

LIONS CLUBS
INTERNATIONAL



MEMBERSHIP MATTERS
TOOLBOX

Multiple District 105

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Global Membership Approach

The Global Membership Approach combines a strategic approach and a set of resources for district teams to utilise to develop membership by:

- Rejuvenating district with new clubs
- Revitalising clubs with new members
- Re-motivating existing members with fellowship and exciting service.

The approach has universal applicability, with the ability to customise based on local needs and circumstances.

The goal of the Global Membership Approach is positive membership growth. This goal is fundamental to the broader goal of One Lion: to be the global leader in community and humanitarian service. Similarly, many of the strategies outlined in the One Lion strategic approach will directly and indirectly support the objectives of the Global Membership Approach.

Many of the programmes and resources developed through One Lion will be implemented at the International level, such as repositioning the global causes, or club level, such as increasing member satisfaction with their club experience. As such, One Lion will support, not

replace the action plans developed through the Global Membership Approach.

Club Quality Initiative

The Club Quality Initiative is a strategic planning tool to help clubs identify opportunities for improvement. Change is critical for each club. By understanding the current operation, identifying areas that may be improved and taking measured steps to accomplish our goals, every club can be even better!

Rejuvenate your club with new members

- What opportunities exist to expand membership?
- What is your membership recruitment plan?
- Does the club conduct meaningful inductions and provide effective orientation?
- Are members encouraged to sponsor new members? Are they recognised?

Revitalise your club with new service opportunities

- Are the club's service projects relevant to current community needs?
- Are members enthusiastic and actively involved in service projects?
- Is club leadership receptive to members' ideas for new service ideas?
- Does the club have a "signature project"?

Excel in leadership development and club operations

All club officers:

- Do club officers participate in training for their position?
- Do officers and members attend zone or region meetings?
- Are meetings and events effectively planned and managed?

All club members

- Are members encouraged to take leadership positions?
- Do members regularly attend and participate in club functions?
- Does the club operate according to the Lions International Code of Ethics?
- Do you need to reconsider the format of club meetings?
- Are members invited to share their ideas so they know their input is valued?

Share your club's achievements with your community

- Is the club active on social media (Facebook, Instagram, Twitter)?
- Does your club have an e-Clubhouse or website?

- Are club members informed about club issues and events?
- How are you keeping the public informed of your events?

Resources available

- Club Membership Chairperson Guide
- New Member Orientation Guide
- Member Satisfaction Guide
- Just Ask! New Member Recruitment Guide
- The Service Journey
- The Service Toolkit
- Service Project Planners
- Standard Club Structure
- Standard Club Constitution & By-Laws
- Club Officer e-Books
- Improving Club Quality Webpage
- Your Club, Your Way
- Club Excellence Awards
- Club Leadership Development

Membership Opportunities

Every club needs members in order to achieve its service goals. To help clubs recruit new members, Lions Clubs International offer several membership options to community members who want to volunteer and serve their communities as Lions.

Membership Types

In addition to regular membership, Lions International offers special membership programmes to families, college students, former Leos and young adults.

New Members

New members pay an entrance fee of US\$35 or must submit the proper waiver certification form. International dues presently total US\$43 annually. Dues are billed on a semi-annual basis. Additional club, district, multiple district dues may apply.

Transfer Members

Transfer members in good standing pay no entrance fee when transferring to an existing club within 12 months.

Family Members

The Family Membership programme provides families with the opportunity to receive a special dues discount when they join a Lions club together. The first family member (head of household) pays full international dues (and up to four additional family members pay only half the international dues). All family members pay the one-time entrance fee.

The Family Membership programme is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club and (3) living in the same household and related by birth, marriage or other legal relationship. Common household family members

include parents, children, spouses, aunts and uncles, cousins, grandparents, in-laws and legal dependents. Submit via MyLCI or include the Family Unit Certification Form with the Monthly Membership Report (MMR).

Student Member

Students enrolled in an educational institution who are between the age of legal majority and through age 30 pay no entrance fee or charter fee and half international dues. Students over age 30 who are joining a Campus Lions club pay a US\$10 entrance fee and full international dues. Submit the Student Member Certification Form (STU-5) for each student.

Current or former Leo

Current or former Leos seeking membership, who are through the age of 35 and have served as a Leo for at least a year and a day, pay half international dues and receive an entrance/charter fee waiver under the Leo-Lion membership programme. Leo-Lion should be selected as the membership type in MyLCI.

Leos over age 35 who have served as a Leo for at least a year and a day receive an entrance/charter fee waiver.

Young Adults

Young adults through the age of 30 receive an entrance fee waiver and pay half international dues when joining a Leo-Lion club.

Membership Categories

For prospective members who may not be able to meet the obligations of active membership, Lions International offers several membership categories to fit their needs.

Active Member

Active membership is the “typical” category of Lions membership. Active members who meet all requirements of Lions membership receive all benefits.

Affiliate Member

An affiliate member is someone who is not able to participate as an active member of the club but desires to support the club and its community service initiatives.

Associate Member

An associate member has active membership in one Lions club and associate membership in a second club in their community of residence or employment.

Honorary Member

An honorary member is not a member of the Lions club but may be granted honorary membership by a Lions club for having performed outstanding service.

Life Member

A life member is a Lion who has maintained active membership for at least 20 years, or at least 15 years if the member has reached age 70. Life membership may also be granted to a Lion who is critically ill.

Member At-Large

A member-at-large is a member of a club who is unable to regularly attend club meetings but desires to retain membership in the club.

Privileged Member

A privileged member is a Lion who had been a member 15 or more years but must relinquish active status because of illness, infirmity, advanced age or other reason.

Category	Dues			Dist. Or Int'l office	Voting Privileges	Dist. or Int'l cov. delegate
	Club	Dist./M D	Int'l			
Active	Yes	Yes	Yes	Yes	Yes	Yes
Affiliate	Yes	Yes	Yes	No	Club member only	No
Associate*	Yes	No	No	No	Club member only	No
Honorary	No	Club Pays	Club Pays	No	No	No
Life	Yes	Yes	One-time \$650	Yes	Yes	Yes
Member -at-Large	Yes	Yes	Yes	No	Club member only	No
Privileged	Yes	Yes	Yes	No		

* Detailed information regarding the obligations, rights and privileges of all membership categories can be found in the Standard Club Constitution and By-Laws.

Honorary Members – Not to exceed 5% of total actual membership; any fraction shall permit one additional honorary member.

Affiliate Members – Not to exceed 25% of total actual membership.

Recruitment Guide

Introduction

New members are the lifeblood of Lions clubs, they are the renewable resource that must constantly be replenished in order to keep the clubs going and growing. For this reason, attracting new men and women – people who are vital, capable, enthusiastic, and committed – is fundamental to our future.

Reduced to its basics, recruitment is about **persuasion**. It is about helping prospective members understand why they should choose to devote many hours of their time and a great deal of their energy, not to the many other pursuits that await them, but to volunteer their service as a Lion. It is generally accepted that to persuade them successfully, you will need to believe yourself and do more than convey your own message.

Age Profile

From research, between 1944 and 1964 saw an upward trend in the UK population. The life expectancy of people is getting longer and moreover, their health-consciousness and access to history's highest standard of medical care suggests that people will be more active in middle age and beyond than any previous cohort. It is widely accepted that these statistics indicate an extraordinary opportunity for those who rely upon volunteers. Attracting just a small proportion of these people will ensure the Lions' prosper and flourish for years to come.

Volunteer Activity

The number of people is only one reason to be encouraged, another is their propensity to volunteer. Studies show that the rate of volunteerism is relatively high and consistent over time.

- Volunteers are active
- Want choice and flexibility
- Are in no hurry to retire
- Know what they want – Lions can provide

Volunteer Attitudes

Although an understanding of volunteers' behaviour is important to recruitment efforts, a clear sense of their motivations and attitudes is even more so.

Volunteers are motivated by;

- Self-esteem and personal satisfaction
- Commitment to a cause and making a difference
- Giving back to the community
- Health and longevity
- Individual impact

Self-Esteem and Personal Satisfaction

The most frequently and emphatically cited motivation for volunteering is the resulting sense of satisfaction and self-esteem. According to reports, volunteer work makes people feel good about themselves, and this factor was found to be the most important reason for giving their time to non-profit organisations. Their satisfaction derives equally from two sources: a feeling of being needed by others and a sense of personal growth or self-improvement.

