

# District Governor Newsletter

October  
2020

DG Mike Collins  
1<sup>st</sup> VDG Michael Tobin  
2<sup>nd</sup> VDG Scott Dornfeld  
[www.montanalions.org](http://www.montanalions.org)



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## Message from District Governor Mike Collins

**“Where there is a need, there is a Lion”**

### District Governor Message

It is hard to believe we are heading into fall already. Many clubs are just beginning to meet for the first time in many months. Unfortunately, Covid-19 is still with us and has not begun to diminish yet. These are the times we as Lions must new ways to active in our communities while keeping our members safe. This may mean online or

telephone meetings, and new fundraisers and projects. We may need to modify our current projects, but we MUST keep serving.

There are club around the district that have added or changed their activities. The Havre Lions biggest fundraiser is selling Pronto Pups and Cheese fries at the Hill County fair. Instead of giving up, they had a drive-up sale over a recent weekend and had a huge response from the community. Great work Havre Lions! The Columbia Falls Lions have had several drive-up food drives and are currently involved in a virtual 5K to support a local youth who is battling a profoundly serious disease.

I am sure there are many more clubs in the state that have found ways to continue to serve their communities and I would love to hear your stories. Please get them entered in MyLion so Lions Clubs International can hear your stories. Make sure your local media knows what you are up to also. Just a reminder: District 37 has approved up to \$100 reimbursement for each club for advertising. We highly recommend using this for Facebook or other internet advertising. The documentation is available in this newsletter and on the website.

Here is some great news. We now have a Lions Club in Shelby. They are a club branch of the Coutts/Sweetgrass lions and currently have 7 members. Thanks to 1<sup>st</sup> District Governor Mike Tobin for all your help getting this club started. We are hoping to start other branch clubs in the state. Your suggestions for other possible areas would be greatly appreciated. Our communications committee is working on a great advertising project. We hope to have an announcement in October of the details. We are continuing to plan for the Montana Rally on January 8<sup>th</sup> and 9<sup>th</sup> in Helena with the hope that the virus will have subsided by then. We will have registration forms available soon. Planning for the District 37 Convention in Kalispell on April 23-24 is moving forward as well.

Stay safe and remember Lions Serve. That is what we do.

**Yours in Lionism,**

**Mike Collins**

**District Governor 2020-21**

[mikeacollins@bresnan.net](mailto:mikeacollins@bresnan.net)

406-871-4176

**Note: Virtual Meetings**

**Zoom Basic Free** | <https://www.youtube.com/watch?v=-2pg4l1urXA>

**GoTo Meeting Free** | <https://support.goto.com/meeting>

**Google Hangout**

**Free** | <https://support.google.com/hangouts/answer/3115553?co=GENIE.Platform%3DDesktop&hl=en>

**Tips for hosting a “Virtual Meeting”**

- Consider shortening the length of the virtual meeting to make it more feasible for members to “tune in.”
- Do keep your fellowship activities if they can easily migrate online (for example, “getting to know you” activities and interesting speakers)
- Avoid taking up “video time” with elements of your meeting that would be better shared in writing such as basic announcements or upcoming dates to note – consider sending those in a follow up email once the virtual meeting concludes

## Engagement through Social Media Tools

Social Media is a great tool for engaging members and the general community every day. Clubs can optimize and concentrate their social media channels as a resource to bolster engagement during the hiatus from in-person contact. Many of these strategies can be used once you return to business as usual, so this may prove to be a pilot for your club.

## Engagement through Service (from Afar)

Of course, the BEST way to engage members is the same in-person or on-line! Get creative with ways to keep the spirit of service alive with your members!

### **DG MIKE COLLINS 2020-2021 GOALS**

DG Mike Collins is in the planning process for his year as District Governor, 2020-2021. DG Mike has established several major goals for his year as District Governor: (1) continue work on NAMI, North American Membership Initiative, to increase club membership (2) start 1 or 2 new clubs (3) create teams that will work with clubs to help them retain club members, encourage clubs to conduct a Community Needs Assessment, encourage clubs to have at least one major service project (4) organize a major club officer training opportunity either through a Montana Forum or through regional training events.

