei om meer te geven
- Samen sterker naar buiten komen
- De volgende stap
- Vang de signalen van uw leefgemeenschap op





HET MERK VAN GOEDE SERVICE

Blijf proactief

Breng uw visie tot leven

Focus op de positieve
resultaten





3. Internationale prioriteiten

Make Your Mark

2024-2025 International President
Fabrício Oliveira



Our 2024-2025 Global Priorities

We are focused on key global priorities that will strengthen us at every level of Lions.

Leading Lions forward

We're embracing our leadership potential to lead our service forward.

Supporting our service

We're supporting LCIF to increase our service impact together.

Promoting our clubs

We're promoting our clubs and service so we can grow and thrive.

Growing the good

We're focused on growing Lions so we can grow the good we do.



MISSION 1.5

MISSION 1.5 is the drive to reach 1.5 million members worldwide by July 1, 2027, so we can better meet the growing needs of our communities and serve more people than ever before.

The more we grow, the more we can give.

Key Benefits

We do not grow together
by acting alone.



**Increased
capacity to
serve**



**Greater
diversity
and
inclusion**



**Increased
advocacy
for change**



**Increased
member
benefits**



**Stronger at
every level
of Lions**

Global Membership Approach

Focus

- Help districts and clubs grow
- Help districts achieve their *MISSION 1.5* targets
- Increase communication and teamwork

Benefits

- Universal process that can be applied anywhere
- Easily adapted to your club or district
- Proven successful in every constitutional area

Resources

- Global Membership Approach course in Lions Learning Center
- Learn more at lionsclubs.org/global



Global Action Team

Focus

- Support *MISSION 1.5* objectives and achievement of membership targets
- Encourage collaboration and accountability at every level
- Develop qualified leaders to drive Lions forward
- Increase Lions' visibility through impactful service

Benefits

- Helps districts and clubs achieve their goals
- Leverages the collective knowledge of Lions for positive outcomes
- Ensures clubs have resources to serve, grow and maximize impact

Resources

- Global Action Team course in the Lions Learning Center



Leadership Development

Focus

- Strengthen the leadership skills of Lions and Leos
- Provide position-specific training for key club and district leaders

Benefits

- Leadership training helps every Lion learn, lead and grow
- Prepared leaders increase impact in the community
- Leaders support *MISSION 1.5* and help ensure success

Resources

- Online learning in the Lions Learning Center
- International and local institutes
- Use of the Learn App in the Lion Portal



Our Service

Focus

- Support Lions as they serve, report and celebrate their service
- Educate and create awareness of our clubs and causes through advocacy
- Invite potential members to join our service projects
- Start a global conversation about improving mental health and well-being

Benefits

- Increased service increases local visibility, value and impact
- Fresh approaches to service increase member satisfaction and new members
- Opportunities for Lions to apply their skills, interests and leadership

Resources

- Learn about global causes at lionsclubs.org/globalcauses
- Find service resources at lionsclubs.org/toolkit
- Find advocacy resources at lionsclubs.org/advocacy



Lions Clubs International Foundation

Focus

- Promote LCIF grants and programs to enhance our service impact
- Help establish a culture of giving
- Raise awareness of LCIF's work, impact and success

Benefits

- Supports Lions and Leos worldwide and helps us respond more quickly
- Expands our service both locally and globally
- Every donation makes a difference

Resources

- Donate now: lionsclubs.org/donate
- Receive recognition: lionsclubs.org/recognitionprograms
- Grant info: lionsclubs.org/grantstoolkit
- Share your LCIF story: lcifpride.org



Lions Clubs International
FOUNDATION

Club Marketing

Focus

- Encourage clubs to appoint a club marketing chairperson
- Provide marketing, public relations and social media resources
- Inspire clubs to participate in the Lions International Marketing Award

Benefits

- New members and new local partners
- Increased club visibility, which leads to a stronger brand
- The pride of being a Lion and a brand ambassador

Resources

- Club marketing resources: lionsclubs.org/marketing
- Brand kit: lionsclubs.org/brand
- Lions Press Center: lionsclubs.org/lions-press-center





4. Jaarprogramma



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- | | |
|-----------------|---|
| - 14 September | Startdag |
| - 24-27 Oktober | Europaforum Bordeaux |
| - November | CGL opleiding |
| - 8 Februari | Districtsforum |
| - April/Mei | Opleiding penningmeester en secretaris (online) |
| - Mei | Opleiding voorzitter |
| - 24 Mei | Districtsconventie |
| - 4-8 Juli | Internationale conventie Mexico |



6. Sponsoring en fundraising



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I. Sponsoring

- ✓ Wees voorbereid
- ✓ Eén contactpersoon
- ✓ Maak een shortlist van potentiële sponsors
- ✓ Maak een sponsordossier



6. Sponsoring en fundraising

I. Sponsoring

- ✓ Contacteer potentiële sponsors persoonlijk
- ✓ Werk op maat van uw sponsor
- ✓ Sponsoring is niet enkel financieel
- ✓ Behandel uw sponsor als VIP
- ✓ Evalueer de samenwerking en hou contact



6. Sponsoring en fundraising

II. Sponsordossier

- ✓ Vermeld duidelijk de visibiliteit van de sponsor
- ✓ Vermeld waar logo's op de communicatie van uw event zullen staan (facebook, flyers, placemats, videoscherm)
- ✓ Geef aan of er ruimte is voor vlaggen, standje, demo's, ...
- ✓ Maak het zo persoonlijk mogelijk voor uw sponsor



6. Sponsoring en fundraising



III. Sponsordossier ... **te vermijden valkuilen**

- ✓ Niet denken vanuit het perspectief van de sponsor
- ✓ Niet op maat van de sponsor werken
- ✓ Niet blijven communiceren met uw sponsor



6. Sponsoring en fundraising

IV. Fundraising

- ✓ Denk 'out of the box'
- ✓ Wees grondig voorbereid
- ✓ Denk goed na over waar uw doelpubliek via media en communicatie te bereiken is
- ✓ Werk met een grondig sponsordossier
- ✓ Denk aan de timing