Commitment to a Cause and Making a Difference

People retain a strong desire to help create social change by working for causes in which they believe. They are still very much defined by their activist spirit, especially on behalf of causes such as hunger relief, environmental protection, children's well being, and affordable healthcare.

Giving Back to the Community

Three quarters of people report that at some point along the way they received considerable help from people and institutions in their communities. The result is another defining attitude: the desire to give back. Indications show that helping others and making the community a better place to live are primary reasons for volunteering.

Health and Longevity

Some people may be aware that doing good for others can also be good for their own health – and, considering their health consciousness, those who don't know about

this benefit will certainly be interested in hearing about it. A number of studies conducted have demonstrated something that has already been accepted as a matter of intuition: that people who experience the social connections and physical activity associated with frequent volunteering can expect better general health and greater longevity.

Individual Impact

Data developed by several sources, including Lions Clubs International, suggests that people tend to be disinterested in organisations that are hierarchical, ritualistic, or devoted to their own traditions and inner workings at the expense of their external mission. Instead, people want to be involved with groups through which they as individuals can have an immediate and visible impact. They prefer smaller organisations (like a local Lions Club) that are clearly focused on goals that are well defined and aligned with their own personal beliefs. In return for their time and energy, they expect a reasonable degree of independence and the authority to make decisions.

What Has Kept Many People From Joining LCI? – They Were Not Asked.

Just Ask

- Research shows that the biggest single inducement for people to volunteer is *being asked*

by someone with whom they have an established business or social relationship.

As important as the above factors are, this is one more that is the catalyst for all of them: the social network. The biggest reason people give for volunteering is simply that they were asked by someone with whom they had an established business or social relationship. This would suggest that the key to recruiting more Lions Clubs members lies in extending more invitations to join. In other words, your greatest likelihood of success lies in the effort itself – in developing a vigorous program that effectively identifies who might be interested in club membership and actively recruits those by contacting them personally, cultivating their relationship with the club, and communicating with them persuasively.

Conclusion

Throughout our history, we have always known that our growth and vitality depends upon our dedication to recruiting new club members and our commitment to offering them opportunities for community service. What has changed in recent years is the identity and ideas of those we seek to attract. In comparison to their elders, people now are distinctive in their characteristics, and if we are to reach them effectively, we must have a recruitment programme that is equally distinctive – one that speaks to their wants and interests, one that address their aspirations, and one that engages their passions. Most of all, it must be one that we implement with the deep reserves of energy and enthusiasm that we have always brought to our endeavours. To repeat something

we said above ... **when it comes to recruiting, the most important factor in your success will be your effort.**

Recruitment

- Never underestimate the power of **public relations**. Be sure to **publicise your club's activities**. Positive media coverage builds community support and interest in your club.
- Always have your **club's brochures** available at public events. Have a section on the brochure with contact information if people are interested in learning more about your club.
- Have an **"Invite a Friend"** night during one of your club's meetings. Encourage every member to bring a friend to the event to learn more about Lions clubs membership.
- Allow members to bring a friend or prospect to help out during one of your clubs service activities or fundraisers to get a first-hand look at your club in action.
- Hold a membership **open house**. Ask each member to invite at least five people and open the event to the public. Set up displays highlighting your club's contributions to the community and have members on hand to answer questions for attendees.

- **Challenge your members** to meet a specific recruitment goal for the year. Plan a fun, festive kick-off for the membership recruitment challenge during your meeting. Keep momentum going by reporting your success during meetings and in your club's newsletter and Web site.
- **Encourage members** to invite every qualified individual they encounter to consider Lions clubs membership. Remind them periodically throughout the year.
- **Show your pride.** Build the impression of your club as a vital part of the community. March in community parades and participate in community events whenever possible.
- Ask **community welcome organisations** to include information about your club in their 'welcome to the community' packets. **Local real estate agents** may also be able to provide this service.
- Appraise the 'competition'. Most communities have several organisations that compete for the same members. Look at the opportunities that your club offers that other clubs might not provide. Also review the areas where other clubs may excel – **a more convenient meeting time and place**, for example. Make adjustments if appropriate and feasible.
- During a club meeting, have each member write down five people that they feel would be good prospects for membership. Have the individual members or your membership committee pursue the prospects.

- Have buttons or t-shirts made for each active member that says “**Ask me About Lions**” to elicit questions from community members.
- Have your club’s meeting time and location, along with a contact name and number for membership inquiries, placed in the **community calendar** section of a **local newspaper**.
- Look at your partners for new members. Does your club work with the **school system, eye health professionals** or other **community businesses**? People that have worked with your club first-hand are often excellent prospects.
- Consider unique extension efforts, such as sponsoring a **Club Branch** or **New Century Lions Club**, to reach a new demographic.

Recruitment Wheel

Some people are not comfortable asking others to consider becoming a Lions club member, even if they wholeheartedly believe in the benefits of membership and want to share the experience with others. By using a prospecting list, all club members can participate in generating leads, but the actual recruiting can be done by individuals who truly enjoy asking others to become Lions. An effective method for creating a list of potential members is the **Prospecting and Recruiting Wheel**.

Steps to Success:

1. **Create Lists:** At a regular club meeting, distribute prospecting and recruiting wheels and/or prospecting lists to each member. Give club members a brief time to think about their choices and fill out the prospecting list as thoroughly as possible.
2. **Collect Lists:** When all categories on the wheel are completed, collect the prospecting lists and give to the Membership Chairman.
3. **Assign Prospects:** The Membership Chairman will review the lists and assign prospects to each designated recruiter. It is a good idea to limit recruiters to approximately five prospects each.

4. **Tabulate Results:** After recruiters have contacted their prospects, results should be tabulated into categories – people interested in **joining now**, people interested in **joining later** and those who are **not interested** in membership. Names of those interested in joining later or not at all should be filed for future reference. (Remember to follow up with those interested in joining at another time!).

5. **Hold Orientation Meeting:** Using the list of interested individuals, an orientation meeting can be scheduled with the Membership Chairman, recruiters and interested prospects. During the meeting, acquaint potential members with your club and its goals and build enthusiasm for joining the club. Keep the meetings **interesting, lively** and **informative**. You may want to plan a few orientation meetings so as not to **overwhelm prospects** with a great deal of information. It is also wise to respect potential members' time, and limit the duration of the meeting to **about an hour**.

6. **Introduce New Members:** After the orientation meetings, introduce prospects to your club and begin the involvement process. It is especially important during the first meeting that your club's atmosphere is welcoming and inviting. You want to make sure that your recruiting efforts aren't wasted

by turning off potential members during this last, critical step. **Properly inducting**, orienting and **involving members** will go a long way in keeping them **involved** and **interested** in your club!

Invite for Impact

New members increase the impact in the community and can provide deeper ties within the community. They can identify new service needs, and we can develop future leaders.

1 new member = 70 lives impacted each year

People join Lions because they are **ASK** to join.

So why become a Lion;

- To serve the community
- Be involved with specific causes
- Be with family & friends who are Lions
- To become leaders in their community
- To build international relationships

Who to ask.

- People with common interests
- Business owners
- Chamber of Commerce
- Tourist bureau

Develop a 20/30 second speech

Elevator Speech

Lions Clubs International is the world's largest service organisation in over 200 countries and regions with 1.4 million members. Each Club chooses humanitarian projects they wish to conduct in their community. This

could be building parks, collecting spectacles or sponsoring sports teams. The options are limitless.

Recruitment Speech

Hi I am _____, a member of the _____ Lions Club. Our members are service minded volunteers who seek to improve the lives of everyone in the community. What are some of the needs in your community that you would like to help solve. Would you like to join the Lions Clubs to assist in addressing these needs?

Benefit of being a Lion

As a Lion you will belong to an organisation with a rich history of service. You will not only be part of your local Lions Club, but you'll also belong to an international network of 1.4 million Lions in over 200 countries and regions. Being a Lion, you'll have opportunities for leadership development, professional development, and international networking, all while making a positive difference in your community.