DG Mike welcomes comments and suggestions from all Montana Lions. Contact DG Mike Collins, 40 Meadowlark Drive; Kalispell, MT 59901;

H 406-752-3473; C: 406-871-4176; [mikeacollins@bresnan.net](mailto:mikeacollins@bresnan.net)

### **NEWSLETTER ARTICLES**

Any Lions club member can submit information associated with any type of Lions project or general club information. Please send in “word” format and/or photos in JPEG format to: PDG Dennis Kopitzke; [djk\\_7491@rangeweb.net](mailto:djk_7491@rangeweb.net)

## **HAVRE LIONS CLUB PRONTO PUPS**

Havre Lions Club did a socially distanced drive thru for folks to purchase “pronto pups”, usually served during Festival Days. The line was probably a mile long at the high point on Saturday. More than 5000 pronto pups were sold!

<http://hilinetoday.com/havre-lions-club-sells-over-5000-pronto-pups-at-drive-thru/>

## **United in Kindness and Diversity – Dr. Jung-Yul Choi September 2020**

When we serve, it’s more than an act of kindness. It’s personal. Your dedication enriches the lives of the people you know and strengthens the relationships you share. You are more than a volunteer—you are an essential part of your community. And that connection matters more than ever.

As you continue to serve safely, it’s so important to focus on building your relationship with the community. Our mission is to serve but our service inspires and empowers those around us to take action. And when we are united, we have the strength to face ne challenges and solve the issues that matter to us most

## **2020-2021 Club Officer Training**

District 37 held online club officer training in May of 2020. There were 4 sessions and they were recorded. The recordings are available on YouTube.

Club officer General training -

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

Treasurer Training - [https://www.youtube.com/watch?v= E2y2RSeRdA](https://www.youtube.com/watch?v=E2y2RSeRdA)


President Training - <https://www.youtube.com/watch?v=xInF-ZkO2II>

Secretary Training - <https://www.youtube.com/watch?v=L8uCzwcxIQc>

The District is planning on repeating some of the online training classes in the future. We also hope to have 4 regional in-person training sessions in the Spring of 2021.

# Free Conference Calling and Video Conference Services for Lions Clubs

There are many services that are available to have your club meetings via phone or video conferencing. The district has an account on Free Conference USA. This service supports up to 1000 people and has no time limits.



**Toll Dial-In:** +1 (774) 220-4000  
**Conference ID:** 291-5548  
**Host PIN:** 4811

To join as Host, press the star key (\*) instead of the pound sign (#) after you enter the Conference ID. You will then be prompted to enter your Host PIN.

	<b>* 0</b>	Plays menu of Keypad Commands
	<b>* 1</b>	Record the conference (toggle on/off)
	<b>* 2</b>	Lock out new entrants (toggle on/off)
	<b>* 3</b>	Start conference (in "host confirms" mode)
	<b>* 3</b>	Promote to Host (after conference start)
MODE	<b>* 4 1</b>	Switch to Presentation Mode
	<b>* 4 2</b>	Switch to Conversation Mode
	<b>* 4 3</b>	Switch to Question & Answer Mode
	<b>* 4 4</b>	Switch to Private Host Mode
	<b>* 5</b>	Raise your hand (see User Guide)
ENTRY	<b>* 6</b>	Mute yourself (toggle on/off)
	<b>* 7 1</b>	Play entry chime on caller arrival
	<b>* 7 2</b>	Announce name on caller arrival
	<b>* 7 3</b>	No notification on caller arrival
EXIT	<b>* 8 1</b>	Play exit chime on caller exit
	<b>* 8 2</b>	Announce name on caller exit
	<b>* 8 3</b>	No notification on caller exit
	<b>* 9 1</b>	Terminate in the conference
	<b>* #</b>	Private roll call of participants
	<b>* *</b>	Mute music-on-hold (toggle on/off)

Video Conference services are good ways to hold meetings but do have some limits. While they do allow dialing into a meeting as well as video, the meetings are more effective with video. This requires high speed internet or data services, video cameras and microphones on a computer, laptop or mobile device. Most laptops and mobile devices have these built in.

[Zoom](#) is a very popular conference call service that offers both paid and free tiers of service. If [your business meetings](#) are mostly one-on-one or tend to be under 40 minutes, Zoom could be a great option for you. One-to-one meetings are free and can run for hours or days. Group meetings are limited to 100 participants and 40 minutes on the free tier. If your meetings fit into either of these categories, you'll never need to pay a penny to run all your meetings in Zoom.

Zoom allows you to join or start a meeting from nearly anywhere in the world using a Mac, PC, or Linux computer, Android or iOS phone, H.323/SIP device, or a normal telephone through international dial-in toll-free numbers. Video calls tend to be crisp; Zoom allows the meeting owner to lock the room, mute/unmute participants, and record the meeting seamlessly during the call right from their admin dashboard.

The District has a GOTO Meeting account, but it is limited to one administrator. Because of the workload that would be required of one of the district officers we will only be offering this to zone or district meetings.

**Meeting Etiquette:** Good video conferencing etiquette is really just common courtesy and respect for the people in your meeting. Read through these tips for successful conferencing.

- Introduce all conference participants when the meeting starts.
- Introduce yourself when you start speaking.
- Make sure that you can see and hear the far-site participants.
- Adjust your camera and microphone so that the far site can see and hear you.
- Avoid tapping on the microphone or rustling papers near the microphone and try to isolate yourself from household noise
- Mute your microphone when you are not speaking.

The usual principles of polite behavior required with any meeting apply for conferencing and collaboration — the trick is to understand how the use (or misuse) of technology can make meetings less effective. The ideal video conference should get as close as possible to the dynamics of a real, face-to face meeting from the participants' points of view, but of course it is not 'exactly' like a real meeting, since the system mediates communication between remote participants. Therefore, the role of everyone in the meeting (not just the chairperson) is to ensure that the system is not filtering out critical interactions, allowing discourtesy to sneak in.

Please feel free to contact either for help. DG Mike Collins, 406-871-4176; [mikeacollins@bresnan.net](mailto:mikeacollins@bresnan.net) or Lion Jerry Leggate, 406-698-3186; [jnleggate@yahoo.com](mailto:jnleggate@yahoo.com)

## **DISTRICT VESTS**

The district has a number of vests for sale in a wide variety of sizes. Contact PID Dave Hajny for more information on the vests. 406-596-4596; [whodat@3rivers.net](mailto:whodat@3rivers.net)

The vests are great looking and a great way to support our district and Lionism.



## **NORTH AMERICAN MEMBERSHIP INITIATIVE – NAMI LIONS CLUBS INTERNATIONAL**

In 2018 International Vice Presidents Haynes Townsend and Brian Sheehan worked together to develop NAMI to help district in North America boost their membership. The program started with nine pilot districts across Cas 1 and 2, with chosen NAMI champions to lead and motivate their districts.

Today, International Vice Presidents Doug Alexander, Briand Sheehan and Dr. Patti Hill lead the program with a Steering Committee selected for their proven skills in growing club and membership numbers. They also formed the Young Lions Task Force to help districts charter Lions clubs for young people and assist districts with recruitment and engagement of young Lions.

Together, the NAMI team is guided by three objectives to grow membership; (1) rejuvenating districts with new clubs, (2) revitalizing clubs with new members, and (3) re-motivating existing members with new fellowships and exciting service.

It will be the responsibility of district leaders to work towards the accomplishment of the above listed goals. The process involves: building a district NAMI team, create a vision for your district, build a plan to accomplish and reach your district vision and build for current and future success.

## **NORTH AMERICAN MEMBERSHIP INITIATIVE – NAMI MONTANA DISTRICT 37**

Montana District 37 has been selected, as a pilot district, to participate in the LCI North American Membership Initiative. NAMI is a pilot project to develop new ideas, concepts and programs to try and increase membership and retention of Lions in North America. The primary objectives include: (1) rejuvenate districts with new clubs (2) revitalize clubs with new members (3) re-motivate members with new fellowships and exciting service.

The process of involvement in NAMI includes: (1) establish a steering committee with a commitment to the project. The steering committee is composed of: DG Verna Love, 1<sup>st</sup> VDG Mike Collins, 2<sup>nd</sup> VDG Michael Tobin, Lion Scott Dornfeld, PDG Laura Dickerson, PDG George Chenoweth, PDG Lary Garrison, Lion Steve Melby. (2) analyze the district to determine strengths, weaknesses, opportunities and threats; (3) create and train leadership teams in each of the 14 districts. The teams will be composed of Lions dedicated to the goals of the NAMI project (4) provide 2-3 Membership Training Camps to teach skills in starting new clubs, recruiting new Lion members, and skills in retaining club members (5) provide compensation for room, board, mileage (6) a relevant curriculum will be created (7) LCI will provide adequate funding for the entire NAMI process.

## **PLUSOPTIX Regarding: COVID-19 and PlusOptix**

We are in an unusual year for PlusOptix. With the changes to how schools are constructing their day Lions will more than likely have to make multiple visits to each school to screen all of the students. Please make yourself and fellow Lions aware of each school's guidelines in regards to wearing masks and keeping social distancing.

The PlusOptix company has suggested the following cleaning products to use on the machines: Bacillo 30 Tissues, Clorox Healthcare Bleach Wipes and Teccare Control Tissues. Use as recommended to disinfect the machines. If you can't find these specific products just do the best that you can to make sure your machines are as sanitized a possible.



It is recommended to use a damp soft clean cloth. Do not spray anything directly onto the screen or lens.

The Montana Lions Sight & Hearing Foundation still has 2 NEW PlusOptix S-12 machines FOR SALE. If interested in purchasing or have questions on how to go about getting monetary support to purchase a machine please contact Lion Dave Falcon at 406-257-2258.

Please beware there is a new PlusOptix update version available for download, 7.1.8.0. This download is located at: [www.PlusOptix.com](http://www.PlusOptix.com); then click on support.

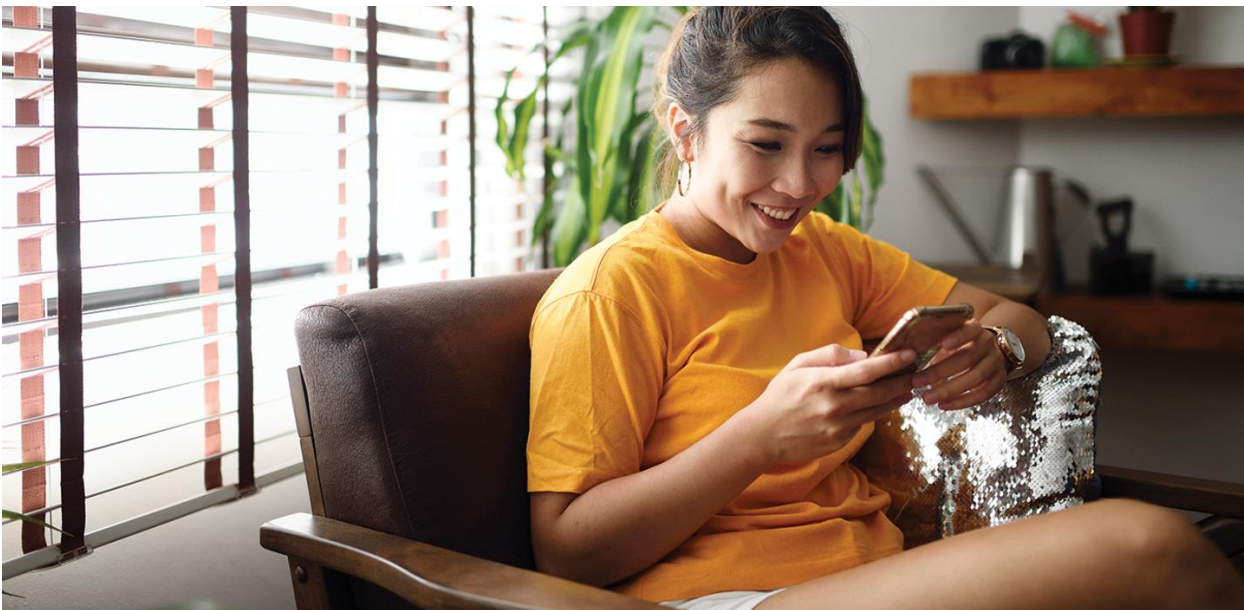
Just a reminder that after you have screened students, report the number of students screened and number of students referred to Lion Dave Falcon.

