The New Voices Initiative: 2020-2021

The 2020-2021 New Voices Initiative promotes gender parity and diversity and seeks to increase the number of women, young adults and underrepresented populations within our association. It features a diverse group of Lions who strive for excellence in one of four areas: Service, Membership, Leadership, and Marketing.

When choosing New Voices in your district, consider the following criteria for each nomination category.

1. **Service**: Nominees for New Voices in Service participate regularly in service projects and perform service that reaches a diverse group of people. Nominate a Lion in your district who has participated in notable service projects and shown excellence in service.

2. **Membership**: Nominees for New Voices in Membership work to recruit and retain new members, welcoming diversity in the Lions family. Nominate a Lion in your district whose recruitment and retention efforts have displayed excellence in membership.

3. **Leadership**: Nominees for New Voices in Leadership are influential leaders who strive to be inclusive. Nominate a Lion in your district who has lead with excellence, including hosting meetings, and organizing projects and teams.

4. **Marketing**: Nominees for New Voices in Marketing work to spread the Lions’ message to all corners of the world. Nominate a Lion in your district who uses marketing channels such as social media, printed newsletters, email, etc., to promote their club with excellence.

**RECOGNIZE NEW VOICES IN YOUR AREA**

After you’ve nominated your New Voices, public recognition of your nominees is a wonderful way to inspire Lions in your district. Inspired Lions are likely to serve more, recruit more, become better leaders, and spread the message of Lions International. Feature New Voices on local district websites and social media, or in club and district newsletters. Share their stories at Club meetings, service projects, and fundraising events.

**PROMOTING NEW VOICES AT THE INTERNATIONAL LEVEL**

Selected New Voices may be featured in LCI programs and asked to participate in global webinars so they can share their story and inspire others as we showcase their contribution.

Questions about the initiative may be directed to newvoices@lionsclubs.org