Anticipated Responses

I'm not from round here!

Lions are an international association so it's likely we have a Club near your home. I would be happy to take your contact information and pass it to a local Lions leader.

Or

We are always looking for new places to start Lions Clubs. Would you be interested in starting a new Club in your community?

I don't have enough time!

Lions Clubs meet once or twice a month and there is no requirement for the number of meetings you must attend or how much time you must invest.

Or

You could be an active participant by coming to meetings or simply attend service projects that help improve your community.

Ask the following questions

- Are you familiar with Lions Clubs?
- Are you interested in making a difference in your community?
- Have you ever wanted to give something back to the community?

Tips for Inviting New Members

- Talk about the benefits of Lions
- Discuss projects
- Determine their interests
- Talk about costs
- Keep them informed about Club activities

Not Interested/No Problem

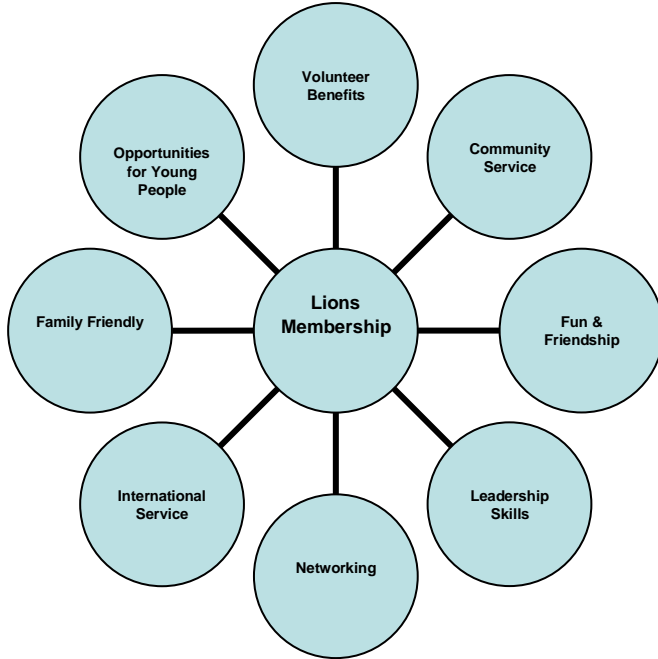
- Obtain contact information to keep them informed of service activities
- Ask if they know anyone who would be interested
- Thank them for their time

- Always be positive when leaving. Leave with a smile.

Follow Up

- Contact prospective member by phone or email to thank them for their time, even if they are not interested.
- If sending a mass email be sure to blind copy each potential member to protect privacy.
- Consider holding an informal meeting to 'Meet the Lions'.

Member Benefits



Volunteer Benefits

Your local Lions Club and Lions Clubs International gives you the opportunity to volunteer locally, or internationally. Make new friends and professional connections. Lead

projects that make your community a better place to live.
Have fun doing it!

Community Service

You see the joy in people's hearts and they say thank you, and the smile of a child. It's all those things that make you realise you've done something for your community.

Fun & Friendship

We are not just Lions, we are not just friends, we are family.

Leadership Skills

The personal development opportunities are endless. You get to use and develop your talents and skill sets in a breadth of opportunities.

Networking

We bring together people of different backgrounds, so that we can work together on one single project. And by doing that we are serving our community, and we serve the world.

International Service

It gives us a great opportunity to work together as nations, sharing the same projects.

Family Friendly

Lions can be the whole family. It can be everyone, because that's really what community is – it's everyone

Opportunities for Young People

Our Leo and Campus clubs are very rewarding and it's exciting because it's a very unique opportunity. We have both an international focus and also a local focus.

Reasons To Become A Lion

Serve the Community

Lions are committed to partnering with local leaders and organisations, identifying the unique needs of their communities and surrounding areas, and planning service projects that address those needs. From community clean-up projects to food drives to fundraisers, Lions help people in need who are close to home. We Serve!

Making a Difference

A small act like collecting recycled glasses may not seem like much at first, but when those glasses are distributed around the world through Lions eyeglass missions that change lives, you'll soon discover that Lions make a big impact. Lions are everywhere; teaching children to read, responding to disasters, fighting measles, providing clean water, and so much more.

Make New Friends

Joining a local Lions club is a great way to network with other people in your community and make new friends. Find a special interest club that involves people with the same interests, hobbies and passions. Or consider starting your own club! Serving together can help build relationships that last a lifetime.

Enjoy a Rewarding Experience

There is no greater feeling than making a positive impact on someone's life. Lions are doing good – for others and for themselves.

Learn, Grow and Share

Through volunteer work and community service, Lions are learning new things and developing leadership skills. Learn how to plan a food drive and feed the hungry. Learn about the risks of diabetes, and share their knowledge with community members to help them learn healthier lifestyles. LIONS – Making a difference throughout the world, one Lions at a time.

Grow as a Family

Lions clubs offer opportunities for families to volunteer together. Become a Lion with your spouse, children, grandchildren and siblings, and start spending quality time together while serving the community.

Develop Young Leaders

By engaging youth, Lions are helping develop strong leaders for the future. Leo clubs provide youth volunteer opportunities that allow young adults to become involved in community service and begin learning about the impact they can have around the world.

Expand Your Horizons

Lions began as a means for business owners to expand their professional and career contacts. Today Lions membership continues to be a valuable method to network and link with people and groups that can benefit your work, social and personal lives.

Share Your Talents

Every person offers unique talents to any organisation. When we combine our efforts and work towards a common goal, the results are usually mind boggling. Lions' work is like a gigantic puzzle. Until the last piece is found, the picture is never complete. Your unique piece to the puzzle is a vital part of our community service.

Continue a Club's Legacy

The work of Lions clubs requires a continuation of effort by many people. As a member you will insure that the service contributed in your community and throughout the world can continue.

Marketing Ideas

Is your Club keeping its service a secret?

Remember: It's up to your club to unlock itself to the community. It's up to you to share your **Lions pride**.

Exhibit Marketing

- Sponsor a booth at a special event
- Exhibit in a public place
- Place an information table at your next project
- Use your prospect information

Advertising & Public Service Announcements

- Place an ad in the local newspaper
- Place an ad in school and community publications
- Develop a point-of-purchase display
- Broadcast on radio
- Post billboard/mobile advertising
- Utilise Yellow Pages & Directories
- Broadcast public service announcements (PSA's) on television

- Use THE LION Magazine
- Develop a Web page
- Put information about your club in '**welcome to the Community**' packs.

Media Relations

- Write a news release
- Pitch a story

Group Presentations

- Show audiovisual presentations
- Give personal presentations

Personal Contact

- Recruit one-on-one
- Call people

Direct Marketing

- Write letters
- Produce club newsletters
- Send out project announcements

Membership Campaigns

- Participate in Lions Clubs International Award Programmes
- Run club contests
- Conduct a Community Needs Assessment

Quick Market Research

- Keep former members on your list
- Monitor member activity
- Conduct a **new member or prospective member** needs appraisal
- Conduct a survey

Developing a Membership Marketing Campaign

- Identify Your Target Market
- Review and Analyze Previous Programmes
- Chart your Strategy
- Allocate a Budget
- Delegate
- Follow-up

Share your successes,

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Others want to know !

Target Marketing

Target Marketing involves seeking out a special interest group to become members of your club or form their own Lions club. This allows the group to expand their horizons into new service opportunities, while still maintaining the bonds that initially brought them together. By becoming a part of Lions Clubs International, the group can continue promoting their interest, and have the additional value of being part of the world's largest service club organisation.

Groups can include:

- Scouts
- Guides
- Youth Clubs
- Young Farmers
- Corporate Organisations

Best Practises for Inviting New Members

Ideas to help you put the pieces together on recruitment.

Learn from other Lions. Use useful best practices. Find out the best techniques and methods used for membership development.

Recruitment Nights are Successful: Popular worldwide, recruitment nights are an excellent way to reach a large group of prospective members at one time. These events don't have to be at night, or be a traditional sit-down dinner meeting to be successful. Clubs have held teas, barbeques Friendship Days or Family Fun Days.

Audio-Visual Presentations Make an Impact: Whether they are videos, PowerPoint presentations or CD-Roms, many clubs successfully utilise these presentations to explain their club and Lions Clubs International to prospective members.

