



**Lion Vicky Yates**  
**New Generation Lion Coordinator**  
**District 105e**  
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Dear Lion President,

My name is Vicky Yates from Vale of Belvoir Club and I have been asked to contact you by Alan Hall (GMT Coordinator) to inform you of a new District initiative that is being launched: New Generation Lions. A New Generation Lion will be enthusiastic, open-minded and willing to evolve and it is my hope that every Lion in our District will consider themselves a New Generation Lion in the future, if not now.

This is a joint project commissioned by District Governor's Youth and Membership Teams and there are two key visions of the New Generation Lions Project, which will be fulfilled through achieving a set of considered objectives:

- To increase engagement of Lions within clubs, zones and the district; and within their communities
- To take District 105E forward as an innovative, progressive collaboration of clubs using modern technologies and communication channels to implement new ideas

Please see attached objectives.

I am looking to recruit an enthusiastic team of like-minded Lions to bring fresh, innovative ideas to challenge and improve how our organisation operates. This team will include an Executive Body consisting of the listed positions and will accommodate any Lion hoping to bring about positive change through NGL Project:

- Deputy Coordinator: to assist in the overall operation of the project, including liaising with District Committee, Clubs and individuals; reporting and evaluating on progress
- Secretary: minute-taker of meetings and to distribute Team correspondence, create and maintain Team activity records
- NGL Membership Coordinators: to work towards membership specific objectives; explore existing and new recruitment techniques to implement targeted campaigns for segmented groups to be circulated District-wide; create user-friendly guides on these new ideas
- NGL Communications and PR Coordinators: review current communication channels; research and propose alternative and up-to-date communication channels; create user-friendly guides on how these work

A key focus of the project is to encourage younger membership within the district not only in numbers but also in participation. As such, I hope to fill some executive positions with members in their 30's or younger, however myself and the team would be grateful for the knowledge of more experienced members who are interested in taking an active role in the New Generation Lions Project.

This is an idea opportunity for you, as Club President, to encourage any members that you and your Club think might benefit from involvement with the New Generation Lions Team. I hope to provide

an ongoing opportunity for self-development and to provide a productive environment for younger Lions in particular, to work outside of their comfort zone.

It is my ambition that with your support, and the support of your Club members, the New Generation Lions Team will be essential to updating Lionistic procedures and expanding awareness of our organisation so that we may continue to serve in the future.

If any of your Lions are interested in the project, please do pass on my details. If any Lions wish to take up an Executive position on the team, please send me an email with the following information to vicky2293yates@hotmail.com:

- Name
- Club
- Age
- How long you've been a member?
- If you would like to hold an Exec Team position, which one and why?
- I'd also like to know why you've chosen to become a Lion?

I look forward to hearing from your club members soon. Lion President, can I ask you to circulate this letter and the attached objectives of New Generation Lions Project to your Club. I'd be grateful to hear what you all think of this new initiative and I look forward to hearing from those who want to be involved very soon.

Yours in Lionism,

Vicky Yates

New Generation Coordinator  
District 105e