



**District 201C1**

**lions australia**

Australia, Papua New Guinea, Norfolk Island



**CLUB**  
**MEMBERSHIP**  
**CHAIRMAN GUIDE**

2011 – 2012

**lions australia**  
*we serve*





Dear Club Membership Chairperson:

Congratulations on your appointment as club membership chairperson! This position is critically important to the health and vitality of the Lions clubs in your area. Club Membership Chairperson is a considerable job, but it comes with numerous rewards. Your success in training and motivating your membership team will help Lions Clubs International maintain its position as the world's largest service club organization. Best of luck to you as you lead your team to outstanding membership accomplishments!

As a club membership chairperson, you'll be called upon to be knowledgeable regarding Lions Clubs International membership programs and policies; a capable leader and motivator in your club. The contents of this guide will help you with all these important tasks. This manual is to serve as the primary resource for your chairperson position. It contains an outline of your responsibilities, suggestions on making the most of your tenure as club membership chairperson and a list of valuable resources that will assist you in effectively performing your job.

Before you begin your term, please take the time to read this guide thoroughly. If you have any questions regarding this publication or your position, please contact us at (630) 571-5466 ext. 340 or e-mail us at [memberops@lionsclubs.org](mailto:memberops@lionsclubs.org).

Membership Operations Department  
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Sincerely,

Membership Operations Department  
Extension and Membership Department  
The International Association of Lions Clubs

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## Three-Person Membership Committee

The Three-Person Membership Committee structure helps clubs make membership growth activities a priority by putting a strong, unified team to lead the club's efforts in those areas. It is composed of three elected members serving three-year terms on a rotating basis. The Freshman member, with three years remaining, is responsible for *membership*; the Junior member, with two years remaining, focuses on *leadership* and *retention* (this member is also the vice chairperson of the committee); and the Senior member, with one year remaining, concentrates on *extension*. The Senior member also serves as the committee's chairperson and is on the club's board of directors.

Club officers should take the time to form a Three-Person Membership Committee. By creating a Three-Person Membership Committee, officers can assist their club by providing consistency in membership areas and gain valuable experience by serving on a committee. Officers in the a Three Person Membership committee should count the following among their goals:

- ensuring appropriate emphasis on four vital aspects of club operation
- reinforcing the importance of membership responsibilities
- encouraging ongoing communication about membership issues with the club's board of directors
- giving continuity to the committee's efforts
- providing a direct link to the district and multiple district MERL teams

If your club does not currently have a Three-Person Membership Committee in place, encourage club leadership to consider it. Having a committee will add a cohesiveness and depth to your membership, retention, leadership and extension efforts that will be far greater than if those committee chairpersons are working alone.

 **Learn More!** The Three-Person Membership Committee brochure (ME-29) includes a complete description of this effective committee system. (Brochure available online only at the following Web address: <http://www.lionsclubs.org/EN/content/pdfs/me29.pdf>.)

## **Club Membership Chairperson Responsibilities**

A club membership chairperson's responsibilities fall into two main areas: recruitment and development. Your ability to properly meet these responsibilities will greatly enhance your club's membership recruitment and development activities. Your responsibilities towards encouraging the recruitment of new members and developing your club are as follows.

### ***Membership Recruitment***

- ❑ Set realistic, measurable goals (approved by the club's board of directors)
- ❑ Develop an action plan for meeting goals (approved by the club's board of directors)
- ❑ Meet regularly with members of the membership committee
- ❑ Meet regularly with the members of the Three-Person Membership Committee (if applicable to your club)
- ❑ Motivate committee members and other club members to pursue new members
- ❑ Communicate the importance of recruitment efforts
- ❑ Communicate results of recruitment efforts
- ❑ Thoroughly understand different membership recruitment programs and promote their use
- ❑ Thoroughly understand the requirements of club, district, multiple district and international membership awards programs and use them to motivate members
- ❑ Attend district membership seminar
- ❑ Maintain contact with district membership chairperson to report status, share ideas, ask questions or seek advice

### ***Membership Development***

- ❑ Ensure new members are promptly inducted during a meaningful ceremony
- ❑ Plan and conduct, or assist with, new member orientation
- ❑ Follow up with sponsors to be sure new members are immediately involved in club activities
- ❑ Plan, conduct or assist with orientation refresher courses for all Lions club members
- ❑ Encourage new members and experienced members to consider a Protégé Lion-Mentoring Lion relationship through the Lions mentoring program

