



Dear Lions of District 5NW,

When we serve, we make an impression in the hearts and the lives of the people we serve. It is the mark of compassion, kindness, encouragement to our communities, and hope to the people we serve. That's why International President Fabricio Oliveira has made "Make Your Mark" our 2024-2025 motto.

One of the most important ways you can make your mark is by growing your club and our district so Lions International can achieve our MISSION 1.5 GOAL of reaching 1.5 million members by June 30, 2027. Achieving this goal will make it possible to serve more people than ever before.

When Lions work together, we can achieve great things just as the ancient African Proverb says "If you want to go fast go alone, but if you want to go far go together."

However, if you are like me, you get so busy with daily activities that you forget to talk to those you see about Lions. To make it easy and personal for you as a Lion of 5NW to be part of our mission of growing our membership we are launching three programs:

- 1) We Serve Wednesdays - All 1,250 members of District 5NW will receive a badge, lanyard, and club invitation business cards that are designed to promote your Lions club and its community service. We are asking each Lions member in District 5NW to wear their "We Serve / Ask Me About Lions" lanyard and badge every Wednesday as you go about your daily activities. You will also receive 6 business cards with the Lions Clubs International logo, website address, and a QR code on the front that will tell anyone given the card all about the benefits of Lions membership. On the back you will find a place to record your club's name, meeting time and place, favorite service project(s), and favorite fund-raising projects. Handing one of these cards to anyone who asks about Lions will make it easy for you to invite them to join you in membership and service through your Lions Club.
- 2) In addition, we are launching the new Lionsdistrict5NW.com website. This website will use social media and LCI links to improve the communication and experience of all lions in 5NW. Communication capability by email to all lions in the district is included and can be updated monthly to include new members. A calendar of events is included so each member, club, and district team can post events to be known by everyone in the district and multiple district.
- 3) Finally, we are asking your club to elect or appoint two Membership Chairs. Please select one member who has a passion for recruiting new members to be your Membership Recruitment Chair and another member who has a passion for keeping in touch with the members of your club to be your Membership Retention Chair. In 2023-2024 District 5NW gained 229 new members (great work), but we lost 134 (11.6%) of the members we began the year with. I know we can do better!

WeServe!

Let's Make Our Mark

District Governor Lion Lynn D. Helms, Ph.D.