

Harness The Lion Within

GMT proposed Club/Zone membership project

At least one member of each club in a zone creates a video as a zone project for sharing at a zone meeting. Launch slated for early spring.

This exercise is designed to allow each participating Lion to re connect with the beginning of there Lions journey. Both young, old, new or longstanding, members will all have a story to share.

A few important steps:

- Present the 3 questions in advance and allow time for reflection prior to receiving a response.
- Encourage sharing their personal response to the questions with fellow members. Build a club library of member responses that will be the beginning of each club's promotional content for training and promotional purposes.
- Select a member to capture the answers to the question via the video function of a smart phone. Membership Director, Marketing Director, or Webmaster pick someone to capture the answer.

Remember this is a team exercise we should all learn a lot more about our fellow lion and learn thru the sharing of many valuable reasons people become Lions. Thru this sharing, the goal is to harness the true passion as to why we all serve. Be inspired by learning the many unique reasons for choosing to serve in this incredible organization and be prepared to share the many positive reasons in becoming a Lion.

If we can't reflect inward to ourselves as to why we serve how are we to encourage others to join us. Let's reignite the passion!

The Three Questions

1. How & Why did you become a Lion?

We all as Lions have our individual story of our Lions Journey and what brought us to Lions. Let's reflect and share with our fellow members and our communities.

2. Share with us your best Lions experience

As Lions we have a vast array of service projects and activities to draw from. Its time to listen and learn from each other as we all have that special moment as a Lion. Let's here what each of us feels is our proudest or significant moment. The answers may inspire us.

3. What would you say to a perspective member if asked about Lions?

After answering the first two questions, each member participating in this exercise will be better prepared to answer from the heart.

Ask the question, have the member reflect, then capture the answer by video on a smart phone. Compile the video answers and spend a meeting sharing the response. You will learn about your club the members within your team and the many positive reasons and tools for continuing their service. This can be part of a retention campaign as well as a launchpad of content for a recruiting drive.

Here is an example of a member video describing their reasons for being a Lion.

<https://www.youtube.com/watch?v=oJBpYCtwuiw>