As club membership chairperson, you will use a number of skills. During your term, you should expect to do the following:

- ✓ Organize
- ✓ Motivate
- ✓ Set goals
- ✓ Communicate
- ✓ Plan
- ✓ Lead
- ✓ Build teams and promote teamwork
- ✓ Think creatively

## How to Begin

### *Get Organized!*

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized. The time you invest in the beginning of the year will be well worth it as the months progress. Some suggestions include:

- ✓ Review this manual and note any questions regarding your responsibilities that you might have.
- ✓ Order any resource materials listed in this guide that you don't already have. Review these materials.
- ✓ Meet with the former membership chairperson (if your club has a Three-Person Membership Committee, this person will now be in charge of retention and leadership efforts) to get a feel for what worked during the past year, what didn't and why. This information will be valuable as you plan your year.

### *Develop Goals*

Setting goals and committing them to paper is a very useful exercise. Goals help keep you focused and give you a device for measuring your success. Use the reproducible form at the back of this manual to help set membership goals.

- ✓ Meet with the club's board of directors to learn about any expectations they may have for the upcoming year.
- ✓ Meet with the Three-Person Membership Committee to discuss expectations in all membership areas.
- ✓ Review past membership records.
- ✓ Determine your club's strengths and weaknesses in terms of membership recruiting and development.
- ✓ Define measurable goals for your club. Goals should be attainable, while still presenting a challenge to motivate members.

### *Create an Action Plan*

Once you have defined goals, develop an action plan to help make those goals a reality. Use the reproducible form at the back of this manual.

- ✓ Review the recruitment suggestions included in this guide.
- ✓ Review what has worked for your club in the past.
- ✓ Meet with the membership committee to brainstorm ideas.
- ✓ Develop a plan based on the ideas that will work best for your club.
- ✓ Share the plan with your club's board of directors and Three-Person Membership Committee. Revise as needed.

## Recruiting Tips and Techniques

### *Recruiting New Members*

Bringing additional members into the club is a responsibility of every member. As club membership chairperson, you will organize membership growth efforts and ensure that goals are being met.

***Just ask! Don't assume someone doesn't want to become a member. By not asking, you are getting a "no" answer before you even ask the question!***

## Recruiting Techniques

There are many different ways to identify potential new members. There are traditional methods, such as preparing a prospect list, and some innovative techniques, such as target marketing. It is vitally important that you impart to every club member that they should constantly be on the look out for quality new members. Some members will not be comfortable asking others to become members—no matter how much they believe in the benefits of becoming a Lion. Each member can still keep their eyes open for potential new Lions.

### *Prospecting Lists*

An excellent way to stimulate ideas for new members is to create a prospecting list. Prospecting lists allow club members who are not comfortable asking others to become members to still be involved in the process. By using a prospecting list, all club members can participate in generating leads, but individuals who truly enjoy recruiting new members can do the actual recruiting.

At a regular club meeting, pass out prospecting lists to each member. (There is a reproducible sheet for this exercise in the back of this guide.) For each category on the list, have an experienced Lion ask the group "Who is the one?..." *Example:* "Who is *the one* relative in your family that you feel would like to make a contribution to improve the community?" Give club members a brief time to think about their choices. Ask them to fill out the prospecting list as thoroughly as possible.

When all categories on the list are completed, collect the prospecting lists, review them and assign prospects to a Lion willing to recruit. It is a good idea to limit each recruiter to approximately five prospects each.

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 people 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!)

***When you get a "maybe" or "not now" answer from a prospect, be sure to follow up with them in the future! Ask: "When should I follow up with you?" Invite "maybe" prospects to a club meeting, service activity or fundraiser so they can see your club in action!***

### ***Target Marketing***

Target Marketing involves seeking out a special interest group to become members of your club or form their own club. An identified group will be able to expand their horizons into new service opportunities, while still maintaining the bonds that initially held them together.

#### ***How do I begin to practice target marketing?***

1. Begin by examining your club: do you have an existing group of members who are bonded together by a common interest outside of Lions clubs? (See the list of potential common interest groups below.) Is the group large enough to become a separate Lions club? If so, approach them and determine their interest in forming that club. They may jump at the chance, or they may be content to stay in their present club. If they want to stay at their present club, offer them the opportunity to pursue a special service or fundraising activity.
2. Next, look outside your club. Consider special interest groups in your community for membership. Think about your club's reputation in the community (and Lions' reputation worldwide), your well established service activities and your network of members and acquaintances. Tell prospective members about the benefits of becoming a Lion.