Target Marketing is a Good Way to Focus Efforts: Identifying a specific group for invitation helps focus efforts and resources. There are a large variety of groups to target – women, couples, families, young professionals, community leaders, teachers, doctors, etc.

Former Leos are Good Prospects: Having already been introduced to Lions, former Leo club members are excellent prospective members.

Engage the Entire Club in Membership Activities: Involving the whole club in a membership drive keeps motivation high and helps all club members feel a sense of responsibility towards the health of the club. One of the most popular methods to involve the entire club is to have each member name one potential new member to invite to a meeting or event.

Public Relations is Very Important: Keeping a high profile in the community is essential for successful membership efforts. People want to join organisations with positive public images. Clubs with strong public relations programs have found that it reaches over to their membership efforts as well.

Planning is Critical: Any membership growth program will benefit by careful planning. Clubs that had a clear-cut plan with step-by-step plans for proceeding found their efforts to be highly successful.

Give Prospects a First-hand Look at Lion Service: Inviting prospective members to help with a Lions service activity allows them to personally see the impact of your club and often leads them to want to become a part of your club.

Never Give Up: Clubs with successful membership development initiatives consistently look for new members. Not every person asked will say “yes”. It is essential to not become discouraged and to keep asking!

Sponsorship is an Important Responsibility

Lions Clubs International is a strong organisation with a proud history of accomplishment. At the core of this success are dedicated club members who devote their time and attention to serving their communities. But to continue to maintain the organisation's record of achievement we must attract new club members that will carry Lions commitment to serve into the next century.

Searching out individuals willing to continue Lions tradition of service and sponsoring them as club members is an important responsibility all Lions share.

Sponsoring a new member is more than just a one step process. Sponsorship requires Lions to play several roles:

- **Recruiter**
- **Host**
- **Mentor**

Recruiter

New members are the lifeblood of a club. By involving them in your club, you bring in new talent, new ideas and new enthusiasm.

- Search out enthusiastic, energetic people who want to make a difference in their communities
- Share your enthusiasm and knowledge about the Lions organisation. Tell them what Lions are doing at local, national and international level.
- Inquire what activities interest them and highlight Lions efforts in those areas or explain that your club might be interested in pursuing new activities in that area.
- Offer to answer any questions about your club or club activities or policies.
- Invite them to an event your club is sponsoring. Make sure you meet them at the entrance, make them feel welcome and introduce them to other Lions working the event.
- Introduce them to the many benefits of membership including meeting new people, networking, building new skills and, of course, the sense of satisfaction that comes from helping others.
- Receive credit towards a Membership Key Award each time you recruit a new member.

Host

Making a **prospective member feel welcome** and wanted can make the difference in their decision to become a member. As a host you should:

- **Invite them to a club meeting.** Offer to accompany them.
- Make them feel welcome at the meeting. Make sure you introduce them to other Lions, and that they are seated next to enthusiastic members
- Ask you club officer, ahead of time, to make a special effort to welcome the prospective member
- Try to get them involved in the meeting discussion. Suggest that they get involved in one of the club activities discussed at the meeting.

Mentor

A sponsor's responsibilities do not end when a prospect is inducted as a member. Helping them grow in the organisation means they will stay a member. As a mentor you should:

- Continue to introduce them to Lions they have not met, helping them feel like part of a group.
- Offer to accompany them to meetings. Stay in touch.
- Make sure that they are allowed to express their thoughts and ideas
- Serve as a source of inspiration and advice
- Encourage them to be active and to live up to the Lions motto:

We Serve

Orientation

The Importance of New Members Orientation

The importance of a proper, thorough new member orientation cannot be emphasised enough. Imagine belonging to an organisation and having only a vague idea of its goals, the responsibilities of membership, its programme, history or traditions. Would you feel like you **belonged**? Would you be **motivated** and **committed** to help the organisation **reach its goals**? **Of course not!** You'd likely be wondering why you joined the organisation at all.

The information provided during orientation provides a foundation for members. It helps them understand how the club functions, what their roles will be and gives them the big picture of the association. **When new members are properly informed**, they are more likely to feel comfortable with the club and become actively involved immediately in club activities.

There is a danger that there is no consistency in what information a new member receives. Having a formal new member orientation that follows a specific

agenda ensures that all new members are being given the same information.

Elements of a Successful Orientation

There are many different ways to conduct a successful new member orientation. The Orientation Guide has suggestions that can be adapted in a way that best suits your club.

When planning an orientation, you want to keep the contents **relevant and brief**, so as not to **overwhelm** participants. It is very important to not only impart specific information, but also inform new members where they can turn to find out additional details and whom to contact with questions.

Be sure to allow plenty of time for questions and answers and discussion. Set a tone that encourages new members to feel free to speak. Keep the pace lively.

Consider preparing a **folder** or **binder** with information about your club, such as;

- Current Club Newsletter
- Club Brochure/Fact Sheet
- A recent issue of The Lion Magazine

- New Members Materials from Lions Clubs International Headquarters

Orientation Content

When deciding what content to present, keep in mind that you want to give new members a complete picture of what they will need to know as a member without overloading them. Think about what information you found helpful when you became a Lion. Consider asking some fairly new members what information they thought was important to know and if there was anything that they wished they would have learned right away. Following is a brief, suggested outline for a new member orientation. The Orientation Guide contains a more detailed outline, along with presentation suggestions.

1. ***Brief History and Current Statistics of the International Association:***

This gives the new member an idea of the “big picture”.

2. ***The Local Lions Club:***

Everything the new member needs to know to function productively in your club. This includes not only pertinent club information, such as dues, meeting times and policies, but also the benefits of membership and opportunities for service.

3. ***The District and Multiple District:***

It is important for a new member to know about the regional support and programmes available.

4. ***The International Association:***

Explain the programmes and support available from the international office.

Orientation Guidelines

Planning and instituting consistent guidelines for presenting new member orientations in your club will have benefits for both the new member and the club. The small effort needed to create the guidelines will have lasting positive effects in your club for years to come. To help clubs with member Orientation we have produced a document covering some relevant information, if your club has not received this document please contact the Membership Officer to obtain a copy.

Retention

- Have new members serve as GREETER during a meeting so they can get to know all the members.
- Keep the FUN in fundraisers, community service activities and meetings to get members interested and involved. You can still accomplish your goals while keeping the process lively and fun.
- To lessen the effects of **cliques**, rotate the seating at club meetings by requesting that everyone move to a different seat at the start of the meeting, or by having members draw a table number on their way into the meeting.
- Give praise freely. Saying “**thanks**” for a job well done, whether during a **club meeting**, in your club’s **newsletter**, on the **Web site** or by a **personal note**, will help members feel appreciated.
- Remember that the best time to retain members is BEFORE they show signs of **dissatisfaction**. Make sure members know you care about them. If they start **missing meetings** or are becoming less involved in activities, give them a call to find out why before it becomes a chronic situation.
- **Encourage input from your members** regarding your club’s service activities. Ask new members for their ideas – they may have some fresh, exciting thoughts, and asking for their input will show that you are interested in their opinions.

- Involve **new members** in club activities **immediately**. Have them participate in an event as soon as they show an interest in your club. Ask them to co-chair a committee or coordinate a small activity in the early stages of their membership.
- Look for **unusual club programs** – solicit area art museums, theatre groups or music groups to present a program. Ask those that have **benefited from your club’s services to speak to your club**.
- Pair new members with long-term members as co-chairpersons on committees. They will each benefit from the experience.
- To keep your club meetings interesting, make an agenda that **includes only relevant items** and keep content brief.
- Tape record or videotape a club meeting to evaluate your ability to lead a meeting. Make changes as necessary.
- Periodically ask long-term members what their interests are, as these will develop and change over time. **Assign responsibilities based on their interests**, and give them increasing responsibilities to challenge them and keep them motivated.
- Inspire and motivate members at the beginning of each Lions year by holding a “**meet the officers**” session, giving members a forum to ask new officers questions about their goals and direction

for the club during the upcoming year. Seek members' input to help solidify goals.

- Don't let **activities** and **fundraisers become stale**. Make sure that your club's activities are still **relevant for your community** and your members. Periodically **try something new**.

