



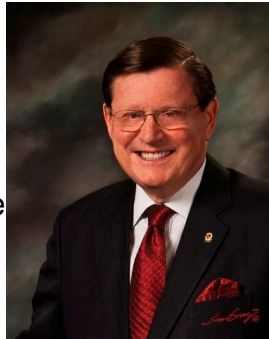
Lions Clubs International

Message to Club Officers from International President Sid Scruggs

July 2010

Dear Club Officer,

Congratulations on being elected to the leadership of your club. I know that you will find it an exciting and rewarding experience as, together, we encourage Lions to shine our light of service into the world and rededicate ourselves to the ideal of We Serve.



As you may know, my Beacon of Hope theme is all about service. This year we will build on our recent success by renewing and, most of all, expanding our service. To accomplish this goal, I am asking each Club to have a significant or signature service project. This type of project will define who you are in your community. No longer will we be "the best kept secret".

Each club and each member represents a light of hope to someone in need. Together, the light that shines in every one of our nearly 1.35 million Lions becomes a bright Beacon of Hope for all to see.

As you can see below, we have some exciting new activities planned to help your club shine its light even brighter and to expand its service in a world of ever growing needs.

We are just beginning our term as keepers of the light, but the lamp is already lit and there is much to be done. There are fast-approaching deadlines for us to meet. Please take note of the upcoming events detailed in this newsletter and be sure that your club is well-prepared to take part in these worldwide initiatives.

A Beacon of Hope Resources and Activities

Use the following resources to help your club - and our association - be A Beacon of Hope in 2010-2011:

[A Beacon of Hope brochure](#): Read about our international theme, A Beacon of Hope.

[A Beacon of Hope logo](#): Download a logo to use on club communication and promotional materials.

[Awards Program Brochure](#): Find out about recognition programs for outstanding achievement by clubs and districts in the area of service.

[Global Service Action Campaigns](#):

Participate in Global Service Action Campaigns to bring attention to the service Lions provide

I thank you for all you have done as an active and dedicated Lion and for all you will do in the coming months as a leader of Lions.

Best wishes,
Sid L. Scruggs III
International President

Beacon of Hope Highlights

The first global service campaign:

Shine a Light on Youth

The four Global Service Action Campaigns will show the strength of our association and offer more people the opportunity to realize their service spirit through Lions Club membership. The first campaign, Shine a Light on Youth, is already upon us. Scheduled for August to coincide with United Nations World Youth Day (August 12), it gives your clubs the opportunity to connect with young people in ways they can relate to. It will also shine a light on what young people can accomplish and harness the energy and idealism of youth for Lions Clubs projects.

To make the most of this opportunity, planning efforts should include young people, especially Leos. Projects should have visible youth involvement and focus on hands-on service activities such as:

- Engaging young people, including Leos, in serving vulnerable youth
- Organizing a youth forum or town hall meeting to highlight topics that youth have identified as critical community issues,
- Assisting at camps serving children with special needs,
- Organizing a book drive for a community center, children's after-school center, hospital facility or school library.

Clubs should publicize the activities in their communities and invite potential members. For materials and campaign updates visit our [Web site](#) and keyword search

for the environment, youth, sight and more.

[Beacon Awards](#): Find out about the Beacon Awards - and how they will recognize outstanding achievement by clubs and districts in the area of service.

["The Power of Peace" Essay Contest](#): Sponsor a blind or visually impaired student to compete in "The Power of Peace" Essay Contest.

Related Links

[Download President's Biography](#)
[Download President's Photograph](#)
[Watch President's International Theme Video](#)

"You can't get anywhere in life until you start doing things for other people."

Melvin Jones
Founder, Lions Clubs International

Connect With us online



Global Service Action Campaign or contact the [Service Activities Division](#).

Set Your Sights High

All Lion leaders want their clubs to succeed, but perhaps you should set your sights even higher. [Club Excellence Awards](#) will be presented to presidents of clubs that are outstanding in **all** of the following areas: service, support of LCIF, membership, communication, leadership development, club development and financial responsibility.

On the Horizon

Success through service is the central focus of this year's theme. Hands-on service and direct contact with the people we serve is more important than ever. During the month of October, Lions around the world will be asked to focus on recommitting to the central idea of Lions Clubs International as expressed in our motto: ***We Serve***.

In the months leading up to that event Lions will be offered the opportunity to submit an online "Service Commitment Pledge" acknowledging the centrality of hands-on service projects to their club and committing to high standards of humanitarian service.

Please look for the online pledge form as well as an article about our recommitment to service at the [Lions Clubs International Web site](#) toward the end of this month.