



**REFRESH...RENEW...REIGNITE...
REVITALIZE...RECONNECT**
Lions Orientation Refresher Series
Purpose, Ethics and You



Purpose, Ethics and You

We all recognize the importance of new member orientation, but did you know that periodic overviews are beneficial for even the most seasoned, active Lion? This Orientation Refresher Series has been developed to facilitate “re-orientation” in your club. Each session can be presented by the club president or membership chairperson in approximately 10-20 minutes. This series makes a great presentation for club members during meetings, or can be conducted in a small group setting. The sessions are all similarly designed and include presentation suggestions, session materials and interactive exercises.

This series is designed to **REFRESH** members’ knowledge of Lions Clubs International, **REVITALIZE** their enthusiasm for helping those in need, **RECONNECT** them with their reasons for being a Lion and **RENEW** their commitment to membership development, extension and leadership initiatives.

Planning

This refresher series is easy to plan and conduct. However, there are a few simple steps you can take to ensure that the presentation runs smoothly and has maximum impact for members.

Scheduling Series sessions can be scheduled intermittently throughout the year or presented once a meeting for five meetings. They can also be made into mini-workshops that are given at a separate time and place. However, for greatest effect, it is suggested that they be used during a regular club meeting when a majority of the membership is likely to be in attendance.

Customizing the Presentation Each guide has a presentation outline with notes, content, suggestions for localizing content when appropriate, and exercises. Also included are **Try This!** suggestions to add an additional twist or element to the presentation. Present the series sessions as is, and they are effective tools for reigniting members’ passion for serving those in need. However, if you desire, individual parts of the series may be personalized to suit your presentation style.

Create Anticipation It is a good idea to create anticipation for this series by explaining to members the importance of “keeping the edge sharp” and refreshing their knowledge and commitment to the association. Be enthusiastic and let them know that these brief series sessions will make their membership in Lions more meaningful.

Materials These series sessions are easy to plan and implement, and use minimal resources. Some segments have reproducible items that should be copied for distribution during the presentation. It is also an excellent idea to encourage participants to have paper and a pen for taking notes. (You might want to have a few extras on hand in case someone has forgotten.)

There are five segments in the series, which cover the following topics:

- **Our Illustrious History** – Where we came from and where we are going
- **Purpose & Ethics & You** – The basic tenets of the association and how they guide those dedicated to service
- **Your Club, Your District** – Specific information about the local club and district, and how the individual Lion fits into the picture
- **Your International Association** – Details about the association at the international level, how it impacts the individual Lion and available resources
- **Membership Development, Extension and Leadership** – Explores the available avenues for expanding Lions club membership through recruitment and new clubs, as well as leadership opportunities for members

Session 2: Purpose, Ethics and You

Session Suggestions/Outline

1) *The Importance of “Re-orientation”* Even the most experienced, dedicated Lion can benefit from a review of the foundations of the association. Together, through these sessions, members will review different aspects of Lions Clubs International to help reconnect them with why they became Lions and help them set personal goals for continued development.

2) *Overview of Lions Purpose and Ethics* The Purpose and Ethics are the basic tenets of the association. The Purpose serve as guidelines for clubs and the ethics serve as the guidelines for individual Lions’ conduct. Review the history of both documents and the fact that they have remained unaltered through the years.

3) *The Purpose in Depth* The Lions Clubs International Purpose gives clubs a guiding purpose and helps them set goals. Review and discuss each Object individually.

4) *Purpose Exercise* Use the reproducible worksheet included in this guide to have participants list the ways in which your club meets the goals stated in the Lions Clubs International Purpose. Also have them list a new club goal based on one of the Purpose. Have participants discuss their answers with the group.

5) *Ethics in Depth* The Lions Clubs International Code of Ethics lists the qualities each Lion should personally exemplify.