Membership Experience

Designed to encourage reflection on experience, analyse, engage and develop Lions.

- Understand the levels of membership engagement
- Recognise that each member's experience is different
- Learn how to impact the membership experience

Think back to when you became a Lion.

Everyone should have a positive experience and a strong start to their membership journey.

Why you joined Lions:

- To serve the community
- To be involved in specific causes
- To be with family and friends
- To obtain Social connections
- To become a better leader in the community
- To build international network

Why do Lions leave:

- Unproductive meetings
- Lack of service
- Club culture

Their Experience doesn't meet their Expectations

Levels of Engagement

Level of engagement is different in each member dependant where they are in life.

- Lightly engaged members – participate in causes close and relevant to them
- Moderately engaged members – participate in all club activities
- Heavily engaged members – Become Club Officers
- Leadership drive members – Become District Officers

What drives and effects members

What do they see, know, feel, do and get from being a Lion?

- Make members an integral part of the club (positive)
- Don't give members the opportunity to be an integral part of the club (negative)

Understand members Expectations and Aspirations

'Talk' and 'Listen' to members – find out what they want.

- If low engagement – why?
- Provide proper Orientation

Progress through action – Members Action Plan

- What would they like to see happen
- Who is responsible for making it happen
- What tasks will be completed
- How will success be measured

Club Quality Initiative

- Understand members experience
- Determine level of engagement

- Know their storey
- Start the conversation
- Create change by an action plan
- Reflect what's working
- Continue the conversation

Make the Change

Resources Available

- Member Orientation Guide
- Members Satisfaction Guide
- Mentoring Program
- Club Quality Initiative
- Your Club, Your Way
- Blue Print for a Stronger Club
- How Are Your Ratings?
- Community Needs Assessment
- Club Membership Chairs Guide

Motivating Club Members

Lions are motivated to serve their community; however, sometimes motivation begins to diminish in the club.

Repetition, lack of involvement, and lack of challenge are the biggest factors, which lead to **unmotivated Lions**.

Your Club and You:

Answer the following questions about your club and you.

Your Club

- What are the events and projects in your club that members seem most willing to undertake? (These are ones for which the members seem self-motivated).
- What are the events and projects in your club that members seem most unwilling to undertake? (These are the ones for which they are not self-motivated). What kind of things has the club (or individual members) been doing to try to motivate members to work?

You

- Recall a situation in which you were in the middle of a club project that required considerable effort and time (fundraising, community project, and so

forth), and thought, ***Why am I doing this?*** What did you tell yourself about your own motivation?

- Consider this situation: You and your fellow club members are in the middle of a club project, which requires considerable time and effort. Someone asks: ***“Why are we doing this?”*** What would you tell that person?

Understanding the Motivation Level of Club Members

Ask yourself two questions:

1. What level of **skill** and **ability** do club members bring to the **project**?
 - Is this a task they have successfully done many times before?
 - Is this a routine (but important) task?
 - Does this task have a direct connection to what the club members do on the job?
 - Is this a new task that will challenge the skills and abilities of the club members?
 - Is this a complex task that will require new ways of doing things?

If the task is routine or well established, your motivational technique should focus on creating

energy and drive, not on telling the members what to do.

If the task is new, challenging, or uncomfortable, you can motivate by modelling the desired behaviour and providing emotional support.

2. What is the willingness and drive of the club members to do the task?
 - Has the project become so **routine** that it seems **boring** rather than challenging?
 - Have the members mastered the skills needed to do the job?
 - Is the task so **new** and **interesting** (service project) that the work is a reward in itself?
 - Do the members receive plenty of affirming messages for the work that they do?

If the work is its own reward, sometimes the motivation comes when the leader gives only general guidelines and lets the workers do their work as they see fit.

If the members are competent but bored with the work, the leader might want to delegate supervisory tasks to several people.

Club Inventory

1. How does your club help members satisfy their **belonging or social needs**? For example, do weekly meetings provide this? Or would fewer meetings provide this just as well for busy people? What else?

2. How does your club help members satisfy their **need for recognition**? For example, what awards and statements of recognition in the club or the community could an individual achieve by being a Lions club member?

Ideas to Increase Motivation

a) Increase Involvement

- Share your Enthusiasm
- Have an Informal Gathering
- Share Praise Freely
- Emphasize Social Involvement
- Communicate Constantly

b) Club Dynamics

- Attendance Cues

- Retention is for All Members
- Scramble Seating Arrangements
- New Members Make Great Greeters
- Make it Fun
- Think Positively
- Mix it Up
- Change Meeting Places
- Give Ownership

Networking

Give Members Added Value to their Membership

Chief among a person's motivation to join a Lions club is the desire to help those in need and serve the local and world communities. However, membership in a Lions club offers benefits beyond humanitarian service, including:

- Develop leadership skills
- Meet peers in the community
- Expand one's personal and professional network
- Build prestige as an active community volunteer
- Learn how being a part of the world's largest service club organisation can make a difference

While it is important not to let other interests inhibit the club's ability to serve the community, it is possible to feature other member benefits and offer opportunities that will make your club more attractive to potential members. Giving members the chance to network in an excellent way to add value to their Lions club membership. **Networking**

opportunities can be offered in several ways, such as:

- Publish professional interests and expertise along with member contact information in the club directory.
- Allow members to make business announcements at the beginning of each meeting.
- Include news regarding members' professions or business in the club newsletter or Website. This could be part of a monthly 'Member Spotlight' column.
- Have a page featuring members' professions or business in the club newsletter or Website. If possible, on the Website, include links to their businesses' Websites from this page.
- Invite participants to provide information about their profession and employer when introducing themselves during club, district and multiple district functions.
- Hold a networking social event or business fair where the focus is on members making professional connections. This can be an informal get together and could include several clubs.
- Encourage members to build an interesting club program around their profession. For example, a doctor could speak about the warning signs of Type II Diabetes, a landscape architect could give advice

about choosing the right trees for your yard or a car dealer could share information about purchasing a used car or the latest trends in new cars.

- Offer an executive mentoring program that brings senior or established executives together with members who might be new to their shared profession or interested in learning about the profession.

Networking allows members to make connections or to do business with people whom they know on a personal level, thus strengthening the bonds among Lions and adding value to their individual membership.

Building Relationships

The important work that we do as Lions is **rarely done alone**. Each of us is called on to interact with **other Lions** in our clubs and district to achieve our goals. This interaction requires **teamwork** if it is to be successful.

Teamwork is an elusive concept. Sometimes it flows naturally, but more often it takes a concerted effort on the part of all involved. One of the most important elements of making that effort successful is building relationships with the Lions with whom you interact.

Definition of a Team

‘A team is a group of people working towards a common goal’.

Characteristics of Effective Teams

Effective teams are built on:

- Communication
- Trust
- Shared decision-making
- Positive reinforcement
- Cooperation

- Flexibility
- Focus on common goals
- Synergy

Characteristics of Ineffective Teams

Ineffective teams may display the following qualities:

- Lack of trust
- Lack of understanding
- Don't care about each other
- Don't live up to promises/responsibilities
- Aren't truthful
- Motivated by personal power or ego
- Some members want to dominate/direct

Building Relationships to Improve Team Performance

Build relationships by creating an Emotional Bank Account, consisting of 'deposits' to offset 'withdrawals'.

- Understand the individual
- Attend to little things
- Keep commitments

- Clarify expectations
- Show personal integrity
- Apologise sincerely when you make a withdrawal

Club Within a Club

Spark Enthusiasm Among Younger Club Members

Forming a Club within a Club allows a small group of new, younger club members to pursue their own service activities and fundraising projects. This helps build their enthusiasm for Lions and increase their involvement, as well as presenting a new recruitment opportunity for your club.

Steps to Success:

- Form the Group
- Choose a Chairman
- Recruit Additional Members
- Form More Groups as Needed
- Form New Lions Clubs

Club Sponsor Night

Attract New Members by Holding a Recruitment Dinner

Add a social twist to your membership growth efforts by inviting community leaders and other prospective members to a special Club Sponsor Night recruitment dinner. During the event, introduce invitees to the outstanding services your club provides to the community, as well as highlight the many benefits of club membership.

