



**Dear Lions of District 27-E1,**

My name is Ed Cerney and I am truly honored to serve as your District Governor for the 2025–2026 Lions year!

Throughout the year, I'll be sending letters like this to highlight upcoming events, special service projects, and opportunities for your club to earn recognition and awards. One of the questions I'm often asked is, *"What kinds of activities should we be doing in our communities?"* — followed closely by, *"How do we know if we've done enough?"*

These are great questions to ask, especially at the start of a new Lions year. This is the perfect time to come together as a club, reflect on what you've done in the past, and begin setting plans for the year ahead. As club presidents and officers, it's important to think strategically — reviewing your past projects, continuing those that still meet your community's needs, and exploring new ideas about which your members may be passionate.



## **Lions Weeks of Service**

To help inspire new ideas, Lions International has designated **Weeks of Service** where clubs around the world focus on a particular global cause. These are excellent opportunities to launch new projects or expand your current service in your community.

Here are the three official **Weeks of Service** for the 2025–2026 Lions year:

- 🧠 **October 4–12** – Focus on **Mental Health**
- 🍲 **January 3–11** – Focus on **Hunger**
- 🌍 **April 18–26** – Focus on the **Environment**

If your club already serves in these areas, that's wonderful! If not, consider these weeks as a time to try something new. You don't need a big budget — sometimes the simplest acts of kindness make the biggest impact. Let your members brainstorm ideas for a new project in one of these areas and consider adding at least one to your calendar this year.



## **Club Excellence Award: A Guiding Framework**

Another helpful way to measure your club's success is by reviewing the criteria for the **Club Excellence Award**. Whether or not your club plans to pursue the award formally, the requirements can serve as a strong roadmap for impactful service and organizational growth.

Here's a quick summary of the **2025–2026 criteria**:

### **1. Membership**

- Achieve a net growth of at least 20%, with a minimum of two new members (above your reported June 30 membership total).

## 2. Service

- Report **at least four service projects** in the Lions Portal — including one for each of the three Weeks of Service listed above.

## 3. Leadership

- Stay in good standing (dues/invoices paid),
- Report club officers by **May 15**,
- Limit club presidents to **no more than two consecutive terms**,
- Ensure **at least two officers** attend official training (between July 1 and Dec 31, online or in-person).

## 4. LCIF Support

- Donate at least **\$20 per club member** to LCIF (can be a club contribution or a combination of individual and club donations).

## 5. Marketing

- Publicize your club's events or service through **local media or social media**.

All award criteria are tracked and verified through data entered in the **Lions Portal**, and clubs who meet the requirements will be automatically considered for the award — no separate application needed this year.

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Even if your club meets only a few of these goals, you're on the path to building a stronger, more engaged group — and the ripple effect of your service will reach farther than you may ever know.

I wish you all the best as you kick off this Lions year. If there's ever anything I can do to help your club grow or find new ways to serve, please don't hesitate to reach out.

**In service and Lionism,**

Lion Ed Cerney

District Governor, 27-E1

2025–2026