Lions: Thank you for everything you do to support our kids in Montana. Stay safe out there.

Lion Dave Falcon

## **Five Tips for Serving Safely in Your Community**

Lions Clubs International March 31, 2020



The ongoing coronavirus (COVID-19) pandemic may be changing the way we live, but it hasn't changed who we are. We are Lions and We Serve. But during this global

health crisis, it's important to keep yourself and your family safe and healthy. And Lions around the world have found new and creative ways to do both.

Your club may have already developed a safe strategy to lead a community response to COVID-19, but if you're still looking for new ways to serve, consider these five tips for serving safely that Lions clubs around the world have put into action.

### **Keep in touch**

Social distancing doesn't mean social isolation. Catch up with family, friends, neighbors and fellow Lions by phone or email and see how they're doing. There are also many people in your community, such as the elderly, who may not have as many opportunities to communicate with family and friends. Consider recruiting your club into a phone tree to reach out and have a conversation with someone who would enjoy talking to a caring, friendly person.

#### *Lions Serving Safely in Hafnarfjordur, Iceland*

Asbjorn Lions Club gave a gift of tablet computers and headsets to a home for the elderly that has brought many grandparents face-to-face with their grandchildren. We're all in this together, and your kind words will offer a lot of comfort during these challenging times.

### **Get social**

There's a reason why social media has become such an essential part of how we communicate. That's because it's so effective. Spread hope by sharing stories about how your club is helping your community during this crisis. By posting information, updates and safety tips, you can start a conversation online and transform your club's social media network into a communications hub for your community.

#### *Lions Serving Safely in Sandwell, England*

Sandwell Lions Club is keeping children entertained and giving relief to frazzled parents with their daily Sandwell Lions Storytime on Facebook. Lions have so much to offer and social media can help you put their many talents to good use.

### **Fight hunger**

It's important to make sure that we do our part to meet the needs of our community. And fighting food insecurity is a great way to provide comfort to those in need without having to leave your home. As Lion John O'Brien of the Channahon Lions Club put it, "Hunger doesn't know that it's supposed to be on lockdown." Your club can support your local food bank or homeless shelter through fundraising or even by ordering a care package of other essentials like toilet paper, toothpaste and clothing.

#### *Lions Serving Safely in Channahon, Illinois, US*

Channahon Lions Club is supporting their local food bank to ensure that the people in their community can get the essentials they are looking for. When you make sure that your neighbors have what they need at home, you help them to limit their exposure and ensure that we can all get through this together.

## **Give the gift of safety**

As you serve during this crisis, your personal safety is the most important thing to remember. And due to a shortage of cleaning supplies and personal protective equipment, such as masks and gloves, this is becoming even more challenging. While many Lions have come together to form mask-making groups and have generously shared their cleaning supplies, it's essential that you make sure to take care of yourself.

*Lions Serving Safely in Johannesburg, South Africa*

Kensington Lions Club have taken a special interest in those with essential duties that keep them outdoors. They have been packaging and distributing antiviral soaps to help these workers stay virus-free and healthy. Remember to serve safely. You too are a part of the community you're serving.

## **Find a partner in service**

Your community is full of experienced professionals and organizations that are also doing their part. And many of them need help. Whether it's supporting hotlines or providing translation services, you and your club have the skills they need to strengthen your community's response to COVID-19—without having to leave home.