Conduct an informational meeting(s) with the group, just as you would with individual prospective members. Emphasize the benefits of belonging to the world's largest service club organization and how their group could work within Lions clubs. Discuss membership options with the group—would they like to join an existing club or form their own club?

Depending on the results of the informational meeting(s), begin procedures to induct the members of the group into your club or charter a new club. All standard membership forms and charter applications must be filled out. A New Club Extension Kit can be ordered from the New Clubs and Marketing Department at International Headquarters by contacting (630) 571-5466, ext. 306. If there aren't enough members of the special interest group to form their own club, consider forming a Club Branch. To order a Branch Builder Kit, contact the New Clubs and Marketing Department.

When recruiting new individuals, even when they are in a group, you should follow standard recruitment procedures. Since membership into a Lions club is by invitation only, properly screen members using acceptable, legal standards, keeping the guidelines of the Lions Clubs International Standard Form Constitution and By-Laws (LA-2) in mind.

### Common Interest Club Ideas

- Merchant's Association
- Computer Groups
- Retirees
- Ethnic or Cultural Group
- Sports Clubs (cycling, hiking, skiing, dance, golf, etc.)
- Parenting Groups (single parents, adoptive parents, parents of youth sporting group, parent-teacher organization, etc.)
- Grandparents club
- Travel Group (tours, RVs, etc.)
- Photography/Videography Club
- Business Cooperative Club
- Media Cooperative Club
- Agricultural Club
- Book Club
- Chess Club
- Car Club
- Professional Groups (health care, education, business, etc.)
- Card Club
- Craft Groups (scrapbooking, quilting, stitchery, painting, pottery, etc.)

### *Club Sponsor Night*

Add a social twist to your recruiting 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 benefits of club membership.

You will need about 3 months to properly plan this event. Solicit your club members' support and ask them to provide you with a list of people they feel would be interested in Lions club membership. Then, add community leaders to the list. (As you develop a list, keep in mind that approximately 50 percent of those invited will attend.) Send invitation letters using the sample included in this publication as a guide. Be sure to use your club letterhead and proofread the document for spelling and grammar. List a contact name for the reply, as well as a deadline date for responding.

Have each member follow-up with the person or persons they recommended. Keep in mind that at this point, you are only trying to get people to attend the dinner, not convince them to join your club.

Look for a site that is large enough to accommodate your guests and that has some privacy, such as a banquet room at a restaurant, Lions meeting room, etc.

Decorate the tables and choose a menu that will be tastefully appropriate for this event. At each place setting, have a program for the evening's event, your club brochure and perhaps a response card (see example in the back of this guide). Decide if you want soft music played during the social hour and dinner.

Begin the evening with a social hour. This provides an excellent opportunity for informal fellowship and networking. The actual program can begin with a welcome, an introduction of guests and then the meal, handled much as you would during a regular club meeting. During dessert, one of your club's leaders can speak about the contributions your club has made to the community and the positive impact they have had. This speaker can also address the satisfaction members feel while helping those in need. For the keynote address, choose a prominent Lion from your club, district or multiple district that is very enthusiastic and can really "sell" the concept of Lions club membership. Have him or her speak about the "big picture" of Lions and the international association. These speeches should take approximately 10 minutes each. After the presentations, allow time for questions and answers. When it is time to close the event, tell attendees your club is looking for a few good members and would very much like for them to consider joining your club. Encourage them to fill out the response card if they are interested. You might consider holding a door prize raffle at the conclusion of the evening.

Be sure to promptly follow-up with those people who indicated an interest in membership. Clubs that have held recruitment dinners have found that approximately 1/3-1/2 of those invited have become club members.

*Note: If your club's budget does not 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 town, you could combine efforts and host a dinner together.*

### ***Screening Prospects***

According to the Lions Club Standard Form Constitution and By-laws (LA-2), "Any person of legal majority and good moral character and good reputation in his/her community, may be granted membership in this Lions club."