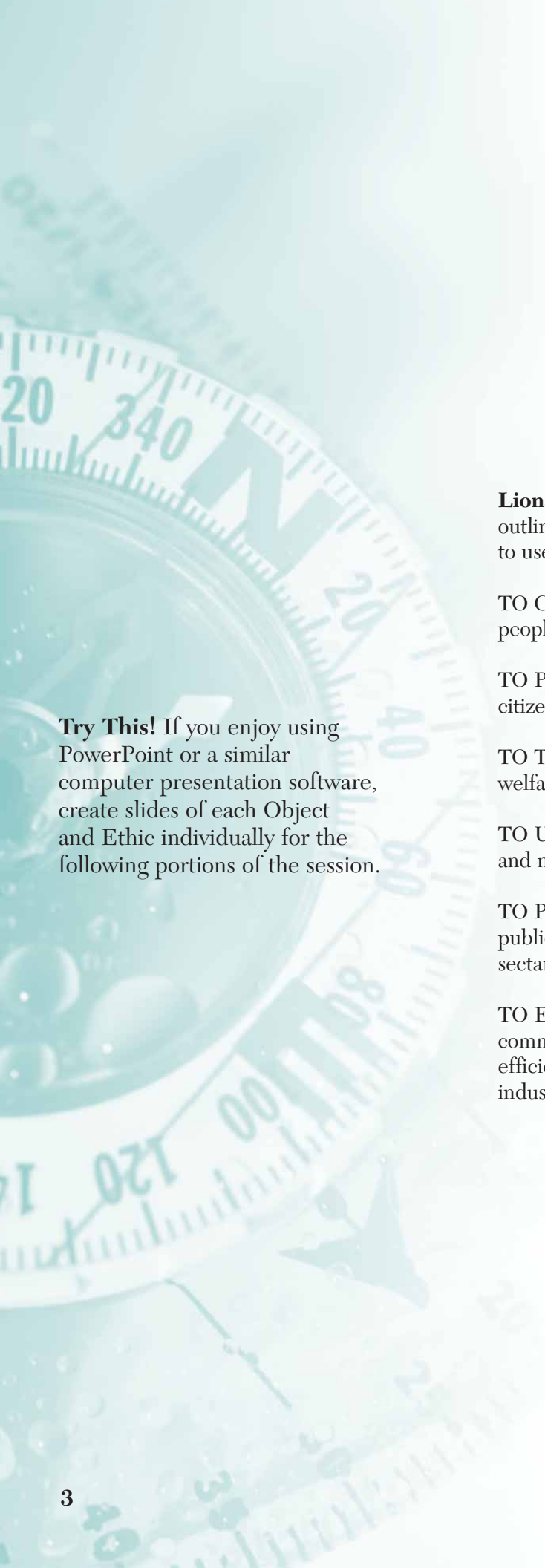
Review and discuss each of the Code of Ethics individually.

6) *Ethics Exercise* Use the reproducible worksheet included in this guide to have participants list which of the Lions Clubs International Code of Ethics has the most impact on them personally. How do they feel the Code of Ethics affects their service as Lions? Have participants discuss their answers with the group.

Presentation Content

The Lions’ Purpose and Ethics were adopted, along with the association’s first constitution and by-laws, at its first convention in Dallas, Texas, USA in October 1917. They are the basic tenets that guide our organization and have remained virtually unchanged since their adoption.

Try This! Interested in giving your members some take-home materials to reinforce what they have learned during the session? Photocopy the Lions Clubs International Purpose and Ethics included in the presentation content section of this guide.



Try This! If you enjoy using PowerPoint or a similar computer presentation software, create slides of each Object and Ethic individually for the following portions of the session.

Lions Clubs International Purpose: The Lions Clubs Purpose outline the aims and goals of Lions. It is up to the individual clubs to use the general purpose for specific purposes.

TO CREATE and foster a spirit of understanding among the peoples of the world.

TO PROMOTE the principles of good government and good citizenship.

TO TAKE an active interest in the civic, cultural, social and moral welfare of the community.

TO UNITE the clubs in the bonds of friendship, good fellowship and mutual understanding.

TO PROVIDE a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

TO ENCOURAGE service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

Lions Code of Ethics: The Lions Code of Ethics is a guideline for the personal values that each Lion should exemplify.

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in work, act and deed. To give them freely of my time, labor and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not destroy.

Try This! Make this portion of the session interactive by beginning the “Purpose in Depth” section by finding out which of the Lions Clubs International Purpose members already know. Write these down on a dry erase board or large pad of paper on an easel. Then fill in the missing Purpose and examine each one individually.

Purpose Exercise

List the ways in which your club meets the following Purpose:

- 1) International understanding:

- 2) Good government and citizenship:

- 3) Civic, cultural, social and moral welfare of the community:

- 4) Bonds of friendship, good fellowship and mutual understanding:

- 5) Open discussion of all matters of public interest:

- 6) Community service and high ethical standards:

List a prospective new goal for your club based on one of the Lions Clubs International Purpose:

Try This! Make this portion of the session interactive by beginning the “Ethics in Depth” section by finding out which of the Lions Clubs International Code of Ethics members already know. Write these down on a dry erase board or large pad of paper on an easel. Then fill in the missing Ethics and examine each one individually.

Ethics Exercise

Use the Lions Clubs International Ethics below as a reference to answer the questions that follow.

Lions Clubs International Ethics

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in work, act and deed. To give them freely of my time, labor and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not destroy.

Which of the Lions Clubs International Code of Ethics impacts you personally the most and why?

How do you feel the Code of Ethics affects your service as a Lion?

Try This! Both the Purpose Exercise and the Ethics Exercise would benefit by visual enhancement. Consider using a large pad of paper and an easel, a dry erase board or an overhead to write answers down for the entire group to see.



LIONS CLUBS INTERNATIONAL
300 W 22ND ST
OAK BROOK IL 60523-8842 USA