*Lions Serving Safely in Nova Scotia, Canada*

Bridgewater and Area Lions Club has partnered with its chamber of commerce, business leaders and a COVID-19 response group to identify and aid those in need within their community. The relationships you form can help you continue to improve the future of your communities.

In a time when people are depending on you more than ever, we are depending on you to take every precaution to serve safely. That's the only way we can get through this together.

Let us know how you're serving safely. Post your stories on social media using the hashtag **#WeServe**, and inspire other Lions around the world to do what they can to help their communities. Because we are all in this together.



## Lions Clubs International Foundation

Every year the world faces more Challenges and for the past 50+ years "Our Lions Clubs International Foundation" has been there to meet them. They vary in kind, size and number, however in one way they remain the same--they alter the existence of all living things.

This year we have faced more challenges than usual, and we still have 3 months left in this year. But then again isn't that the way we have felt year after year? Fortunately, LCIF has been there to offer relief. Since 1968 LCIF has approved over 13,000 grants for over 1 Billion Dollars.

In 2007 LCIF was named the #1 non-government organization in the world to partner with by an independent Financial Times Study. In 2019 LCIF received a 4 Star rating (it's highest) from Charity Navigation for the 8th consecutive year putting it in the top 4% of all non-profits with accountability, responsibility and transparency. You can be confident your donations are being handled at the highest levels of competency.

Those 13,000 grants and the 1 Billion Dollars are a part of LCIF's legacy, but legacy does not meet today's or tomorrow's needs. If you have given in the past, I thank you, if you are continuing to give as I do, I thank you. If you have not in the past now is as good a time as any. 1 Billion Dollars did not come from just one donation, it came from thousands of large and small donations from thousands of Lions from every corner of the world. Go to [lcif.org/donate](http://lcif.org/donate) to donate online and learn about other ways to give.

Thank you, Yours in Lionism  
PDG Lary Garrison, LCIF Chair, Dist. 37



## **CAMPAIGN 100 – EXTENDED DUE TO COVID-19**

Every day Lions and Lions Clubs worldwide make donations to the International Foundation not knowing when or where that donation will be used. Every day our Lions Foundation receives those same donations not knowing where and when they will be needed. Where will the next fire, flood or earthquake occur? No one knows, but our Foundation is ready to quickly respond anywhere in the world. When will the next hurricane or tornado occur? No one knows, but our Foundation is ready to quickly respond anywhere in North America. Disasters don't make their needs known until they occur

Do we make a donation to the American Cancer Society, the American Diabetes Association the Alzheimer's Association or any other charity with the expectation we or someone we know will be the beneficiary? Most of us are hopeful we or our relatives or friends will never need it, but we do know that someone somewhere will.

In the long run Lions in the United States will hopefully always donate more to our Foundation than we need, but it is a fact that the majority of our donations are used in the United States.

Because of COVID-19 the Campaign 100 has been extended for another year. Disasters have not taken a holiday because of COVID-19. You or your club can make a donation at [donorassistance@lionsclubs.org](mailto:donorassistance@lionsclubs.org) or by calling 1-630-203-3836. Remember individual donations are tax deductible.

Yours in Lionism,  
PDG Lary Garrison, LCIF Dist. 37 Chair

## How to Set Up a Facebook Page for Your Lions Club

lionsclubsorg August 02, 2020



Setting up a Facebook page for your Lions club is one of the most effective ways to share your club's activities, connect with the community and learn what other Lions are doing around the world!

### **What's the difference between a Facebook page and a Facebook profile?**

It's important to understand the difference between a Facebook page and a Facebook profile:

**A profile is for individuals** - This is your personal account that you can make private or public. Each person on Facebook has a profile.

**A page is for organizations, brands, businesses and communities** - Pages are visible to the public and can have an unlimited number of followers.

### **So which do you want to use for your club?**

Create a Facebook page for your club. *In order to create a Facebook page, you must have a Facebook profile.*

### **Getting Started on Facebook**

Click the links below for instructions on how to set up Facebook for your club.

[How to create a Facebook profile/account](#) (Every Facebook page needs someone with a profile behind it.)

[How to create a Facebook page for your club](#)

[How to convert a Facebook profile to a Facebook page](#) (In case you already have a Facebook profile for your club, you can turn it into a page!)

[How to assign multiple admins and editors to a page](#) (So more than one member can have access to the page.)

### **OK, my Lions club has a Facebook page! Now what?**

[Find Facebook tips, including what to post, on the Lions Blog.](#)

[Follow Lions SMiLE for social media resources.](#)

[Visit the Facebook Help Center for FAQs and How-To's.](#)

## IMPORTANT DATES

October	Vision Awareness Month Lions Membership Growth Month Leo Membership Growth Month
Oct. 1	Deadline to purchase Peace Poster Contest kits
Oct. 8	World Sight Day
Oct. 9-10	Leadership Retreat, Polson (Canceled)
Oct. 10-13	International Board of Directors meeting, Tenerife, Canary Islands
Oct. 11	Communications Committee – 6:00 PM “Go To Meeting”
Oct. 17	Montana Lions Sight & Hearing Foundation – QT Meeting - Helena
Oct. 24	United Nations Day
Oct. 24	Lions Day with the United Nations
Oct. 24	Advisory Committee Meeting – Huntley Project, 8:30 AM
Oct. 24	Cabinet Meeting – Huntley Project, 10:00 AM
November	Diabetes Awareness Month
Nov. 14	World Diabetes Day
Jan. 8-9	Montana Rally, Helena
Apr. 23-24	District Convention, Kalispell
Apr. 25	Cabinet Meeting, Kalispell

## Websites

Visit the district website: [www.montanalions.org](http://www.montanalions.org) to find a wealth of valuable information regarding almost every aspect associated with the operation of the district.

LCI website, [lionsclubsinternational.org](http://lionsclubsinternational.org) Look for: general information, service projects, membership, club improvement, online training, media and news releases, and LCIF.

The Montana Lions Sight & Hearing Foundation website: [www.mtlionsshfnd.org](http://www.mtlionsshfnd.org)  
Information regarding programs and sight, hearing and/or speech impairments

## Contact Information

DG Mike Collins, 40 Meadowlark Drive; Kalispell, MT 59901; H 406-752-3473;  
C 406-871-4176; [mikeacollins@bresnan.net](mailto:mikeacollins@bresnan.net)

1<sup>st</sup> VDG Michael Tobin, Box 408, Sunburst, MT 59482; H 406-397-1215; C 406-450-2780; [miket@northerntel.net](mailto:miket@northerntel.net)

2<sup>nd</sup> VDG Scott Dornfeld, 744 Arbor Hills Drive, Billings, MT 59105; C, 406-489-1884;  
[Sdornfeld51@gmail.com](mailto:Sdornfeld51@gmail.com)

District Secretary/Administrator; PDG Dennis Kopitzke, Box 1266, Forsyth, 59327;  
406-346-1488; 406-853-8695; [djk\\_7491@rangeweb.net](mailto:djk_7491@rangeweb.net)

The logo features the text "Lions: We Serve" in a stylized, 3D-effect font. The word "Lions:" is in a light purple color, and "We Serve" is in a darker purple. The letters have a slight shadow and are arranged in a slightly curved, upward-sloping manner.



# Save the Date

## Montana Rally

Join District 37 Lions for fun, fellowship, and learning

Where: **Colonial Inn – Helena, MT**

When: **Jan 8 & 9<sup>th</sup>, 2021**



## **District 37 Advertising and Publicity Reimbursement for 2020-2021**

District 37 has made available funds for reimbursement of advertising expenses for the July 2020- Jun 2021 Lions Year. District 37 will reimburse clubs in good standing up to \$100.00 for expenses for advertising expenses such as social media advertising, google ads, newspaper, radio, or other paid advertising.

It is highly recommended that the advertising should be used to promote your club and club projects, attract new members, and increase public awareness of your Lions club. While the funds may be used to promote a fundraiser, please emphasize what your club is raising the funds for. Social media advertising allows you to get a much bigger impact for your dollar and can be targeted to specific demographics, so it is highly recommended that these funds be used for that type of advertising.

Requests for reimbursement can be made by submitting an Advertising and Publicity Reimbursement Request to DG Mike Collins either by email or postal mail. Please send one request for funds rather than sending multiple small requests. The form will be published in the newsletter and on the web site. All requests must be submitted by June 1. 2021.

We Serve  
DG Mike Collins

Montana Lions District 37 will reimburse individual Lions clubs for expenses for advertising your club for the Lion's year 2020-2021 up to a maximum of \$100.00 per club. It is recommended that this be used for attracting new members and/or publicizing your club using electronic or social media but is not limited to this.

## District 37 Advertising and Publicity Reimbursement Request

Date \_\_\_\_\_

Club \_\_\_\_\_

Mailing Address

\_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Describe advertising done (type of media, purpose, duration of ad):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe results of advertising (new members, fundraising results, new followers):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount requested (receipts required):

\_\_\_\_\_

Club Representative Signature

\_\_\_\_\_

District Governor Signature

\_\_\_\_\_

**All requests must be submitted no later than June 1<sup>st</sup>, 2021**

Please email signed form and scanned receipts to

[mikeacollins@bresnan.net](mailto:mikeacollins@bresnan.net)

or Mail to DG Mike Collins, 40 Meadowlark Dr., Kalispell, MT 59901

## **ACRONYMS ASSOCIATED WITH LIONISM**

**CA** - Constitutional Area

LCI has seven (7) constitutional areas which are often listed as CA 1, CA 2, CA 3, CA 4, CA 5, CA 6, and CA 7; or CA I, CA II, CA III, CA IV, CA V, CA VI, and CA VII. Ohio is part of Constitutional Area 1.

**CBL** - Constitution and By-Laws

Also commonly abbreviated as C&BL.

**CC – Council Chair**

**Chairperson of the council of governors of a multiple district.**

**CEA** - Club Excellence Award

**CEP** - Club Excellence Program

**CS** - Cabinet Secretary

**CT** - Cabinet Treasurer

**CST** - Cabinet Secretary/Treasurer

For the case where the same person is both Cabinet Secretary and Cabinet Treasurer.

**DG** - District Governor

**DGE** - District Governor Elect

Newly elected DG's are classified as "elected" until their official term starts.

**FVDG** - First Vice District Governor

Also abbreviated as 1VDG. See SVDG.

**GAT** - Global Action Team

**GLT** - Global Leadership Team

**GMT** - Global Membership Team

**GST** - Global Service Team

**ID** - International Director

**IP** - International President

**IPCC** - Immediate Past Council Chair

**IPDG** - Immediate Past District Governor

**IPID** - Immediate Past International Director

**IPIP** - Immediate Past International President

**IFVP** - International First Vice President

**ISVP** - International Second Vice President

**ITVP** - International Third Vice President

**IVP** - International Vice President

There are three (3) International Vice Presidents. See IFVP, ISVP and ITVP.

**LCI** - Lions Clubs International

**LCIF** - Lions Clubs International Foundation

**MD** - Multiple District (a group of districts)

**MJF** - Melvin Jones Fellowship

**MLSHF – Montana Lions Sight and Hearing Foundation**

**MMR** - Monthly Membership Reports

(obsolete) The printed reports (using 5-part hardcopy forms) once used to report club membership activity to LCI.

**NAMI** - North America Membership Initiative

**PCC** - Past Council Chairperson

**PDG** - Past District Governor

**PDGA** - Past District Governor Association

**PID** - Past International Director

**PIP** - Past International President

**PMJF** - Progressive Melvin Jones Fellowship

**RC** - Region Chairperson

**RLLI** - Regional Lions Leadership Institute

**SD – Single District**

**Montana is a single district and not part of a Multiple District**

**SVDG** - Second Vice District Governor

Also abbreviated as 2VDG. See FVDG.

**VDG** - Vice District Governor

**VDGE** - Vice District Governor Elect

Newly elected VDG's are classified as "elected" until their official term starts.

**ZC** - Zone Chairperson