Steps to Success:

- Invite Potential Members
- Follow-up with Invitees
- Find a suitable Location
- Set the Stage
- Plan the Programme
- Follow-up with Interested Guests

If your club's budget doesn't permit holding a dinner, consider holding a social hour with hors d'oeuvres and the speaker portion of the event. If there are other clubs in your area, you could combine efforts and host a dinner together.

Improving Club Meetings

Lengthy/boring meetings are the number one reason former members cite for dropping out of their Lions clubs. Meetings are a significant part of the Lions club experience and have a big impact on how the association is perceived by members. Meetings are also important to the efficient functioning of your club. Holding effective meetings will help you accomplish two things:

1. Keep members interested
2. Keep your club running smoothly

Meeting Types

An effective meeting needs to have a purpose. The purpose of the meeting will determine all other factors of the meeting.

Meeting Management Ground Rules

Why?

- To allow the group to set its own expectations for individual and group behaviour in meetings
- To gain support for the group to help monitor individual and group behaviour

- To encourage good group process and results due to productive behaviour in meetings

How?

- The group may brainstorm and agree upon its own rules during initial meetings
- The leader/facilitator may suggest a few ground rules, but buy-in is increased when the group generates most of the rules
- In some cases, the group may be prompted by common ground rules to get started
- The group may add and/or modify ground rules over time

Time Management Techniques

- Prioritise agenda items (most important first)
- Distribute detailed materials and read before meetings
- Assign members to work in subgroups (during or between meetings)
- Use agendas with time limits on each item, and a timekeeper prompting the group when it is time to move on

- Discussion procedures (ie limits on how many times or how long each person may speak)
- Limit discussion to agenda items
- Start and end on time
- Schedule a specific time for socialising before or after the meeting

Ideas for Improving Meetings:

Increased Involvement

- Share your Enthusiasm
- Visit Another Club
- Share Praise Freely
- Find the Key to Involvement
- Use a member to give a programme
- Communicate Constantly

Club Dynamics

- Attendance Cue
- Retention is for All Members
- Scramble Seating Arrangements
- Lion of the Month
- New Members Make Great Greeters

- Make it Fun
- Have a Tail Twister

Focus on Meetings

- Think Positively
- Newsworthy Newsletters and Websites
- Try Trimming Time
- Programmes in a Pinch
- Use Your Gavel
- Mix it Up
- Play Music
- Change Meeting Places
- Give Ownership
- Visit Other Clubs

Does Your Club have These Characteristics?

Clubs who invite members successfully often have common characteristics. Which of the following statements are true of your club?

- My club reflects the diversity of the community
- My club invites new members.

- My club generates creative invitation ideas.

Why not try direct marketing?

Direct marketing is a method of influencing a target audience using available media such as e-communication, a mail campaign, or phone calling. Successful direct marketing campaigns follow certain best practices such as: using targeted lists, creating an effective message, and following up after distribution.

Many clubs have trouble inviting new members because they don't know what to say or how to approach someone. Why not create a sell sheet or a list reasons people might want to join your club. Each selling point should contain information on what your Lions club does and how many people the club serves with specific projects. Each point should also talk about how a prospective member can become a Lion or get involved.

A sponsor can be much more than someone who invites a new member into the club. A good sponsor can create a new Lion with outstanding longevity of service, one who tells others about their positive Lion experience. Every sponsor should:

- Provide a positive first impression about his or her club to a new member.
- Be a host; ensure a new member feels welcome at club meetings and during service projects.

- Be a mentor: guide the new Lion and answer questions he/she may have.

What is the best way to help clubs rediscover their passion?

You might start by remembering the reasons why you first became a Lion and trusting that this passion is also present in your fellow Lions.

- A person chooses to remain a Lion for largely the same reasons they join – to work in their communities on projects, to participate, to be hands-on, to be recognised, to be social, etc.
- Often, member retention is seen as an activity designed to fix a club's larger problems. Instead of fixing problems, retention within a club can be viewed as a positive activity about renewing ones membership.
- Clubs should be retaining a new member throughout his or her time as a Lion. Lions should feel welcome at their first meeting, their first service project, etc. Clubs should develop members through orientation and mentoring and survey members through the How Are Your Rating Questionnaire.
- Retention does not have to be a complicated process. Instead, retention can be about the best of human nature: listening to and observing members and responding to their concerns.

Embrace Change

Change is all around us, and it is a fact of life for all of us. The world today is far different than it was 20, 10, or even 5 years ago... and it will be much different 10 years from now. The things we did in the past may not be what we need to do now or in the future.

Change impacts countries, towns, families, and individuals. It also profoundly affects Lions Clubs International, because the ability to serve others is dependent on how quickly and effectively we can respond to their changing needs.

Change can be a frightening experience, and that is why we often resist it. We may be asked to discard familiar ways of thinking or of doing things and embrace new, unknown territories. By looking at things from a new point of view, we have an exciting opportunity to grow, both in numbers and in service.

It is our responsibility to not just accept “what is”, but to seek out “what could be”. The first thing to do is develop a mindset that welcomes and embraces change, and then pass the mindset on to other Lions.

My Ideal Club

Objectives and Outcomes

The objective of this process is to **empower clubs to look to the future, to build for improved community service and to build for greater fun and fellowship**. In order to achieve these objectives, the following outcomes for each club are envisaged:-

- Identify and assess the strengths and weaknesses, opportunities and threats as perceived by its members, thus bringing an understanding of where the club is now, where it wants to be for the future, and how it might get there.
- Identify and assess the perceptions of a small but structured sample of people in the local community, so that the club can improve its external attractiveness.
- Plan and implement changes that move the club nearer to its own members' agreed vision of their own "Ideal Club".

Process and Timetable

The process is in three main stages;-

1. Each club assesses its members' view on its current position, and where it wishes to be in the future, with the assistance of a mentor if required.

2. Clubs come together within their Zone for 'My Ideal Club' Workshop.

3. Each club then completes the designs of, and then implements, the goals and action plans on which work was started at the workshop, with the assistance of its mentor if required.

The typical timetable for this process may vary from District to District, or Zone to Zone, depending on local requirements.

Mentors

An outside contact for advice and help can be invaluable to the club and its leaders throughout this process. Of course, some clubs will need the help of their mentor more than others, and it is up to the club to decide just how and when to use its mentor. A mentor is an experienced Lion from another club who:-

- a) Has the interests of Lions Clubs at heart
- b) Has experience in helping Lions Clubs to grow
- c) Is a good listener
- d) Takes an objective view

- e) Is forward thinking
- f) May give advice but only when asked
- g) Does not have a dictatorial manner, but is assertive when necessary
- h) Has a good amount of 'emotional intelligence'
- i) Can plan and motivate

We have many good Lions with some or all of these characteristics. However, it is essential to give the intended mentors a good briefing in the process and in their role. It may be necessary to provide them with additional appropriate leadership training as well.

Further Information

For further information or explanation, please contact your District Membership Officer, the Multiple District membership Officer or your Global Membership Team Leader.

Your Club, Your Way

Customising Your Club Meeting

It is easy to recruit new members when you invite them to meetings that are welcoming and enjoyable. Positive and engaging meetings encourage involvement, facilitate communication and give members something to look forward to.

One of the most important aspects of club meetings is fellowship. Meeting and greeting participants, making them feel that they are an important part of the group and having a pleasant atmosphere are critical to any event.

Reinventing Your General Meeting

Every Lions club is different!

Below you will find several elements of a typical club meeting with ideas to help customise events to meet the needs of your members and be more appealing to non-members.

- **Establish Goals**
First determine the goals of the meeting. Is it to plan events, enjoy an informative speaker, conduct a service project, enjoy the fellowship of other Lions or to have fun? May be all of the above! Make sure the objectives are clear and are met through planning and they are included on the agenda.

- **Identify Programme Possibilities**
If your club decides to have a presentation during general meetings, determine the type of presentation that would interest club members and the amount of time that should be given to the presenter to ensure that the time is well spent.

- **Determine Frequency**
How often do you want to meet?
Some clubs meet once a week, while others meet once a month. Determine the amount of time needed to plan, communicate and get your members involved. Could online collaboration or other channels of communication reduce the need for some face-to-face meetings?
- **Establish Date and Time for the Meeting**
Should the gathering have a set date and time or be flexible based on service activities?
Some clubs meet at regular scheduled time, but some clubs are choosing to gather for a service project that might vary each month. Dates and times are shared through Facebook, the club website, emails and text messages.
- **Determine Location**
Consider meeting at a library or another location to reduce time and expense.
- **Question Traditions**
Many clubs open with a pledge, but your club does not have to!
Determine the traditions that your members would like to keep and drop the others. Ask your younger members if they enjoy the club's traditions and adjust the activities to appeal to young potential members.
- **Examine Protocol**
Similar to traditions, the way the meeting room is set out and the way club leaders are addressed can be determined by the club.

The club has the authority to continue or eliminate items such as a head table for club leaders and visitors or acknowledge members in the order of importance. Some clubs prefer an atmosphere where everyone is equal.

- **Determine Dress Code**
Clubs might determine that they would like to wear Lions vests, while others might decide to wear Lions polo shirts, dress shirts with matching ties, or perhaps just their favourite Lions apparel. Have fun determining your own dress code.
- **Consider Family Members**
Does your club have (or would like to recruit) young parents or families with children? If so, discuss how the meeting format, location and time might be changed to accommodate family members.
- **Identify Channels of Communication**
There are multiple ways to communicate with members.
While announcements during meetings can be exciting and motivating, take advantage of social media and other ways your members routinely communicate.
- **Consider Renaming the Event**
After assessing club meeting elements and determining which changes your members would welcome, you may wish to introduce the new concept by renaming the event to reflect the purpose and objective of the event.

Key to Meeting Success

Whether the meeting is formal or informal, here are some ideas to keep your club on track.

- Have an agenda and stick to it! Share it with participants prior to the meeting
- Start and end on time
- Meetings should be positive and allow everyone to participate
- Transparency is always important. Minutes and Treasurer's Reports should be distributed and understood.
- Meeting facilitator (club president or chairperson) encourages discussion, but also keeps the group on task so time is effectively used.

Ideas to Increase Involvement

How can you increase participation when time is limited? Consider focusing on involvement instead of attendance. Many clubs no longer require regular attendance due to busy schedules and timing conflicts. Consider new ways to keep connected either live via smartphone or another device.

- Make sure dates, time and location are convenient to members
- Make sure the meeting place is comfortable and meets the needs of attendees
- Feature an interesting programme or meaningful activity
- Use multiple communication methods to encourage attendance
- Invite members and potential members and encourage them to bring friends
- Include potential members on your invitation list
- Keep members who are unable to attend events involved and encourage future participation.
- Use social media

Clubs are encouraged to amend their By-Laws to encourage involvement and remove any attendance requirement.

Project Refresh

Current Position

Although our District striving to keep its head above the magic 'transition' number of 1250 members we have experienced for a number of years a lot of members leaving our Clubs. Clubs are able to recruit new members but they also lose a lot of them. We need to re-think what we are doing if we want to reverse this trend and most members acknowledge that action is required.

Refresh Project

We would all like to be able to recruit new members in great numbers and reduce the number of our good friends who leave Lions. Sometimes, however, we just don't know how to do this. The Refresh Programme is focused on processes to rejuvenate the operations of Clubs, which will have a positive impact on retention of existing members. The programme is set out with practical steps so that the club would implement it and experience positive results, within a short period of time.

The programme is designed to review club operations, and to examine the relevance of what we are doing in relation to our member's needs and those of the communities we serve. Following the process, Clubs should have refreshed their members' enthusiasm and re-assured them that their views and concerns do matter.

The programme is not about changing the minds of people who have decided to leave our organisation. It's probably too late by that time. Rather, it is about creating a friendly and vibrant atmosphere which members will not want to leave. While every Club President has many duties to fulfil, the role of the Committee would be focused on this issue to the exclusion of all other. Every member of the club will have a part to play, with the Club President, as leader having the most important role. The strong support of the Committee will go a long way to ensuring the success of this programme within the Club.

The first steps are to carry out a survey of Club members and members views of the local community needs.

Community Needs Assessment

An annual assessment may help some Clubs to better serve the community by helping focus on projects and programmes that are important to local people. In addition, by conducting projects

that are meaningful in the community a Club will be able to demonstrate leadership and pride that would help build team spirit within a Club plus attract new members.

How Are Your Ratings?

Why Evaluate Your Club?

Periodically taking a look at your club is a very beneficial exercise. It offers an insight into the state of your club – showing both strengths and weaknesses. It also allows you to discover little problems and correct them before they become big ones that can require much more time, attention and resources. You should plan on conducting an evaluation at least once a year.

Involve Club Members

While having leadership assess the club's status works very well, involving members is an excellent idea, too. Enlist the help of several members whose opinions you trust, or even your entire membership, to take part in the evaluation process. General members provide a different perspective than club officers and soliciting many varied opinions will give you the best overall view of the club. It is also a great way to show members that their participation and input are valued. Encourage honest, frank feedback. The best way to do this is to conduct your evaluation anonymously. People are more likely to tell you how they really feel if they are allowed to do so anonymously.

How to Conduct an Evaluation

Consider distributing the evaluation forms during a club meeting and having members complete them then and there. The advantage to this is a higher response rate. If you hand out the questionnaires and ask people to return them at another time, be sure to follow up with members to ensure a good response rate.

Tallying Responses

When a significant number of responses are received, it is time to begin tabulating the results.

When you have finished tabulating results and comments, make two lists: club strengths and club weaknesses. Put items on the list in order of their scores. For the strengths list, begin with the items that received the highest average score. Do the same with the club weakness list: beginning with the items that received the lowest average score.

Present Results to the Club

Present the survey results to the club during a meeting and invite open discussion. Be sure to ask for feedback about positive as well as negative comments. The more you learn, the better able you will be to develop an effective action plan to address problem areas.

Create an Action Plan

It may only take a few minor adjustments to correct some problems in your club. Other problems will likely need more time and attention. If your club meetings as a whole rated low, then it will take more time to correct the many problems that are present. If only the meeting programme portion of your meetings scored low, that change will be easier to implement.

Implement Your Plan

Begin implementing your action plan as soon as possible. Share your plan with the club and report progress on a regular basis. For any large-scale changes, ask for member input again to make sure that your solutions are working. Celebrate your club's successes when positive changes are implemented. It will keep your members motivated and excited about their contributions to making their club the best it can be.

What to Expect

The evaluation process will likely take a month from the time you distribute the survey to the tabulation of results. Discussion of the issues and the development of an action plan will take a few weeks. The time required to implement changes will depend on the seriousness of the issue and the number of problems that need attention. However, you will find that taking the time to conduct a thorough, annual evaluation of your club – and following through on the results – will

yield many benefits. It's never too late to begin making positive changes to your club!

A strong, efficient club keeps current members satisfied and motivated, is attractive to new members and is able to successfully serve its community.

Retention Campaign

Every Lions year can mark a renewed emphasis on member retention with the **President's Retention Campaign**. It is a strong campaign built for you, the club president. It faces the four most common threats to good retention, provides field-proven answers, and includes recognition for club presidents who take on their membership retention challenge.

Why Members Drop

We've all seen lists of reasons given by members who leave clubs. All of the reasons to continue or drop membership are greatly influenced by the club president and leader.

Lengthy/Boring Meetings

Poor meeting quality is always one of the chief reasons given for leaving a club. **Interesting** and **proactive meetings** are very important to your members. You want these members to feel like they are spending their time on something worthwhile. **Planning** and running effective meetings that follow a **well-prepared agenda** will help accomplish this.

Club Politics/Cliques

Are **politics** getting in the way of **club business**? Do **cliques within the club alienate new members**, making it difficult for them to feel a part of the group? Limiting cliques and politics will make your club environment welcoming and proactive. All members will feel more interested and involved.

Lack of Involvement

Once your club inducts new members, be sure to engage them in activities that interest them and encourage them to take on leadership roles. Members who see they play an active, important part in the club are far less likely to drop out.

Working Together

Too often, differences in personalities, gender or culture hinder a club from functioning smoothly.

Dwelling on differences can lead to poor communication, misunderstandings and the club's inability to set common goals. By learning to bridge differences and communicate openly with all members, you will create a productive environment for your club.

Retention is an ongoing team effort, led by the club president. Keeping the club efficient,

productive and meaningful to the members will result in many benefits:

- A club that is a vital, respected part of your community
- The ability to help people in need locally, and globally
- A club that offers personal and professional growth opportunities for members.

Helpful Resources

Retention “Clinics”

To assist your club with addressing current retention challenges and developing long-term plans for retaining members, the President’s Retention Campaign offers the helpful guide *How are Your Rating?* evaluation booklet.

Fix It Fast

Focus on Meetings

- Think Positively
- Newsworthy Newsletters and Web Sites
- Try Trimming Time
- Programmes in a Pinch
- Use Your Gavel
- Mix it Up
- Plan a Programme on Member Retention

Focus on Club Dynamics

- Attendance Cues
- Set the Tone
- Kudos to Club Members
- Retention is for All Members
- Scramble Seating Arrangements
- New Members Make Great Greeters
- Make it Fun
- Use Your Newsletter
- Learning Leadership Skills

Focus on Involvement

- Retention is a Team Activity
- Have an Informal Gathering
- Share Praise Freely
- Emphasize Social Involvement
- Communicate Constantly

Focus on Working Together

- Share Your Enthusiasm
- Set the Tone
- Members of the Meeting
- Communicate Constantly
- Plan a Summit

New Club Development

What it takes to start sustainable clubs.

- Recognise the benefits of new clubs
- Identify basic requirements of Chartering a new Club
- Develop Team to help new clubs
- Recruit Charter Members
- Key points and information – organisation meetings
- Describe new club Charter process
- New Club resource materials available
- 75% of members need to reside in the MD

New Club Benefits

- Extend service
- Attract younger members
- Fulfil specific community needs
- Increase Leadership candidates

1 member = 70 lives impacted

Charter Requirements

- Minimum 20 members
- US\$30 per member Charter Fee
 - US\$20 for Transfer Members
- Club Sponsor
- Two Guiding Lions

- A District starting 10 or more Clubs in any year requires support plan
- A District starting 3 Campus Clubs or 100 Student Members need MDC approval
- Board Policy (Chapter 10) – NCD additional requirements

Identify Location

- What communities do not have a Lions Club
- What communities can benefit from a Lions Club
- Are there communities with single gender clubs where co-ed could be established

Opportunities for New Clubs

- Lioness → Lions
- College or University in the area
- Leos → Lions
- Existing Community Groups → Lions

Types of Clubs

- Traditional
- Internet (Cyber)
- Campus
- Leo

New Club Locations

- Identify the 'White Spots'

Develop a Team

- District Leaders
- Certified Lions
- Sponsoring Lions Club members

Tasks

- Research area
- Promote new Club
- Recruit members
- Identify potential members
- Schedule appointments
- Set up meetings and provide information

Recruiting Methods

- Canvassing – cold calling
- Leader Board – referrals from others
- Existing Groups – converting

Where to recruit

Who to recruit?

- Existing groups could join

Best Practice

- Develop Extension Team

- Create a Plan
- Invite Key people from public
- Promote family, women and young potential members
- Stress Service Mission with examples
- Follow up interest

Information Meeting

- Excite potential Lions by;
 - Highlighting the number of lives impacted
 - Discuss Service opportunities
- Where/When will the meeting take place
- Who will lead the meeting
- Audio/Visual resources required
- List materials needed
- What Lions will attend
- Who is going to follow-up.
- How/When will follow-up take place.

Timeline

- Charter can be within 8 weeks with 20 members
- If 20 members not reached form a Branch Club with 5 members or more
- Build up Branch Club to 20 members then Charter

Organise Meeting

When you have prospective members (20 or >5);

- Determine the name of the Club

- Determine meeting dates
- Determine location
- Identify first service project
- Establish Club Dues
- Arrange Charter Celebrations (allow 90 days)
- Encourage other potential members
- Create a Meeting Agenda

Next Steps

- Set up Club Officer Training
- Identify other Service projects
- Follow up interest from those that could not attend.

Charter Application

- Submitted electronically by District Governor or Sponsoring Club on My LCI
- Applications made by 20th June are guaranteed their Charter by the end of the fiscal year
- Charter Approval
 - New Club Supplies
 - DG receives Charter
 - Sponsoring Club holds Charter Celebrations

New Club Support

- DG Team
- Region/Zone Chairs
- District Officers

- Guiding Lions

Two Guiding Lions – offer council and advise

Sponsoring Club

- Continual support
- Visit new Club meetings
- Provide assistance
- Meet with new Club Officers
- Encourage new members to participate in District events

Recognition

If a Club is formed and Chartered by June 30 2018 they will be recognised as a Centennial Club

Resources

- New Club Development Guide
- Club Branch Guide
- Just Ask
- Charter Night Guide

Certified Guiding Lion

Certified Guiding Lions are appointed by the District Governor to aid the formation of new Lions Clubs and help and assist existing Lions Clubs.

The Certified Guiding Lion's objectives are to:

- Improve Retention
- Improve Orientation
- Assimilate club members into Lions
- Improve relationship between clubs
- Offer support to clubs for a period of time

The Certified Guiding Lion programme has proven to be an effective tool for the development of Lions clubs.

Membership

Advertisement Template

YOU could play a vital role in
**The World's Largest
Voluntary Service
Organisation**

WHERE ? *Right here
in your own community*



**Lions Clubs
International**

*dedicated to providing
help and service where it is
most needed...*

*If you would like to become
involved in worthwhile and
rewarding voluntary work and
enjoy the fun and fellowship that being a
LION brings then contact.....*

Oak Brook Lions Club



Who are the Lions ?

Lions are:

- Members of the world’s largest and most active service club organisation.
- People who have decided to give something back to their communities.
- People who identify needs of others and set about meeting those needs.
- People who enjoy working together in fellowship to help those less fortunate than themselves.
- People who enjoy themselves and include fun in their caring attitude.

“We Serve”

Contact: Lion *****, 300 22nd Street, Oak Brook, Illinois, U.S.A, Post Code
Tel: 001 630 571 5466 Email Address: *****@lionsclubs.org

If you would like to know more about Lions please complete the form below:

Name :

Address :

.....

Telephone No.....E-Mail Address.....

I would like to know more about the Lions

I know someone who would benefit from your help

I am interested in Lions Membership

Resources

Title	Code
New Club Materials	
Hello! (New Club Brochure)	EX-511
New Club Development Guide	TK-1
Charter Night Planning Guide	TK-26
Charter Member Application	TK-188
New Member Recruitment Materials	
LCI Membership Application	ME-68
Lions Make a Difference (General info brochure about Lions)	ME-40
Lions Live with Purpose (Brochure)	ME-33
Just Ask! New Member Recruiting Guide	ME-300
Membership Opportunities (a quick reference guide to membership options)	ME-105
Young Adults and Leo-Lion Materials	
Connecting to Young Lions (Brochure)	YLCE
Young Lions Membership Guide	YLMG
Stay Connected Through Service, Become a Lion (Brochure)	LL-1
A Different Way to Lion (Leo-Lion Info Card)	LL-3
Quick Start Guide: How to add Leo-Lions to your club	LLQS
Campus Club Materials	
Create Real Change (Campus Club Brochure)	CICb
See a Difference on Your Campus (info for Faculty Advisor)	EX-514

Developing Campus Lions Club Guide	EX-517
Club Branch Materials	
Club Branch Brochure	CB-17
Club Branch Guide	CB-4
Membership Orientation Materials	
New Member Induction Ceremony Suggestions	ME-22
Orientation Training Guide	ME-13
Orientation Guide	ME-13a
Mentoring Program Materials	
Lions Basic Mentoring Program Guide	MTR-11
Lions Advanced Mentoring Program Guide	MTR-12
Club Membership Chairperson	
Club Membership Chairperson Guide	ME-44
Membership Satisfaction	
Membership Satisfaction Guide	ME-301
How Are Your Ratings Survey	ME-15b
Your Club, Your Way	DA-YCYW



2022

For More Information Please Contact:

Global Membership Team

MD Coordinator

Lion Alan Hall

Tel: 0730 585 6313

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