The reputation of your Lions club is mirrored by the reputation of its members. Approach prospects that have a genuine interest in service and that meet the criteria set forth in the Lions Club Standard Form Constitution and By-laws (LA-2). Also, keep in mind that you must follow procedures to ensure that every prospect is treated fairly and equally.

### Quick and Easy Membership Ideas

- ✓ Never underestimate the power of public relations. Be sure to publicize 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.
- ✓ Hold an informal "Invite a Friend" night during a regular club meeting. 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 assist during one of your club's service activities or fundraisers to get a first-hand look of 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 from attendees.
- ✓ Challenge your members to meet a specific recruitment goal for the year. Plan a fun, festive kick-off for the challenge during your meeting. Report on your success during meetings, in your club's newsletter and on your Web site.
- ✓ Encourage members to invite every qualified individual they encounter to consider Lions clubs membership. Remind them periodically throughout the year to invite new members.
- ✓ Show your club's pride! Build the impression of your club as a vital part of the community. Participate in community events whenever possible – have booths at events, march in parades – be visible!
  
- ✓ Ask community welcome organizations 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 organizations 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 – such as a more convenient meeting time and place. Make adjustments if appropriate and feasible.
- ✓ Have buttons or T-shirts made for each active member that says "Ask Me About Lions" to elicit questions from community members.
  
- ✓ Explore low-cost advertising options such as school or organization newsletters, local sporting event programs, etc.
- ✓ 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 paper.
- ✓ Have a link to your club's Web site added to your community's Web site.
- ✓ 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 personally are often excellent prospects.
  
- ✓ Consider unique extension efforts, such as sponsoring a Club Branch or New Century Lions Club to reach a new demographic.
- ✓ Encourage members to invite their spouses to join! Consider forming or expanding on a family club.
- ✓ Stimulate family participation by involving whole families in the Lions experience by forming a family club – provide children with supervised activities during club meetings while adults tend to business. Give appropriately aged children a role in club service activities. Form a babysitting co-op for younger children.

### ***Preparing Recruiters***

Equip recruiters with the tools and knowledge they need to effectively obtain new members. The better prepared they are, the easier their job will be.

### ***Obtain Resources***

Order the publications listed below in quantities to have on hand for recruiting efforts.

- ✓ *Lions Make a Difference (ME-40)*: An excellent general publication about Lions Clubs International useable for recruiting purposes.
- ✓ *I am a Lion (ME-37)*: A special recruitment brochure targeting the specific needs and questions of women
- ✓ *Invitation/Application for Membership (ME-6B)*: This mini version of the Lions Clubs International Membership Application is small and portable. It contains the entire membership application and a club secretary checklist. Compact and visually appealing, it makes a positive impact on potential new members.
- ✓ *Lions Pocket Card (ME-33)*: A perfect companion piece to the pocket size membership application, this publication folds into a compact size of 2 3/4" X 4 1/4". It is packed with information including the association's mission, purpose, ethics and a brief history.

Supplement these publications with your club's brochure or fact sheet. (If your club doesn't have its own brochure or fact sheet, suggest to club leadership that one be created. It is an essential communication tool.) Recruiters may wish to prepare simple presentation packets for prospects by assembling the materials in a large envelope or pocket folder.

### ***Create a "Sell Sheet"***

While a primary motivation to join a Lions club is the desire to help those in need, membership in a Lions club offers benefits beyond humanitarian service, and these are important "selling points" when approaching prospects. Develop a "sell sheet" for your club members that lists all the reasons why a person would want to join your club. Use the sample below and supplement it with your own ideas as well as some points that are specifically geared to your club. This "sell sheet" will be a very useful tool for recruiters when approaching prospects.

#### **Sample Sell Sheet**

Being a Lion has given me the opportunity to do the following:

(Think: which of these opportunities will appeal most to prospective members?)

- Share in the growth and improvement of his/her community
- Actively help those in need in his/her community *and* worldwide
- Be a part of the world's largest service club organization that has an unparalleled history and reputation for service
- Be involved with an organization that is in the forefront of helping the blind and visually impaired
- Impact the lives of young people in the community through Lions youth activities
- Develop leadership skills
- Meet peers in the community
- Have the opportunity to travel and meet Lions from all over the world during the annual international convention
- Expand personal and professional network (see section on "Networking" below)
- Build prestige as an active community volunteer

When creating selling points for your club, focus on active club projects and leadership opportunities, such as:

- Work with young people in the community through our Leo Club Program
- Participate in the annual Lions Health Day co-sponsored by our local hospital
- Have the opportunity to travel to developing countries on used eyeglasses dispensing missions
- Develop leadership skills by working with an experienced member through the Lions Mentorship Program


Each selling point should contain information on what your Lions club does and how many people you were able to serve with a specific project. For example, your selling points could read: “all of our club members attended the Lions Health Day, where we were able to screen 150 community members for glaucoma.” Additional selling points could read: “Twelve club members traveled to Mexico during our last eyeglasses dispensing mission, during which we helped provide glasses to 600 individuals” or “Six members are currently involved in the Lions Mentoring Program at different levels.”

### **Selling Your Club**

Every productive Lions club has six basic characteristics. The more firmly these qualities are embedded into the club's operating structure, the more success and growth the club enjoys. These six qualities—as they exist in your club—can become your most effective selling tools.

- 1) A major service activity that involves every member of the club and has a significant, positive impact on its intended population.
- 2) A major fundraising project in which the community can participate and in which it can contribute.
- 3) A strong public relations program that provides a continuous, consistent line of communication among all the members of your club and between the club and the community.
- 4) Well-organized, interesting, informative and productive club meetings.
- 5) A feeling of teamwork, cooperation and cohesiveness between club members.
- 6) A strong membership growth, development and retention program that provides immediate orientation and involvement of club members, and continues to nurture their development throughout their years of service.

If your club has weaknesses in any of these areas, it is an essential for the appropriate chairperson to work on strengthening the club. A productive, effective club that is visible in the community and is meeting its service goals will practically sell itself to new members. Clubs with weak areas may be able to attract some new members, but their rates of retention are low.

 **Learn More!** Not sure if your club has areas that need attention? “How are Your Ratings” (ME-15 and ME-15B) is an excellent evaluation tool for uncovering weaknesses and creating a plan for dealing with club issues. Consider working with your club's retention chairperson to administer the survey to club members. (Note that the ME-15 and ME-15B can be ordered in select languages only and is available for download at the following Web addresses: <http://www.Lionsclubs.org/EN/content/pdfs/me15.pdf>; <http://www.Lionsclubs.org/EN/content/pdfs/me15b.pdf>.)

***Practice Recruiting Techniques***

During a club meeting, have two experienced Lions demonstrate proper recruiting techniques to all members by role-playing. If it isn't possible to conduct a demonstration during a meeting, have one immediately following a meeting or plan an informal seminar on recruiting and encourage all members to attend.

***Ready, Set, Recruit!***

Now that club members are prepared, they can begin recruiting! Remind recruiters that they should do the following when meeting prospective members:

- ✓ Properly explain the benefits, time and financial commitments of being a member to every prospect.
- ✓ Invite prospects to a club meeting as guests, or have them visit a service activity in progress to witness first-hand the dedication of Lions club members .
- ✓ Once the prospect has decided to become a member, be sure that the Invitation-Application for membership is properly completed and signed and that the appropriate fees and dues are collected.

**Networking**

***Give Members Added Value to their Membership***

While it is important not to let other interests inhibit the club's ability to serve the community, it is also important to recognize that different people join for different reasons. Try featuring other member benefits and offering additional opportunities that will make your club more attractive to existing members. Giving members the chance to network is an excellent way to add value to their Lions club membership. Networking opportunities can be offered in several ways. Start the networking process in your club with the following suggestions:

- 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 Web site. This could be part of a monthly "Member Spotlight" column.
- Have a page featuring members' professions or business in the club newsletter or Web site. If possible, on the Web site, include links to their businesses' Web sites on your club's Web site.
- Offer discounted advertising rates to members in appropriate club, district and multiple district publications, Web sites, event programs, etc.
- Invite participants to provide 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 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.


### ***Sponsor Responsibilities***

Sponsoring a new member is one of the finest commitments a Lion can make to his/her club. By sharing their devotion to service through Lions clubs, they are ensuring that their club has a healthy future.

Being a sponsor carries with it some additional responsibilities beyond simply recruiting a new member. Good sponsors transition a new member into the club and help ensure their membership is off to a great start.


A sponsor can assist a new member in becoming a Lion by doing the following:

- ✓ Introducing the new Lion to all club members
- ✓ Properly inducting the new Lion during a meaningful ceremony
- ✓ Distributing a New Member Kit and Lions emblem button
- ✓ Immediately involving the new member in club activities
- ✓ Making sure the member receives a thorough orientation
- ✓ Accompanying them to the first few club meetings
- ✓ Answering any questions regarding club operations or other aspects of the association
- ✓ Encouraging the new Lion to share ideas, questions or concerns and develop themselves as a Lion

 **Learn More!** “Sponsorship is an Important Responsibility” (ME-21) contains information about the responsibilities and benefits of sponsoring new members. (ME-21 can be ordered in select languages and is available at the following Web address: <http://www.Lionsclubs.org/EN/content/pdfs/me21.pdf>.)

### ***New Member Inductions***

The induction of new members is a special time, one that should be marked with a meaningful ceremony to commemorate the occasion. A proper new member induction ceremony is a very relevant and symbolic beginning to a member's Lion service. It is inspirational and motivational. It confirms the new member's selection of Lions clubs as their service club of choice, and it connects them with the reasons why they are volunteering. Induction ceremonies are also meaningful events for long-time members and can help reconnect them to their feelings they have about serving those in need.


 **Learn More!** Planning a new members induction ceremony that will be meaningful to participants is made easy with the helpful guide “Meaningful New Member Inductions” (ME-22). The publication offers step-by-step planning instructions, as well as suggested ceremony wording. (ME-22 can be ordered in select languages and is available at the following Web address: <http://www.lionsclubs.org/EN/content/pdfs/me22.pdf>.)


### ***New Member Orientation***

Thoroughly orienting new members is a vital step in the recruitment/development process. Members who have a complete understanding of their club, district, multiple district and the international association tend to stay with the association long-term as valuable and dedicated Lions. It is important that a new member's orientation occur promptly in order to build the foundation for life-long membership. It is equally important that established Lions receive "refresher" orientations.

### ***Established Lion Orientation***

Over time, it helps to reconnect Lions club members with the important information they learned during their new member orientation sessions. Conducting "refresher courses" during club meetings are an ideal way to reintroduce concepts to seasoned members and help them reaffirm their commitment to your club.

 ***Learn More!*** The Orientation Guide (ME-13) is an essential publication filled with comprehensive information about planning and conducting an effective member orientation. It contains complete planning instructions, suggestions for localizing materials, suggested outlines, checklists and complete orientation content.

 ***Learn More!*** The Orientation courses (ME-13b-f) are a series of five publications that individually address different orientation topics. The courses are designed for presentation in short (15-20 minute) segments during club meetings.

## **Awards Programs**


Awards programs provide incentive for Lions to recruit new members. Awards offer a source of pride beyond that which comes from the successful recruitment of a prospect. International Headquarters offers two special awards programs for membership recruitment. Take time to familiarize yourself with each award program so you can promote them within your club. Note that your club, district and multiple district may offer their own awards programs. It is a good idea to obtain the necessary information about those programs as well.

### ***Year-Round Growth***

Year-Round Growth is the primary international membership initiative. It was created to replace the periodic, cyclical recruiting programs of the past. Year-Round Growth emphasizes the importance of identifying and recruiting new members consistently throughout the year.


Through the Year-Round Growth Program, club members are rewarded for their efforts to identify and recruit potential members throughout the year. Club members earn awards based on their recruiting success: for one new member, the sponsor receives a personalized letter from the International President; for three or more new members, a sponsor receives the Membership Excellence Lapel Pin.

Because membership development is a team effort, clubs are also recognized for their achievements. Banner patches are awarded to clubs based on their club size and the number of new members. Clubs with 41 or more members need to bring in eight or more members during the year, clubs with 22 to 40 members need to bring in five or more members during the year and clubs with 21 or fewer members need to bring in three or more members to earn the banner patch. In addition, three clubs (one from each size category) from each constitutional area adding the greatest number of new members during the year will receive a colorful international flag set as a reminder of their impressive achievement.

 **Learn More!** The Year-Round Growth brochure (YRG-15) explains the program in detail. (YRG-15 can be ordered in select languages and is available at the following Web address: <http://www.lionsclubs.org/EN/content/pdfs/yrg15.pdf>.)

### ***Membership Key Award Program***

The Membership Key Award program recognizes the number of new members recruited and sponsored by individual Lions. This program features 17 membership keys to acknowledge different levels of recruiting achievement-- from the two-member Membership Key to the 500-member Supreme Key. Membership Keys are an excellent way to motivate members to sponsor additional members.

 **Learn More!** “Salute the Heritage...Reward the Effort” (ME-36) details the Membership Key Program and includes photographs of each key. (ME-36 can be ordered in select languages and is available at the following Web address: <http://www.lionsclubs.org/EN/content/pdfs/me36.pdf>.)

## Resources

### *For More Information*

For any questions, comments or concerns regarding your position or membership issues, please contact:

District Membership Chairperson

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Multiple District Membership Chairperson

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Membership Operations Department

Lions Clubs International

300 W. 22<sup>nd</sup> Street

Oak Brook, IL 60521-8842

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[memberops@lionsclubs.org](mailto:memberops@lionsclubs.org)

Lions Clubs International Official Web site

[www.lionsclubs.org](http://www.lionsclubs.org)

## Publications List

The helpful resources listed throughout this guide can be ordered from the Membership Operations Department at the contact information listed above or downloaded from the Resources section of the association's Web site. This guide references the following publications:

-  Lions Make a Difference (ME-40)
-  Application/Invitation for Membership (ME-6B)
-  Lions Pocket Card (ME-33)
-  I am a Lion (ME-37)
-  Orientation Guide (ME-13)
-  Orientation Courses (ME-13b-f)
-  Sponsorship is An Important Responsibility (ME-21)
-  Meaningful New Members Inductions (ME-22)
-  The Three-Person Membership Committee (ME-29)
-  Salute the Heritage, Reward the Effort (ME-36)
-  Year-Round Growth brochure (YRG-15)

**Club Membership Chairperson Annual Goals/Action Plan**

Name:

District:

Date:

List annual goals:

Action Plan:

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

Action Plan:

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

Action Plan:

Goal \_\_\_\_\_

Priority: \_\_\_\_\_ Timeframe: \_\_\_\_\_

<u>Step</u>	<u>Who is Responsible</u>	<u>Date Completed</u>
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Significant Results:

Comments:

## Lions Club Membership Prospecting List

Club Name: \_\_\_\_\_ Nominator: \_\_\_\_\_ Date: \_\_\_\_\_

<b>I. Relative</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
<b>II. Professional Person</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
<b>III. Job</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
<b>IV. Church</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
<b>V. Neighbor</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
<b>VI. Friend</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)

<b>VI. Other Civic or Social Organization</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
<b>VII. Someone You Do Business With</b>		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)

## Club Sponsor Night Sample Invitation Letter

February 23, 2004

Paul Jackson  
340 W. Redbud Road  
Mechanics Grove, IL 60060

Dear Paul:

Please take a moment to consider the following questions:

- Are you interested in serving your community?
- Are you interested in having the opportunity to network with key people in the community?
- Are you interested in meeting people and having fun?

If you answered “yes” to any one of these questions, then the Mechanics Grove Lions club is the organization for you! On behalf of my club, I'd like to invite you and your spouse to join us for a special dinner and the opportunity to learn more about the Mechanics Grove Lions Club. Please join us on March 23 at 6:30 p.m. at the Lions Hall for an evening filled with great food, fellowship and valuable information about Lions clubs.

Our guest speaker will be Past District Governor Roger Goldbach, who has served his community through Lions clubs for almost 20 years. Roger is an excellent motivational speaker and will share his volunteer experiences, including a recent mission to Mexico to distribute recycled eyeglasses.

The Mechanics Grove Lions Club has been serving the community for more than 50 years. With projects as diverse as collecting used eyeglasses, supporting Lions-Quest programs in local schools, donating new park benches for the Riverwalk renovation and providing free eye care for those in need, the Mechanics Grove Lions Club is dedicated to serving our fine community. We would like to continue to expand our projects, and want you to be a part of our efforts and successes.

We hope you can join us on March 23. We promise good food, good fun and some enlightening information on how you can help serve the citizens of Mechanics Grove and surrounding communities, as well as the world. Please respond to Lion Jill Manning at (847) 555-1243 by March 10.

Sincerely,

Judy Sheehy  
Membership Chairperson  
Mechanics Grove Lions Club

## **Club Sponsor Night Sample Response Form**

**YES! I am interested in becoming a member of the Mechanics Grove Lions Club.**

Name:

Home Address:

Phone Number:

(business)

(residence)

The best time to reach me:

E-mail Address: