



*Introducing*  
**PRIDE IN GROWTH**

*MD 201*  
**CLUB MEMBERSHIP GROWTH  
PROGRAMS**

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## **INTRODUCTION**

### **The Background**

Can we achieve substantial growth?

YES we can.

A professional national survey in March 2005 as commissioned by the Multiple District revealed 2% of those aged 18 through to 90 years of age were *very interested* in joining a Lions Club – so that translates to well over 250,000 people in the Multiple District. To bring about substantial growth, we must make a connection with many of these interested persons. This membership manual outlines a number of ways in which this connection can be made. (Please refer to the Index for details)

Earlier this century the Multiple District launched the 'Project Refresh' concept. This concept was a combination of revitalizing clubs through increasing membership, as well as through what became known as the 'Club Care' Program, aimed at an improvement in the retention of members. It is very gratifying that the program, when implemented correctly, seems to have had a positive and sometimes spectacular impact on efforts to recruit and retain members. It is however time to move to the next exciting phase under the title "**Pride in Growth**". For membership development, the "**Pride in Growth**" program has as its central core, a refined revitalization of the methodology used in recent years, along with a number of new variations, as well as some additional concepts which can be successfully used to grow membership. For a full listing please refer to the Index page.

"**Pride in Growth**" also offers a home grown **Australian** recognition and awards program involving sponsors and clubs. This program is outlined in this manual – please refer to the Index page for details.

### **"Pride in Growth" – The Multiple District Club Membership Growth Program**

It goes without saying that none of us want to see our membership decline. There is now a recognition that our preferred choice of action is to rejuvenate our organisation. This can be achieved by each club going through a process of renewal. It is suggested that the following program of action can achieve that aim:-

- (a) Have a full scale mass Club Membership Growth drive on a **regular annual** basis
- (b) Additionally, ensure constant recruiting by existing club members
- (c) Provide Australian recognition to those members who sponsor new members with a "**Pride in Growth**" **Sponsorship Certificate**

Each of the above is fully outlined in this manual.

It is important before embarking on a Club Membership Growth drive, there be an awareness of, and a willingness to ensure the adoption of the Club Care (Retention) program – we're certain you'll agree that in doing so, it will ensure your work in obtaining new members will not have been for nought.

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In bullet point form the major Club Care matters which require your attention are:

- Review all facets of Club procedure's using "Club Care – The Club Improvement" survey
- Review community knowledge of your Club and set about raising the profile
- Conduct the Lions Community Needs Assessment questionnaire within the community
- Ensure the Club has a substantive community project program so new members can immediately become involved in service work
- Also ensure there is a regular social activity program, new members and partners can participate in should they so desire
- Assimilate new members as quickly as possible. Seek ideas from them about the running of the club, and encourage them to volunteer suggestions for new projects
- On joining have each member complete a Skills/Interests form
- Bring the new members through as board members
- Encourage a change of generational control of the club over a period of two or three years. This will involve long standing members relinquishing control and supporting the new board

Over a two or three year period the above action should not only increase membership, and retain existing members, but rejuvenate the club so that it is exciting and satisfying for members to be involved in our organisation.

**Strategy to implement growth**

We would all like to be able to recruit new members in great numbers. Sometimes, however, we just don't know how to do this. To assist us, the Multiple District, in providing this **"Pride in Growth" Club Membership Growth** manual, sets out practical step by step procedures so members will be able to implement them and experience positive results.

To achieve the best results, the Multiple District Development Group for Membership, Extension, Retention and Leadership is co-ordinating it's strategy. Our aims are as follows: -

- To recruit large numbers of new members (using one or more of the concepts outlined in this **"Pride in Growth" Club Membership Growth manual**)
- To inform those new members (holding New Member Information Seminars)
- To retain our members (using Club Care – The Club Improvement Program)
- To expand by forming new clubs (using MD Extension Programs)

We believe we have the necessary programs in place to achieve our aims and, with your help, look forward to continuing to achieve positive results.

If you have any queries about any aspect of the programs, please contact me or one of the Multiple District MERL Chairmen. All contact numbers are listed in the Multiple District Directory.

PDG Ken Mulcahy

MD201 Membership Chairman

## **Growth Program.**

### **Philosophy behind Program**

How often have you heard it said, that we don't ask people to join Lions? There are some legitimate reasons for this. Most long term Lions have as their closest friends, their fellow members, and find their circle of friends outside Lions diminishing as the years go by. Also, some of us are naturally shy, and find it difficult to ask others to become members. I'm sure you have also heard some of your friends in Lionism say, "I would have joined a long time ago, but nobody asked me"! This program overcomes those problems and is based on selecting a large number of people from your club's area, and inviting them to an Information Meeting. At that Information Meeting they will be provided with sufficient details to enable them to make an informed decision to join us in our crusade of community service. The other benefit of the Information Meeting is, of course, that it provides members of the public with a great deal of information about Lions and is a great help to us when we seek contributions from the community in support of our service projects.

### **Summary of Program**

- Invitations are issued to up to 500 people to attend an Information Meeting (not a Dinner Meeting)
- The Information Meeting should be held on the same night of the week that you normally meet. If you meet on a Tuesday, for example, arrange the Information Meeting for a Tuesday night. This means that those people who accept your invitation would probably be available on Tuesday nights, and can therefore attend your Dinner meetings when they join.
- The people invited can be sourced through a MD 201 database. The database contains many names, addresses and residential phone numbers for every Lions Club within the Multiple District. Clubs wishing to use this valuable database may do so for a fee of \$12 per 100. To activate the process Clubs simply advise the streets where they wish to deliver invitations, and receive a list of names, addresses and telephone numbers of persons in each street. Details of how to obtain your database are set out in Chapter 2 of this manual. Some Clubs may wish to build their own database using a different methodology. A number of such methodologies are detailed later in this membership manual.
- It is recommended that this program be implemented over a 9-week period. It can be done in a shorter timeframe, of course, but it would increase the workload on club members, and there is a risk that some short cuts may be taken in the program, which would result in a disappointing outcome.

A step by step procedure for the Club Membership Growth program will be outlined in the following chapters.

### **Concerns expressed**

Two areas are always mentioned as being of concern in selecting prospective members from a general database, namely, we don't know the people concerned, and is there a good retention rate?

From experience of being involved in a considerable number of these campaigns, the people who accept our invitation have the first pre requisite. That is they are generally interested in being involved in community service. There is also a further qualifying process at the Information Meeting after they have full details of their expected commitments. Those who then volunteer generally make good members, at least in the same percentage as those people invited personally. There are a considerable number of quality members, from a wide cross section of the community, in the Lions we have seen recruited, and significant numbers of them have or are moving through the system to become Board members.

As far as retention is concerned, provided you ensure you have a solid retention program in place very few of the new members are lost in the first 12 months. If a concerted effort is not made to make them feel

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welcome and assimilate them into the club, up to 25% can be lost in the first three months. After all the work put in to recruit them, it is certainly worthwhile to make the extra effort to retain them.

Unfortunately, our traditional methods of recruitment have seen less and less new members joining our organisation. Our population has increased dramatically in the last 15 years, a period of time in which our overall membership has declined. The secret seems to be in asking people to join us. With this program, we ask large numbers of people and, in our experience, usually end up with 2% attending the Information Meeting. On average 50% of those in attendance join.

The program has worked effectively with both large and small clubs, in suburbs of large cities and towns, and in small country towns. Of course, if you have a country town with a population of 500 people it's not possible to send out a large number of invitations. Clubs in those circumstances have reduced the number of invitations accordingly and have still achieved a good number of new members. As an example, a club in a country town of 500 people invited 43 of their citizens to an information night. They then followed the rest of the program to the letter and 10 of the 43 people invited became members, a very high success rate.

If you can treat membership recruitment as a club project and form a committee in the same way that you do for fund raising projects, you will have a much greater chance of success.

We urge you to have an open mind about the **"Pride in Growth"** Club Membership Growth program, implement it enthusiastically, **follow the program closely with no short-cuts**, and we feel confident you will achieve the desired results.

**ONE LAST BUT VERY IMPORTANT MATTER**

*Since Lionism came to Australia there has been significant changes to the way society lives – both in terms of family and work. It is no longer possible for many to give an undertaking to have a regular attendance at meetings of the club. Many of these same people however, have a desire to perform community service. We therefore recommend clubs allow Affiliate Members, who, providing they pay their dues, be allowed to provide community service without there being an obligation to attend meetings.*

**CHAPTER 2 COMMENCES NEXT PAGE**

**Chapter 2 - Action timetable – Countdown to Information Meeting**

<b>TIME</b>	<b>ACTION REQUIRED</b>
<p>9 Weeks before</p>	<ol style="list-style-type: none"> <li>1. <i>Members complete the Club Care survey which from March 2008 can be downloaded from the MD website – this is very important, as any weaknesses in the operations of the club will also become evident to your new members. Look closely at the survey results and endeavour to strengthen any weak areas. Potential solutions for strengthening any weak areas are outlined in the 'Club Care' solutions package – a copy of this can also be obtained from the MD website in PowerPoint form.</i></li> <li>2. <i>Club reviews Community Service activities (including fundraising opportunities) to ensure an active program will be available for new members to participate in following their induction. Should the club currently not have a major project, endeavour to establish one which can be spoken of as a goal at the Information Meeting if invitees at the meeting agree to become members. In the Community Service activities review process, if your club has not conducted a Community Needs Analysis in the past three years it is also a good idea to do so. For full details this can be downloaded from the MD website from March 2008.</i></li> <li>3. <i>Likewise if members have not previously completed a skills/interests survey, ask them to do so. Again from March 2008 on the MD website.</i></li> <li>4. <i>Club also reviews the Social Program, ensuring there are a number of socials for new members and partners to enjoy, should they wish to attend. Please endeavour to keep socials as low cost as possible.</i></li> <li>5. <i>Arrange for the first meeting of the Club after the Information Address Meeting to be a Partner Meeting – This will be the night your new members are inducted. Through doing this, for those partners who do not join, it will allow them to feel that they too, are part of your club's Lion's family – it of course also assists with everyone getting to know each other</i></li> <li>6. <i>Book venue for Information Meeting. Try to select a venue that is large enough for you to display photographs, posters, press clippings (enlarge them for display purposes) and the like. The venue ideally should be one which will enable the provision of light refreshments (food and beverages).</i></li> <li>7. <i>You'll need to apply to Australia Post for a Reply Paid Service Application Form. This can be obtained at your local Australia Post Office or if preferred download as follows: <a href="http://www.auspost.com.au">www.auspost.com.au</a> then select Business Solutions followed by Postal Services for Business &gt; Bulk Mail &gt;Reply Paid then click Reply Paid Service Application Form. To use the Reply Paid Service, at time of publication of this manual, the annual rental is \$60. For each bar coded letter received at the Reply Paid Service address, the fee is 40 cents or for non bar coded letters, 60 cents each.</i></li> </ol>

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<p>9 Weeks before continued</p>	<p><i>If you've decided to have an Australia Post Reply Paid Service, you'll have to make a decision as to whether you'll have preprinted envelopes with a bar code or non bar coded envelopes. As the vast majority of invitees will not use the Reply Paid Service it will actually be less expensive to pay the 60 cents per reply than paying for either a commercial printer or Australia Post to pre print the envelopes with the correct bar code. It is acceptable at the 60 cent rate for you to print your reply paid address on the envelopes using a home printer. Please do not handwrite the envelopes, for when compared to typed or printed envelopes they normally to not look as professional.</i></p> <p>8. <i>Should the club not already have an Australia Post Charge Account, you'll need to apply for one prior to seeking the Reply Paid Service. Again this can be sourced from your local Australia Post Office or can be downloaded as follows: <a href="http://www.auspost.com.au">www.auspost.com.au</a> then select Business Solutions followed by Postal Services for Business &gt;Bulk Mail&gt;Reply Paid&gt;Reply Paid Pricing, then scroll down to Charge Account and click Business Credit Account Application.</i></p> <p>9. <i>Select streets in which you wish to have invitations delivered and obtain names, addresses and telephone numbers from the Multiple District database. To do so please contact The MD Membership Chairman, currently PDG Ken Mulcahy on 07 3800 3514 or via email <a href="mailto:kenmulcahy@bigpond.com">kenmulcahy@bigpond.com</a></i></p> <p><i>As a courtesy please also advise your District Membership Chairman that your club is proceeding with a membership growth campaign. Where it's possible in selecting streets, try to avoid those which have a high concentration of adults aged under 35 or over 65 years of age. This service attracts a fee of \$12 per 100 names.</i></p> <p>10. <i>Should you decide (to save cost), to have your members hand deliver the invitations into the letterboxes of the invitees you need to ensure your enveloped invitation is not considered to be junk mail. Arrange to have the logo of Lions printed in colour in the top right hand corner of the envelope where a postage stamp would normally be placed. These can be made available for a fee of \$7 per hundred through Ken Mulcahy.</i></p> <p>11. <i>While you'll not yet be ready to print your letters of invitation it is very important that when you do so, they look very professional. Please print them individually, rather than photocopy each invitation. Each invitation should be individually signed by the Club President. The invitation should be on a club letterhead.</i></p>
<p>7 Weeks before</p>	<p>12. <i>You should now have Reply Paid details back from Australia Post. Whether through a commercial printer (including Australia Post) or through a home or office printer or typewriter, action printing of the Reply Paid envelopes.</i></p>

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<p>6 Weeks before</p>	<p>13. By this time you will have received your database of names, addresses and telephone numbers. Set up your computer database by keying in the data, showing name and address e.g.:-</p> <p style="padding-left: 40px;">Mr. Barry Brown, 132 Alabaster Crescent, LIONSTOWN 1234</p> <p style="padding-left: 40px;">The telephone number should also be keyed in.</p> <p><b>NB (1)</b> If you are able to receive your list by e-mail and download into an "Access" file, you will not have to physically input data into the computer. It will also be possible to mail merge direct from your Access file, thus eliminating a considerable amount of work.</p> <p><b>NB (2)</b> Where the first name of the invitee is not known, you'll need to set your records up in a slightly different manner. Instead of, as in our example of Mr Barry Brown, you'll need to simply type B. Brown.</p>
<p>5 Weeks before</p>	<p>14. To all persons on the database, where you know their first name, do a mail merge of the invitation letter (see sample letter at Appendix "A"). <u>The telephone number is not to appear as part of the mail merge.</u></p> <p>Where you do not know the first name of the person being invited, the letter of invitation to be used is the one shown as Appendix "B".</p> <p><b>NB (1)</b> Your letter of invitation should be <b>printed individually not photocopied</b> on Club letterhead.</p> <p><b>NB (2)</b> Each letter of invitation to be <b>individually and personally signed</b> by the Club President.</p> <p>15. Prepare the RSVP sheet as shown at Appendix "C". For those where you know a person's first name, you can if you wish you a mail merge. The RSVP date should be 10 days prior to the meeting.</p> <p>The RSVP sheet has provision for additional persons to accept.</p>
<p>4 Weeks before</p>	<p>16. Fold the invitation and the RSVP sheet and place these, together with a Reply Paid envelope in the corresponding addressed envelope. This envelope has the name and postal address of the person being invited.</p>
<p>3 to 3½ Weeks before</p>	<p>17. Have members deliver all Invitations, Street by Street. Address envelopes in the same manner including Post Code as if posting with Australia Post.</p> <p><b>NB</b> In rural areas it may be necessary to stamp the envelopes and use Australia Post.</p>

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<p>Approx. 10 days before</p>	<p>18. You would normally expect replies from about 10% to 15% of those invited, with some acceptances and non-acceptances. <b>It is vital to follow up with a telephone call, those who have not replied. Do this correctly and you're almost guaranteed to gain a much larger number of acceptances than those received through the post.</b></p> <p>Set up a working bee of club members to undertake this task. The most effective way is to utilise premises that have several phone lines, or two premises that have several phone lines between them. As a <u>last</u> resort, have members ring from their own home. A record should be kept of the number of calls made so that reimbursement can be made for the costs.</p> <p>Calls should be made between 6-15 p.m. and 8 p.m. week days or between 9.30am and 5pm on Saturday – DO NOT MAKE CALLS ON A SUNDAY. A few notations:</p> <p>(1) If the invitee accepts your invitation ask if anyone else in the household would like to attend.</p> <p>(2) Where you do not have the first name/s of those accepting the invitation you'll need to find out – see how to do this in Appendix "D"</p> <p>(3) Don't forget when someone says they are unable to attend the Information meeting, to ask if they would be interested to attend on another occasion, and establish when, e.g. in 2 weeks, 3 months, etc. and make a note of this. If on your database you do not have the</p> <p><b>(4) Do not leave a message on an answering machine. Call again at another time or on another day until you make personal contact.</b></p> <p>(See Appendix "D" for helpful hints for making phone calls).</p>
<p>The Weekend before (If the Information Meeting is no earlier than Wednesday – otherwise, the weekend before that)</p>	<p>19. As effective contact will still not have been made with a number of people, it is now very important for one or two people to use the Saturday to make contact. Phone between 9.30am and 5pm ONLY. If you can still not reach someone you may now leave a message if an answering machine is available.</p>
<p>3 Working days before</p>	<p>20. Forward confirmation letters (see Appendix "E")</p> <p><b><u>Make sure to include a completed name badge. Not including the name badge, can lower attendance by as much as fifty percent.</u></b></p>

### **Chapter 3 - Information Meeting**

It is important that there are significant numbers of Lions in attendance to mingle with the Invited guests before the meeting starts. If you have a club with a small number of members you may be able to invite some of the members from adjoining clubs to assist you on the night.

Those members who have a club shirt should wear it but we recommend the Australian Lions uniform not be worn at this early stage. Most of these meetings are of an informal type and the presenter should be prepared to discard his coat after gauging the dress of those invited. If the presenter is a lady Lion, again we do not recommend the wearing of the Australian Lions uniform, just the usual smart attire our lady members wear.

Make sure that your club members arrive 30 minutes prior to your invited guests. Members should be allocated certain guests to greet and host for the evening. Try not to give too much information to the guests at this time and advise them that all questions should be covered during the Information address.

At the Information meeting arrange the following:-

- Chairs in theatre style seating
- A lectern
- A microphone system, if possible
- 2 Lions Christmas cakes, if possible – 1 large and 1 small
- Sufficient rolls of Lion Mints to cover the number attending
- A small prize for the winner of Rikki - Tikki
- Attendance sheet
- Display Club banner, Charter and Flag Set
- Display club project photographs and newspaper articles, where available – if you can, blow them up and place on display boards.
- Obtain and display Lions' posters and again where you can, place them on display boards
- Where you can obtain them, place an old copy of the 'Australian Lion' on each chair where a guest will be sitting
- Tea and coffee plus a light supper including slices of Christmas Cakes (not the 2 cakes mentioned above as these are for prizes). These are to be served after the Information Presentation Address.
- A supply of membership application forms
- A handout summary of the Information Address – a copy for each guest. See Appendix "F"
- Copy of the Objects and Ethics. These are to be read by the two best speakers in the club who will be introduced within the Information presentation

A club member should be stationed at the entrance and mark off each attendee's name on the attendance sheet as they arrive and call one of the club members to meet and host them. At the conclusion of the meeting make sure that the attendance sheet records show those who have joined, those who are still thinking about it, and those who are definitely not joining. This information is essential for the follow up outlined in Chapter 6.

For a best result outcome, it is highly recommended that an experienced District trained presenter be used for the Information Address. District has just trained over a dozen Lions in how to professionally deliver this vital address. Contact District Membership Chairman Lesley Lyons to arrange for one of the trained presenters to work with you to maximise results. This presenter will obtain from your club all the necessary details so as he/she can present the address in the format as detailed in Chapter (Chapter 4).

The suggested Agenda for Information meeting is as follows: -

- On arrival, offer an orange juice, or **one only** glass of cask wine – you may wish to also serve a few dips. All of this is designed to 'break the ice' and make the guests feel very welcome. Club members should not drink prior the arrival of the guests they're hosting
- Members who are hosting guests should introduce them to other members and guests and take the guests to where various articles are displayed (displays of photographs from projects, press clippings, Lions' posters etc)
- Five minutes after the scheduled meeting time (allows a little time for late arrivals), Call to Order – **It is very important that the invited guests sit together in the front rows of seating** – members sit in the back rows. Should you know a guest who is definitely going to join, arrange for them to sit in the front row and tee them up beforehand that when the Presenter issues the invitation to membership that they raise their hand.
- Club President - Welcome
- - Introduces a Club Member to present the Lions Code of Ethics
- - Introduces a Clun Member to present the Lions Clubs International Objects
- - Introduction of Presenter
- Presenter - Information Address (see next Chapter)
- Club President - Thanks everyone for attending, congratulates those who have taken the decision to become members of the club, thanks the Presenter of the Information Address and asks everyone to enjoy a light supper

Please carefully note the following:

At conclusion of address:-

- (a) As each person who signifies they would like to join the Club, the presenter will congratulate them, shake their hand and give them an Application for Membership form to fill out and hand back before they leave. They are to be invited to the **next** Club dinner meeting for induction into the club. Should their partner, not be becoming a member, extend the invitation to the partner to also attend.
- (b) Those who do not signify they wish to join or require more time are to be given a takeaway handout similar to Appendix "F"
- (c) All present are to be invited to have a cup of tea or coffee and to enjoy a light supper. During this time club members should mingle with them. At this time it is also important that the Lions who were allocated guests to look after, again team up with them. Should the guests still be considering whether or not to join, ask if there is anything else they would like to know. During this period you may have some who were previously undecided, take the decision to also join the Club.

After the conclusion of the meeting, have the Board approve the membership applications as quickly as possible, subject to fees being paid. Forward a confirmation letter of acceptance to the new members (see Appendix "G") and advise them that they will be inducted into the club at the next dinner meeting.

The Induction Ceremony is a very important component of how a new member sees our organisation and, if possible, the following should occur: -

- Make certain that the Induction ceremony is as impressive as you can make it.
- The person performing the ceremony should be a good speaker. The Club President can delegate this responsibility if he or she believes others in the club can perform this task well.

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- Include in the inductee's oath the words:-  
*"and I undertake within my first six month's membership to attend a Lions' information or orientation day.* (sample Induction ceremonies are attached at Appendices "H", "I" and "J").
- Make certain the new member kit, lapel badge and fully signed certificate incorporating the new members name are on hand before the commencement of the Induction ceremony. Likewise ensure the sponsor of the new member, during the Induction Ceremony, is presented with the suitably signed **"Pride in Growth" sponsorship award certificate.** These certificates are available from the District Membership Chairman. On completion of the Induction ceremony ask each member of the club to come forward to personally congratulate and welcome the new member.
- If possible and where applicable, invite the new member's partner to be in attendance for the induction ceremony. You may choose to have the partner stand with the new member during the ceremony, or, if preferred by the new member, ask the partner to come and stand with the new member before asking all members to come forward to offer congratulations. At all times we want the new member and his/her partner to be comfortable with the ceremony.

An *important* letter of congratulations and welcome signed by the President should be posted to the new member within 48 hours of the induction (see attached sample at Appendix "K").

**CHAPTER 4 COMMENCES NEXT PAGE**

## **Chapter 4 - Information Address**

### **1. Helpful Hints**

The address is designed to provide sufficient information by the end of the meeting to enable the invited guests to make an informed decision about joining the Lions organisation. It is also designed to have interactive participation between the presenter and the guests so that they feel comfortable, when the time comes, to signify their intention of joining us. Therefore a reasonable amount of time is spent encouraging guests to respond to questions, encouraging them to ask questions and generally to create a relaxing atmosphere. You will notice that there is very little reference to District or Multiple District activities as we have found from experience that most people in the early stages are interested in the local Lions club and its activities in the local area, however it is important to have some big picture national and global activities such as the Australian Lions Children's Mobility Foundation and the global work associated with vision – these we believe have significantly added to the numbers accepting membership – our research has also shown the general public believe we do help in this way – this being so we should be reinforcing this in the Information Address.

The presenter will be working hard right throughout the address to inform the guests and encourage them to participate in the meeting. At the end of the presentation, most times a number of people will volunteer immediately to join the club. If you know before the meeting that some of those present will definitely be joining, make sure that you seat those people in the front so that when you ask for those who want to join, they can be seen by the rest. This will help to overcome the natural shyness of some of those assembled who want to join but are reluctant to be the first.

Sometimes, there will not be anyone who immediately volunteers. The presenter will then have to keep talking, inquiring whether there are any issues that need clarification, asking whether they fully understand the time commitments, the types of projects we do and so on. This will give them a little more time to consider their position. The presenter should then inquire of each row of seating, "What about the people in this row, is there anyone who wants to join us to help those less fortunate than we are?" It sometimes takes a while for the first volunteer and the presenter should continue for some time to gently probe the intentions of those assembled. There have been instances that I know of where no one volunteered to join initially, but with gentle persistence, there were eventually 12 people who became members of our organisation by the end of the meeting.

The tea and coffee session after the Information meeting is also an important time and a number of undecided people quite often make up their mind to join during that time. A number of others will want to think about it and they should be noted for follow up by telephone within two days.

For those who were unable to attend the meeting and tendered an apology, telephone follow up should also be made within two days, advising them that a number of people joined at the meeting and will be inducted into Lions at the next dinner meeting. Depending on their level of interest, some of those people may wish to attend the dinner meeting to decide if they want to join also. If they do, ensure an experienced Lion hosts them for the evening. If there were a large number of people who could not attend the first information meeting and have indicated they are interested, it would be worthwhile to schedule another information meeting in the near future.

**It is very important that members of the club do not speak at anytime until the presenter has stopped asking people if they would like to join – when someone says something like:**

**"perhaps you'd like to come to a meeting of the club" or "maybe some of our guests would like to think it over while we're having supper" you can almost guarantee everyone will put off making a decision – we know from experience very few join if they wait to give their decision – it is important to remember that if we do the Information Address correctly, the guests in attendance have previously agreed that what we've told them is all they'll need to make a considered decision about membership.**

2. Information Meeting Presentation

**CLUB PRESIDENT**

*Good evening, ladies and gentlemen, welcome and thank you very much for accepting our invitation to attend this evening. My name is ..... And I'm the President of the Lions club of ..... Shortly we'll be hearing an address by our presenter ..... which we hope will answer most of the questions you have about Lions.*

*However, before I ask ..... to talk to you, as a starting point, we're going to read our Lions Code of Ethics and the Lions International Objects, both of which all Lions try to live up to. Firstly, the Lions Code of Ethics will be presented by ..... Now our Lions clubs International Objects read by .....*

*Thank you. I hope that from hearing the words contained in those two documents, you have some understanding of what the Lions organization is all about.*

*To expand on that understanding, it's now my pleasure to introduce ..... who will provide tonight's information address.*

**PRESENTER (REMEMBER TO SMILE AS OFTEN AS POSSIBLE)**

*Thank you president ..... I, too, take this opportunity to bid a warm welcome to all our special guests. However, before we get underway, I'd like to ask you a couple of questions. Those people who have been living in this area for more than 10 years, would you mind raising your hands? Keep your hand in the air if you've lived here for more than 15 years (continue until there is only one person left). Congratulations – you've just won a Lions Christmas cake!*

*Now I 'd like to know who has lived in the area for less than 5 years. Please put your hand in the air. Keep it up if you have lived here for less than 4 years (continue until only one is left). Congratulations – you've also won a Lions Christmas cake!*

*Those who did not win a cake will not leave empty handed – for each of you we have a roll of Lions Mints.*

*In many ways, I don't regard tonight's meeting as a Lions club meeting. I regard it really as a meeting of interested persons of this community, some who happen to be Lions, and others who are not – and it's my hope that at the end of my address we can take a decision to further strengthen this club and the wonderful work they do in the community.*

*Now I've got some more questions. Could some of you tell me why you accepted the invitation to attend this evening? (Continue probing until you have a few responses)*

*OK. Thanks for that. Now the next question is what's the type of information you are hoping to hear tonight? (Again, continue probing until you have a number of responses)*

*Thank you. Would it be fair to say that you'd like to know a little of the history of the Lions service club organization, the meetings you're expected to attend, the cost of being a Lion, details of our social activities, and the expectation we would have of you as far as project work is concerned*

*(Get their agreement)*

*Well, I'll shortly give you all of that information and then we'll pause to see if you have any further questions in relation to any of those subjects. After that I'll go on to tell you the type of projects and activities this club is involved with.*

*Tonight, I feel very privileged as I have the honour to talk with you about the Lions service club organization, the world's largest service club organization with 1.3 million Lions.*

*If I'm able to communicate to you tonight the meaning and spirit of Lionism, and to have you appreciate what you can give to those many people less fortunate than we are, you will tonight come forward and declare your intention to become a member of the Lions club of .....*

*In accepting our invitation to attend this evening, you've given us the belief that you are generally interested in helping the growing number of people who need our support. We're very heartened by this as we do need your help so that we can give and do more for those who need our assistance. Together we can make a difference in the lives of many!*

*Lionism was born in America in 1917 as the idea of our founder, Melvin Jones. While Melvin Jones had high hopes for Lions, even he couldn't have realized the organization would grow to what it is today. Lionism swept throughout the world and is now in over 200 countries and geographical areas where it touches the hearts and minds of those who share the desire to reach out and touch, in a very positive way, the lives of those many people who require assistance.*

*Earlier this evening you heard the Lions Club Objects and Code of Ethics by which we strive to operate. Bearing these in mind, obviously you now have an understanding of why Lionism has been so warmly embraced throughout the world.*

MD 201 CLUB MEMBERSHIP GROWTH PROGRAMS

The work of Lions started in Australia in 1947 with the first club being formed in Lismore in Northern NSW. Our club, the Lions club of ..... was chartered in ..... as club number ..... In Australia. Today in Australia there are around 1300 clubs with a combined membership of approximately 27,500. Our club currently has ..... Members but we do want to build further so that we can continue to meet the needs of this community, and that's why we've invited you here tonight. I would now like to tell you a little bit about the club and how it operates.

Each 12 months, commencing in July and concluding in June, the club is served by a board of directors elected by all club members. The board receives committee reports at a once a month nighttime board meeting, and from these reports determines the operations of the club.

There are two dinner meetings a month, being the (...1st...). And ( ...3rd...) ( day of the week) of the month, with the early birds enjoying fellowship from 6:30pm prior to a sit down time of 7pm.

At many of our dinner meetings we have interesting guest speakers and we have a lot of fun with a minimum of business. Several times throughout the year those partners who are not members are invited to join us at the dinner meeting. It's not essential that they attend, but most do so, as they really enjoy such occasions. In Lions we recognize that, family comes first, your job or business second, and then Lions. If you have family or business commitments which will prevent you from attending a Dinner Meeting, it's just a matter of phoning and saying you won't be able to make it, so we can advise the caterer of the correct numbers. In Lions we're well aware that many people who wish to help serve others, because of their own family and work requirements find it difficult to attend meetings - that's not a problem, for if you would like to do service work, but not have an obligation to attend meetings that's perfectly fine, providing you, along with all members, pay the dues. On that note, I guess you're wondering about the financial details. There is a once only joining fee of ( give the A\$ amount, not the US\$ figure), plus \$..... for your dinner badge. There are then half yearly membership dues of ..... which works out just over \$2 per week to be a member of this Lions club. You're probably wondering why there is a membership fee when we provide a service to others. The answer is simple ..... In the Lions movement we ensure that every cent we raise from the community is spent back in the community helping those who are less fortunate than we are. Our membership dues, therefore, are to cover the administration costs of Lions, for things such as postage, stationery, phone calls, insurance for club property and ourselves while we are working on projects and so on.

Naturally, when you attend a dinner meeting there is a charge for the meal which in this club is \$..... . Should you wish to have your meal at home before coming to the meeting you can do so. At each dinner meeting the tail twister will probably find a reason to fine you ..... Cents.

MD 201 CLUB MEMBERSHIP GROWTH PROGRAMS

*For a bit of variety, also at dinner meetings, from time to time we run a "Rikki-Tikki" . Has anyone here heard of a "Rikki-Tikki" (Heads or Tails)? Well, what we are going to do right now is to give all our guests a free game of "Rikki-Tikki" and to run the game for us I'd like to introduce .....*

*(Rikki-Tikki (Heads or Tails) is played and a prize is presented to the winner)*

*While tonight's game was free, we usually charge ..... when we play at our dinner meetings.*

*So now you have the basic costs of being a Lion. You may of course invest more, but that decision is entirely yours. For example, you may purchase drinks during the fellowship period before each dinner meeting and there are a number of social activities you may wish to become involved in.*

*Our Lions club is one of social and family involvement and I've no doubt this is a major reason that the club is so successful. Many of us have as our closest friends, our fellow members and their partners, and we enjoy each other's company whether it's at a dinner meeting, a fundraising project, a working bee or a social activity. We strongly promote the social aspects through such activities as ..... (e.g. Hungis, BBQ's, progressive dinners, theatre nights and so on). Through the family and social aspects of our club, our partners tend to see Lionism not as taking us away from them, but as an opportunity to be with us and broaden their activities and their circle of friends.*

*Time is a precious commodity to all of us and, as I've said before, it's important that we recognize that family comes first, our job or business second, and then Lions. You're probably wondering how much time that we expect you to give to Lions work.*

*As a member of the Lions club of ....., we ask you to give time to attend meetings when you can, ensuring your attendance is not at the expense of your family and work obligations. We also like you to be involved in a major club activity each year. If you can do just that and, of course, meet your financial obligations, we would love to welcome you as a member of our club. Should you wish to become involved in a greater number of activities and you have the time to do so, naturally, you may do so.*

*A big big PLEASE – only agree to be involved in activities you're comfortable with – by way of explanation, please raise your hand if you really don't like selling raffle tickets. Okay, those who have their hands raised, when the club seeks volunteers to sell raffle tickets, keep your hand by your side – we don't want you to be taken out of your comfort zone, for if you involve yourself in activities that you're not comfortable with it could lead to you leaving the club and of course that's not in the interests of those in the community who depend on the assistance of Lions Clubs and their members.*

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OK – to date we've spoken a little about the history of the Lions organization, the meeting requirements, the costs, the social activities, and the fact that you can be involved through participating in as little as one major project a year – so let's pause now to answer any questions you may have about any of those aspects, and I'll do my best to answer them.

*(During this period, again try to get the guests involved by spending some time seeking questions. If they ask about projects just let them know that you'll be talking about this aspect shortly)*

*Thank you, everyone, I hope that most of the questions you asked have been answered to your satisfaction.*

***(In the second half of the Information Address you'll notice in bold print some emotive type anecdotes which are very powerful – you may not have time to tell them all, but we do recommend you use at least two of them including the last one which is about a little orphan boy).***

*Now, let's spend some time speaking with you about some of the fundraising and community service activities of the Lions Club of .....*

*Again we stress that family comes first, our job or business second, and any spare time you have left, some portion of that can go to Lions. If you have other prior commitments, you are certainly not expected to attend projects. Similarly, there are some activities that you might not like to do – such as we mentioned earlier, the selling of raffle tickets or it could be taking part in physical projects and so on. You need only volunteer for those activities you enjoy or feel comfortable with. Having said that, I'm sure you will find, amongst the wide variety of projects this club does, some that you will find very interesting and enjoyable, and that you will derive great satisfaction from being involved in.*

*In the coming twelve months we have a number of Major fund raising and community related projects.*

***(in this section you should include the clubs own community projects in the local area e.g. Art show, community fair, rodeo, visits to nursing homes, Christmas carols, mothers day & fathers day activities, bus trip for elderly and so on - In addition, select ones from the following list that your club does and talk about them as shown)***

*We arrange for the sale of Lions Christmas cakes mainly through business premises, which will make a profit for the club.*

*Then there is the Lions Mint program.*

## MD 201 CLUB MEMBERSHIP GROWTH PROGRAMS

*We also raise money for the Lions Medical Research Foundation.*

*This year we will again conduct the Lions Youth of the Year Quest involving senior students from local high schools, as well as being involved in the Youth Exchange program where we arrange home hosting for overseas youth.*

*In local schools we will promote peace in the world through the peace essay and peace poster contest. Also in schools, we will communicate fire safety by involving children in the fire safety poster competition.*

*Our club has participated in the Lions drug awareness program with the inter-active CD-ROM "Boswells Dilemma" which has been presented to schools within our area. This multi-media drug education resource:-*

- *Informs students about the safe and appropriate use of over the counter and prescription medicines.*
- *Introduces them to the consequences of using substances such as tobacco, alcohol and caffeine, and provides information about illicit drugs. It encourages discussion about why people experiment with substances of any kind.*

*We will also be participants in the Skills Quest program, which is a program where we make funds available for teachers to be taught special skills for handling adolescents in the classroom, and improving relationship skills of those adolescents.*

***Where we can, Lions Clubs strive to help the disadvantaged in the community – A Lion on delivering some free tickets to a disadvantaged family so they could attend a magic show had these words spoken to him by a little girl within the family – "thank you, you must be an angel"***

*We're involved with many health issues, such as raising the awareness in the community of prostate cancer, diabetes and organ donations. We also support the Lions Hearing Dog program.*

***Like many clubs, we raise funds for the Australian Lions Children's Mobility Foundation to purchase David Hart Walkers, which enable a number of children suffering from cerebral palsy, from age 3, to walk for the very first time. Please allow me to share with you what this meant for one little boy. When asked what he liked most about his walker, he didn't say he could walk like other children, as the experience of walking meant more than to be able to walk – before I tell you what he said, I'd like you to join me in picturing what his life must have been like before he was able to walk – it was a life of laying on his back on a bed, or when out of bed, sitting with his back to the inside back of a chair. So when given the opportunity to say what he liked most about his walker he said:***

***"I can feel the wind on my back"***

*This club is always aware of our environment and participates in environmental community*

projects.

*There have been a number of significant human beings who've played dramatic roles in Lionism's vigorous growth and development, and I would like to briefly tell you about one of those people - Helen Keller.*

*Helen, from the age of 19 months, was deaf, blind and mute and had to create a world of her own with the help of a sense of touch and a great imagination. The determination and courage of Helen Keller saw her start and complete the difficult journey of learning to speak. She learnt words by placing her thumb on her teacher's throat at the larynx, her first finger on the lips, her second finger on the nose, and her hand resting on the cheek.*

*Having gained the power of speech, Helen Keller commenced a lifetime of working for the blind. In 1925 this brought her to the annual convention of the Lions organization and I would like to now quote you a part of her speech:-*

*Helen said:-*

*"I suppose you have heard the legend that represents opportunity as a capricious lady who knocks at every door but once, and if the door isn't opened quickly, she passes on, never to return. I am your opportunity, I am knocking at your door and I want to be adopted.*

*Try to imagine how you would feel if you were suddenly stricken blind today. Picture yourself struggling and groping at midday as if in the night, your work and your independence gone. In that dark world wouldn't you be glad if a friend took you by the hand and said, "come with me and I will teach you how to do some of the things you used to do when you could see".*

*A ray of light touched the darkness of my mind and I found myself, found the world and found god. It's because my teacher learned about me and broke through the dark silent imprisonment that held me that I am able to work for myself and others. If you care, the blind will indeed triumph over blindness.*

*Will you help me hasten the day when there will be no preventable blindness, no little deaf, blind children untaught, no blind man or woman unaided? I appeal to you Lions, you who have your sight, your hearing, you who are strong and brave and kind, will you not constitute yourselves as knights of the blind in the crusade against blindness."*

*Her impact is measured in the millions of lives which have been transformed by Lions activities worldwide for the visually handicapped as Lions responded and indeed became Helen Keller's*

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*Knights of the Blind. Lions move ever closer to removing preventable blindness from the world with over forty million people world wide having had their sight restored or improved because of Lions programs. In some parts of the world people can have their vision restored for as little as five dollars. I might add that the work of the late and great Fred Hollows started with the support of the Lions organization. You may also not be aware that the White Cane to identify the blind was a Lions concept.*

***When the Lions International Convention was held in San Diego a young man wearing a hard hat had just left a construction site when he noticed a Lion from Australia – he immediately went up to the Lion and shook him by the hand as he said:***

***“I want to thank Lions for helping me – when I was three years of age I needed spectacles so I would be able to see, but my mother was so poor she could not buy them – but the Lions bought them and I was able to see”***

*From what we have said this evening you now know why we consider being a Lion is very special.*

***Even without money, we often can make a difference in the lives of others by giving a helping hand, just as a Lions Club did in deciding to bring some sunshine and brightness to the lives of some young orphan children by giving them an outing in a local park.***

***As they walked through the park, a Lion was holding the hand of an orphan boy, when he felt the little boy squeezing his hand a little harder. It caused the Lion to look down just as the boy looked up to his face and said:***

***“ Thank you for being my daddy for a day”***

*(this should be said slowly before being repeated as shown)*

***Yes, he said “thank you for being my daddy for a day” – it’s fairly obvious that some sunshine and brightness was brought into the life of the little boy who is now adult.***

***Undoubtedly he and the Lion will always remember the joy of the occasion when the Lion reached out his hand to a little boy in need.***

*Yes, being a Lion is very special, for we have the privilege of serving others, of being their helping hand, not only for today, but for tomorrow too.*

*By accepting our invitation to attend this meeting you have already shown your interest in helping, the disadvantaged of the community.*

*It is now my great honour on behalf of the Lions Club of ..... to extend an opportunity to you, to join us in our community service as we make a difference in the lives of many in need. Who*

would like to join our Lions Club?

**(PAUSE FOR REACTION)**

At this point you may really have to work hard with phrases like:-

- "come on, don't be shy"
- "who'll be the first to break the ice"
- "perhaps there's a husband and wife who'd like to join"
- "now who in the front row would like to join this great club"
- "what about someone from the back row"
- "and who in the middle would like to join"
- "that's ..... new members. How about a few more so as we can help more in the community"
- *It is not necessary to pay your membership fees tonight*

*(as each one joins go to where the person is sitting, shake them by the hand and congratulate them. In doing this, you are using up time, which is to your benefit, as well as creating an atmosphere where more may join. Take your time and give the guests sufficient time to come to a firm decision. When you have got to the point where it's unlikely anymore will publicly agree to join, conclude with the following):-*

*We appreciate some of you may like a little more time before making a decision, in some cases you may wish to consult a husband, a wife or a partner. You may simply wish to ask one or two questions on a one to one basis. We'll now give all guests a handout, which covers the major points of the presentation, and you'll note the membership application form is at the back. Those who have agreed to join should now complete that application. Those who are still considering membership, and take the decision to join during the refreshments, are also asked to complete the form before they leave.*

*In concluding, I thank all our guests for attending tonight and I thank you also for the attention you have given me during the course of the presentation.*

*A special thanks to those who have decided to join this club. This thanks is extended on behalf of existing club members, and, in particular, on behalf of the many in this community who depend on*

*assistance given by people like you and I.*

**Club President**

*Before we adjourn for tea and coffee, I ask all present to thank our presenter, ..... Thanks too to everyone who came along this evening, a hearty and warm welcome to our new members, and now let's have that tea and coffee and a little something to eat.*

**CHAPTER 5 COMMENCES ON THE NEXT PAGE**

### **Chapter 5 - Follow Up Required**

To maximise the number of new members recruited from the Information Meeting, it is important that the following procedures be undertaken: -

1. A letter of congratulations and welcome, signed by the Club President, should be forwarded to all new members within 48 hours of the Information Meeting. The letter should also include an invitation to the new member's partner to attend the next Dinner meeting to observe the Induction Ceremony. (see Appendix "G" )
2. The attendance sheet should be perused for those who have indicated that they need a little more time to decide about joining, and telephone follow up should be done within 48 hours of the Information meeting.
3. The applications of the new members should be passed at a Board meeting as soon as possible.
4. Start planning for the Dinner meeting at which the new members will be inducted so that their entrance to Lions can be as impressive as possible. This will include designating one of the Club's best speakers to conduct the Induction ceremony and ensuring all new members kits etc. will be available.
5. Those people who apologised for the Information meeting should be followed up with a telephone call, advising them that ..... people decided to join us in our endeavours to help our community to be a better place in which to live, by helping those less fortunate than we are. Also advise them that those people will be inducted into Lionism at our next Dinner meeting which will be held on ..... Some may express a desire to attend and an invitation should be extended to them. From the others, find out if they would be interested in attending another Information meeting, and, if there is enough interest, schedule another meeting as soon as possible.
6. There will have been a number of people who declined the invitation to the Information meeting but said they may be interested in say, 3 months, 6 months and so on. Please make sure that they are followed up in the time frame they have nominated. You may well decide to hold another Information meeting and they can be invited along then.

## **CHAPTER 6 – ADDITIONAL MASS CLUB GROWTH MEMBERSHIP PROGRAMS**

To be successful with a Mass Club Membership Growth Program, a primary need is to build a large database of potential members you can work with. One such way is what we've detailed on previous pages using the database obtained by District. While this is our recommended 'best way' approach to gaining a substantial number of new members for most clubs, there are a number of variations available in organizing a database. For your consideration we now detail these variations.

### **(A) ELECTORAL ROLL**

In some States and Territories it is still possible to purchase Electoral Rolls. The Electoral Roll will display electors full names and their address. Unfortunately telephone numbers are not shown. Most telephone numbers can be obtained by cross referencing the Electoral Roll with the telephone White Pages. This will take considerable time, so it's best to have all members assist in the preparation of the database by giving each of them a section of the Electoral Roll.

Once you have established your database, simply implement from that point, the program as set out for use when using the Multiple District Database.

#### **How to select names from an Electoral Roll:**

- (1) If you intend to have members deliver the invitations to the letterboxes of householders, therefore saving on postage costs, you'll need to select persons living in particular streets.
- (2) If using Australia Post you can select any names – this will take less time, but of course you'll have postage stamps to purchase.
- (3) As each invitation (Appendix A) and RSVP Slip (Appendix C) covers all adults in the household.
- (4) It has been noted from the responses given by a large number of Lions across the nation in the Club Care Survey, that there is a particular desire by many, to boost Club membership through gaining members in the 35 – 49 age grouping. Most Electoral Rolls show the date each person first came on to the Roll. Should you wish to be 'super selective' in those you invite, by endeavouring to reach people who in the main, are say, under 50 years of age, we suggest you select households as follows:

Select to invite those where you find in the household one or more people who have been on the Roll for some time and where you also find further people at this address, who have come on to the Roll within the last few years. While this is not foolproof, those who are listed as having been on the Roll for some time, are likely to be the parent/s of now adult children who have more recently reached voting age. The parent/s in most cases will be under 50 years of age. Now that Lions Clubs International has introduced a 50% reduction in their portion of membership dues for persons two through to five living at the same address, you'll be reaching into many households where this financial relief may be an incentive – yes, in some instances you may be able to recruit as members, mum and dad as well as unmarried sons and daughters still living at home.

Don't delete those where two persons came on to the Roll at the same time only a few years in advance of one or more additional persons at the same address. In many instances such entries are likely to represent 'mum and dad' moving to this address at a time prior to their son/s and daughter/s attaining voting age.

## **(B) TELEPHONE WHITE PAGES**

Build your database solely from the Telephone White Pages. Once established, simply implement from that point, the Program as set out for use when using the District Database.

### **How to select names from the telephone White Pages:**

(1) Where members are going to deliver the invitations, it is preferable that those selected for invitation should come from a restricted number of streets, otherwise the task of delivery will not be easy. Should your club operate in a large area such as a metropolitan city or very large provincial city it will take considerable time to build your database because of the nominated street requirement, that is, unless you have access to a program that can sort the entries into streets for you. Should you not be able to access a program of this nature, in some large areas you may be able to source a directory of 'local' entries which will reduce the time required to put together an effective database.

(2) In those campaigns where clubs elect to use Australia Post to deliver the invitations, it is not necessary to select those living with an address in one of a number of predetermined streets. In such cases simply select those living in a suburb or suburbs serviced by your Lions Club, or in smaller population areas, those living in a town or towns or locality areas serviced by the Club.

## **(C) VOCATION DATABASE**

At a meeting of the Club hand to each member a list of vocations typed on the left side of an A4 sheet. A sample sheet is shown as Appendix "L", but please feel free to make up your own.

Give each member fifteen minutes during the meeting, to list a name beside as many vocations as possible. Tell your members they do not have to personally know the person being listed, nor do they have to know each person's name. For example if they do not know the actual name of the Chemist in say, High Street, it is sufficient to simply write Chemist in High Street.

Collect all A4 sheets and compile a master database. In those cases where actual names are not provided, have a member (perhaps the Membership Chairman) track down the names, addresses and telephone numbers. Where names have been provided, you'll still need to obtain address and telephone details. Many of the telephone numbers going on to you database will be **business numbers**. Should you plan to hand deliver the invitations it will be much easier if you sort your database into streets. When using Australia Post it will not be necessary to do the street sort.

## MD 201 CLUB MEMBERSHIP GROWTH PROGRAMS

Having finalized your database, you now implement from that point, the Program as set out when using the Multiple District Database **with one exception – namely, the time of making phone calls to those who don't RSVP by post – in most cases the telephone numbers on your database will be business numbers, and as such, it will be necessary to make calls to these numbers during business hours.** Where you have home numbers, make the telephone calls between 6.15 and 8.30pm.

## (D) BUSINESS DATABASE

We now provide some variations of the Vocation Database concept as previously outlined. In each instance the database will reach into your business community.

**(1) Business Door Knock:** Members of the club simply door knock the business community gathering in business names, names of businessmen and businesswomen, addresses and telephone numbers.

**(2) Business Yellow/Green/Pink Page and other Directories:** From these directories you'll be able to source the names of each business, in most cases the address of each business, and the telephone number for each business. Have members ring the businesses to obtain the name and position title of those who are in charge of business operations. Obtain any addresses you may not have. Should you be planning to use Australia Post to deliver your invitations **even if you already have a street address, check if the mailing address is different.** Should members be delivering the invitations you'll need each business's street address and as well you'll need to sort the businesses into streets and into numerical sequence.

**(3) Chamber of Commerce & Industry and Progress Associations:** Make contact with organisations such as these to see if they will allow you to use their database of members, but please note there may be some privacy concerns. Where such concerns exist we offer two potential solutions:

(a) With the agreement of the entity involved, where a member of your Club is also a member of the entity, if that member is agreeable, have that member run the program (issuing invitations and making all follow telephone calls) etc.

(b) The entity may be prepared to issue the invitations and make the follow up phone calls to those who don't RSVP through the post.

**(4) Local Government Councils and Shires:** Councils and Shires maintain lists of businesses operating in their area and many will agree to provide assistance even to the extent of the Mayor or Chairman hosting the Lions Information Meeting on local government or other suitable premises. They rightly recognize that strong service clubs like Lions Clubs are a very integral part of a community's well being. In cases such as these, the local government entity will normally be prepared to issue the invitations on your behalf in the name of the Mayor or Chairman. Additionally as the function is being endorsed by local government they often will be prepared to follow up those who don't respond through the post. At the function (The Lions Information Meeting) the Mayor or Chairman would normally provide an address of welcome and then go on to endorse your Lions Club.

**(5) Local Commercial Media:** Approach your local commercial media outlets – many will assist you with names of businesses in the local area and will at the same time provide names for the decision makers in those businesses.

No matter which method you use to put together a Business Database, having done so, simply follow the step by step detail as if you were using the District database, keeping in mind however that phone calls to those who have not made an RSVP will need to be made during business hours.

**Later in this manual, see how business can sponsor others to become members of Lions Clubs. You'll find this in the section dealing with Specific Target Marketing Club Membership Growth Campaigns at item (J) titled Business Sponsorship.**

## **(E) NEIGHBOUR DATABASE**

Neighbours of current members can be formed into a strong database. Have members provide the names and addresses of their four closest neighbours. Ask your members not to make a prejudgment as to whether these neighbours will make good members or as to whether they have the time, desire or financial capability to become members. Naturally some of your neighbours might previously have been given an opportunity to join but decided not to. Don't leave them off the list, as circumstances and needs change, such neighbours may now be interested in becoming a Lion.

This database will be smaller than most others previously outlined and we therefore suggest that the Information Meeting be part of a Partner function for members and guests. Conduct a scaled down version of a regular meeting, with the Information Address replacing a Guest Speaker as well as being the final part of the meeting proper.

Seating arrangements would be as with a normal Lions Meeting, providing however that members sit with their neighbours. Should the venue be large enough, when it comes time for the Information Address, arrange theatre style seating in rows, ensuring the neighbours (guests) are in the front rows with members and their partners in the back rows.

Follow the detail as outlined when using a Multiple District Database with the following minor alterations:

### **(1) The invitation:**

Make the invitation from the member of the neighbours. Please see Appendix "M".

### **(2) Delivery of the Invitation:**

When it comes to hand delivering the invitations, some members may wish to personally deliver the invitations to their neighbours, while others may prefer to simply place them in their letterbox. Let the decision be the choice for each member to make – whatever they feel most comfortable with.

### **(3) The RSVP:**

Make the RSVP to the member of the neighbour either by hand delivery or phone. For hand delivery please see Appendix "N".

### **(4) The follow up phone calls:**

When making calls to those who have not provided an RSVP, some members may wish to make them, while others may prefer another member to do so. Simply implement in each case, the preference of the member.

As this meeting will involve a meal, the function costs may be prohibitive for some clubs. Should this be true for your Club we offer a couple of solutions:

- (a) Approach members of the business community and ask them for a donation towards the cost of meals.
- (b) Well prior to the meeting, conduct a fundraising activity to raise funds for the Administration Account – where funds are raised from the public, the public must be fully aware that the funds will be used for administration.

**CHAPTER 7 BEGINS ON THE NEXT PAGE**

## **CHAPTER 7 - SPECIFIC TARGET CLUB MEMBERSHIP GROWTH CAMPAIGNS**

There are a number of ways you can 'specific target' new members for your club, some of which we now detail.

### **(A) KNOW SOMEONE – INVITE SOMEONE**

One of the most successful ways to build membership is to ask those we know to accompany us as guests to a meeting of the club.

Those we know, are relatives, neighbours, work colleagues, business people we shop with or do business with, also our doctor, our dentist, our solicitor, they are also people we play sport with or against, go to church with, people we know through Neighbourhood Watch, garden clubs and the many other clubs and organisations in our community.

Let us build a culture within our membership to always be on the lookout for people we know, to invite as guests to a meeting of our Lions Club. To get the 'ball rolling' how about dedicating a specific meeting, where every member strives to be accompanied by someone they've invited.

### **(B) THIRD PARTY RECOMMENDATION**

A variation on the 'know someone – invite someone' concept. Ask people you know as well as your business contacts to provide the names of persons they recommend you offer sponsorship to – obtain the okay from those doing the recommending for you to use their name when you invite the recommended person.

### **(C) ETHNIC GROUPS**

You may have in your community one or more substantial ethnic groups. Persons from within these communities may be reluctant on a one out basis to become a member, whereas if a number of them were given an opportunity to become members together, it would heighten their desire for membership. Please consider the following suggestions:

#### **(1) Normal Meeting:**

Invite a number of persons from an ethnic community to a normal meeting of the club and provide a Lions Information Address instead of having a guest speaker. You may be able to build into the address that the Club would like them as members so as you can work with them to benefit those in need from their community. This could extend to helping those in need still residing overseas.

#### **(2) Harmony Day Meeting:**

Harmony Day is celebrated in Australia on the 21st day of March each year. At your Club meeting nearest to or on this day conduct a Harmony Day Meeting where you invite persons from all your ethnic communities, or if you prefer, from a particular ethnic community. Dress the room with orange streamers and balloons, arrange orange napkins and wear orange ribbons for orange is the official colour of Harmony Day.

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Have some of your guests speak of some of their past experiences as well as having them speak about what Australia means to them. Advise your guests they are most welcome to join your club and provide them with a handout (see Appendix "F"). Within a couple of days of the meeting phone those who have attended to see if they would like to join or to attend another meeting.

All levels of government are a good source to put you in touch with ethnic community representatives.

**(3) The Kiwi or Indonesian Good Neighbour concept**

Should your area have a number of former New Zealand residents, invite them to a special 'Good Neighbour' meeting – make it a Partner night to maximise the impact and have fun with it turning it into a 'Aussie – Kiwi' night. Decorate the venue and tables with green and gold as well as black and white balloons, streamers and napkins, and display photographs and toys of Australian and New Zealand animals. Display both the Australian and New Zealand flag, and perhaps sing the anthems of both countries. You may be able to arrange food representative of both countries – perhaps lamb for New Zealand and tropical fruit for Australia. Serve beer and wine from both countries. At the conclusion of the function extend an invitation to your guests to become members of your Club. Provide each guest with a handout takeaway – see Appendix "F".

Where your area has a number of former Indonesian residents, have a 'Good Neighbour' meeting for them – changing the colours, flag, photographs, toy animals, food and beverages from being representative of New Zealand to those which are representative of Indonesia.

This 'Good Neighbour' concept could of course be adopted for a number of former residents of other near to Australia countries such as Fiji, Tonga, Samoa, The Solomon Islands, Papua New Guinea etc. You may wish to combine some of these under the title of South Sea Islanders of Pacific Island countries. Further opportunities exist in some communities to have a 'Good Neighbour' night involving former residents of a number of Asian countries.

**(D) SCHOOLS**

Make a decision that you would like to provide greater assistance to, as well as working more closely with a school in your area. Having done so make contact with the School Principal and the President or Chair of the Parents & Friends Association to express your desire and at the same time enlist the assistance of the school in making your Club stronger.

Ask the school to host, at the Club's cost, a Lions Information Meeting at the School. The idea being that a standard invitation prepared by the Lions Club and jointly signed by the School Principal and the President or Chair of the Parents & Friends Association be forwarded home with the eldest student of each family. A special Invitation for this letter is shown as Appendix "O". The RSVP slip to use is shown as Appendix "P".

Because of privacy considerations, Club members will not be able to phone those who do not respond. Members of the Parents & Friends Association may be prepared to phone any P & F members who have not replied.

## **(E) PARENTS OF LEO CLUB MEMBERS**

Sometimes persons 'right under our nose' are potential Lions. Should your Club have a Leo Club as one of its projects, make a point of contacting the parents of the Leo members, as some may indeed be interested in becoming Lions.

## **(F) GUEST SPEAKERS '& MORE'**

Sometimes that person 'right under our nose' is the guest speaker. Make it a matter of routine that the President, on a 'one on one' basis, ask each guest speaker if they'd be interested in becoming a member.

### **And now to the '& More' part:**

When you have guest speakers who are likely to be of interest to specific groups within the community, invite members of those groups to your meeting to hear the speaker. Before they leave issue an invitation to them to consider membership and give each one a takeaway handout (see Appendix "F"). So you can follow up, have each guest on arrival provide their name, address and telephone number.

A few thought starters for this concept:

Topic

Planning for retirement – invite members of Senior Groups (over 50's)

Gardening – invite members of garden clubs and environmental groups

Nutrition in the school yard – invite parents of school children

Breast cancer awareness – invite any female group

Lions Quest Skills – invite school teachers

Contribution by women to regional & rural Australia – invite members of the CWA

Canine matters – invite members of Dog Clubs and Dog Obedience groups

Home security – invite members of Neighbourhood Watch groups

## **(G) BE A GUEST SPEAKER AT MEETINGS OF OTHER ORGANISATIONS**

Approach other clubs, organisations and groups to be a guest speaker at their meetings – this will give you the opportunity to sell the message of Lions to their members. In your address, where you can, tie in projects of your club that are likely to have appeal to those members you're addressing. An example - when speaking with an environmental group, advise that the Lions Club participates in 'Clean Up Australia Day', "National Tree Day" and the "Adopt A Road" or "Adopt A Park" concept etc. Invite those you address to become members of your Club. Provide each member at the meeting with a handout takeaway (see Appendix "F").

## **(H) GUEST SPEAKING AT MEETINGS OF THE FEMALE GENDER**

Arrange to be a guest speaker at meetings of various female groups and in doing so offer membership of your club

## **(I) FIND A CENTRE OF INFLUENCE**

As a 'Centre of Influence' enlist the support of a local business operator or professional to invite their customers/clients to a Lions Information Meeting. The invitation could be written and or verbal. A sample written invitation is shown as Appendix "Q". When you use this concept it essentially creates an endorsement of Lions and your Lions Club. In selecting a business operator or professional, try to select someone who is likely to have a large number of clients/customers. When speaking with a potential 'Centre of Influence' person offer to pay for postage and stationery costs.

## **(J) BUSINESS SPONSORSHIP**

Looking for younger members, perhaps under 35 years of age for your Club? If so this concept is for you.

Approach the business community in your Club's area of operation – make certain you speak with the business owner and invite them to be a member of your Club. Many will say they would like to be a member, but they simply do not have the time available. Here's how to turn this negative response into a potential positive:

Advise, there's an alternative way your Club and the local community can benefit with their assistance. Ask if they would be prepared to sponsor a young person, say under 35 years of age to become a member of the Club. We recommend the sponsorship would cover the Joining Fee and the Membership Dues for a period of three years. The total cost will vary from club to club, but in most clubs will approximate around \$425 with payments spread over a three year period.

Ask the business owner, if there is a staff member who would benefit from such a sponsorship, through aiding their further development as an employee and member of society.

It is important to make this approach to a significant number of business owners, giving you the opportunity to have a number of sponsored new members of a similar youngish age becoming members at the same time – this will heighten the likelihood of good retention as the young members are not joining on a one at a time basis.

The very nature of being sponsored for a three year period also strengthens the likelihood of retention – most who are sponsored will feel obligated to continue their membership. This means you'll have three years in which to cement in place the values of Lionism and service to others, and the many other pluses that go with membership, so that when the sponsorship concludes, many will stay on to become extremely valuable long term members.

While we recommend you use this sponsorship concept to gain members under 35 years of age, the only mandatory age is of course that all members must be adult as in 18 years of age or more.

The concept of business sponsorship, while not previously widely used in Australia, is a concept as old as Lionism. In the early years of our organisation, many of the Charter Members in clubs in the USA were sponsored by the business community.

### **(K) TELEMARKETING BUSINESS CONTACT LIST**

Those clubs who are involved with a business telemarketing project have a ready made source of leads from those businesses that purchase from them. Either your club direct or through your telemarketing company, simply invite these sponsors to an Information Meeting – You may in fact bill it as a 'Thank You Meeting' where in addition to thanking them for their support you offer an invitation to membership. When you do so point out how as business people they can aid the work of Lions through using their business premises rather than a lot of their time.

### **( L ) THOSE WHO SUPPORT YOU**

Have you thought about offering membership to those who support your activities – in their midst there are probably many who would have a genuine interest in becoming a Lion.

When selling raffle or art union tickets as well as obtaining name and phone number, also gain addresses. This way you can forward invitations to your 'customers' to a Lions Information Meeting – See sample invitation as Appendix "R".

When selling Lions Christmas Cakes and Puddings have a customer contact form that buyers can fill out – **but don't force them – make it optional**. Those who give you contact details can also be invited.

You probably have other projects where you would be able to obtain contact information – so how about adapting to suit. You may be pleased with the outcome, as other clubs are.

### **(M) SHOPPING CENTRES**

Where you can, arrange with Shopping Centres to allow you to set up a staffed display space – Show Lion's posters, photographs of projects showing your club at work helping the community, blow up thank you type letters etc – provide handout leaflets, Lion's BBQ cards. Where power is available run motivational and other public relations material videos and DVD material re Lion's and their projects.

We recommend clubs take names, addresses and phone contact details of those who express interest. You can then follow up and invite the keen ones to an Information Meeting or Dinner Meeting.

**CHAPTER 8 COMMENCES NEXT PAGE**

## **CHAPTER 8 - PRIDE IN GROWTH RECOGNITION AND AWARDS PROGRAM**

To turn membership around to the point where there is healthy growth, is perhaps the greatest current challenge facing Lionism in our part of the world. It will not be easy – indeed it will take considerable effort on the part of many Lions and Clubs. This effort, we believe needs to be recognized in a meaningful local Australian manner, hence the introduction of the **'PRIDE IN GROWTH' RECOGNITION AND AWARDS PROGRAM**. The Program contains awards for individual members as well as for Clubs, and is as follows:

### **MEMBER AWARDS**

(1) **'Pride in Growth' Sponsorship Certificate**. The certificate which is signed by the Club President and the Club Membership Chairman is presented to the Sponsor Lion at the time of induction of a new member. The three sample Induction Ceremony scripts in this manual at Appendix "H", Appendix "I" and Appendix "J" have this presentation included.

We wish to highlight through this presentation the importance of sponsors, through a local Australian award at the time of sponsorship.

The **'Pride in Growth' Sponsorship Certificates** are available from District Membership Chairman.

(2) Once a member in Lions Year has sponsored **five new members**, they will be presented with the **Silver 'Pride in Growth' Sponsorship Certificate**. **On sponsoring ten, they'll receive the Gold 'Pride in Growth' Sponsorship Certificate**.

(3) The Lion sponsoring most members in a Lions Year, commencing July 2008, at the District Convention will receive the **District Silver Statuette 'Pride in Growth' Award**.

(4) From Lions Year starting July 2008, the Lion in the MD sponsoring the most, at the following MD Convention will receive the **MD Gold 'Pride in Growth'** statuette award.

### **CLUB AWARDS**

(1) The Club with the greatest net increase will receive the **District Silver Statuette 'Pride in Growth' Award**. Increases through amalgamation are not eligible, nor are Charter Members in a new Club – however additional members after Charter do qualify.

(2) The Club in the MD with the largest net increase will receive a **MD Gold 'Pride in Growth'** statuette award.

### **NOTATIONS:**

(1) In the event of ties a date count back system will be used.

(2) The selection of the word **pride** is deliberate. Pride is an emotive word as well as representing how members feel individually and collectively about services provided by Lions to those in need – Let us take **'Pride in Growth'** through offering membership to others, enabling us to also take **'Pride in Service Growth'** to those we serve.

The word **Pride** is tailor made for use by our organisation as it is also used to describe a group of lions – as in a **Pride of Lions**.

**APPENDIX A – INVITATION LETTER NO.1**

Mr. John Smith,  
26 High Street,  
LionsTown

Dear John,

As President of the Lions Club of -----, I have pleasure in inviting you to be our guest at a special Information Evening to be held at -----, ----- at 7-15 for 7:30pm on Wednesday, 23<sup>rd</sup> February.

You may well ask, “Why has this invitation been made?”

To assist the Lions Club commitment to the community at large, we are in need of new members. By your participation in this special Information Evening we hope you will be able to make a value judgment as to the merits of the Lions Organisation.

We advise that membership in this Lions Club is open to both men and women, as it is our intention, through having both male and female members to create a broader range of community service. Anyone of adult age in your household may also attend.

At the meeting you will learn of the history of Lions, our aims and objectives, as well as being informed of meeting, project and financial obligations. In fact, you should receive all the necessary information to enable you to make a decision as to whether you too, would like to join the world’s largest Service Club Organisation.

We enclose an RSVP form for you to complete and return in the reply paid envelope provided, to reach us no later than .....

Along with all our members I look forward to your company, as our guest, on 23<sup>rd</sup> February.

Yours Sincerely,

**PRESIDENT**  
**LIONS CLUB OF -----**

**APPENDIX B – INVITATION LETTER NO. 2**

(To be used if you are unaware of a person's first name)

DATE

FOR THE SPECIAL ATTENTION OF: J. SMITH

As President of the Lions Club of -----, I have pleasure in inviting you to be our guest at a special Information Evening to be held at -----, ----- at 7-15 for 7:30pm on Wednesday, 23<sup>rd</sup> February.

You may well ask, "Why has this invitation been made?"

To assist the Lions Club commitment to the community at large, we are in need of new members. By your participation in this special Information Evening we hope you will be able to make a value judgment as to the merits of the Lions Organisation.

We advise that membership in this Lions Club is open to both men and women, as it is our intention, through having both male and female members, to create a broader range of community service. Anyone in your household may also attend.

At the meeting you will learn of the history of Lions, our aims and objectives, as well as being informed of meeting, project and financial obligations. In fact, you should receive all the necessary information to enable you to make a decision as to whether you too, would like to join the world's largest Service Club Organisation.

We enclose an RSVP form for you to complete and return in the reply paid envelope provided, to reach us no later than .....

Along with all our members I look forward to you company, as our guest, on 23<sup>rd</sup> February.

Yours Sincerely,

**PRESIDENT**  
**LIONS CLUB OF -----**

**APPENDIX C – RSVP SLIP**

Please complete this RSVP Slip and forward in the Reply Paid Envelope to reach us by

.....

**Please tick to show your intentions.**

- ( ) *I am pleased to accept your invitation.*
- ( ) *I am unable to accept your invitation for the date shown, but I would like to attend another meeting.*
- ( ) *I am not interested in attending.*

FIRST NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

*The following person /s will also be attending*

FIRST NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

FIRST NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

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**APPENDIX D – TELEPHONE FOLLOW UP**

1. Notes before calling: -

- If a child answers, Ask for Dad or Mum or Mr/Mrs
- If no answer Mark on list for subsequent follow up
- If an answering machine switches on, HANG UP Mark on list for follow up
- If they are coming to the evening, confirm first names Mark on list
- If they would like to come to a later meeting Mark on list
- If they are not coming Mark NO on list
- Mark on list any important comments such as referrals to another person who may be interested, when to follow up if they want to come to a later meeting etc.

2. Suggested approach when calling:-

Good evening. I'm (name) from the ----- Lions Club. We recently forwarded you an invitation to a Special Lions Information Meeting. This is a simply a courtesy call to see if you can join us for an hour.

**IF THEY SAY THEY ARE COMING.**

That's wonderful. Would you like to bring your partner or a friend with you?

(once you've established as to who is coming say the following)

We'll forward you a confirmation letter with all the details of time date venue etc and we'll also enclose your name badge for the Information Meeting, so I need to check your details to make sure I've got them right.

First the spelling of your first and family name? \_\_\_\_\_(Do this for each person who'll be attending and write down the responses)

Now to confirm your residential address. Is it still \_\_\_\_\_? (note the response and alter your records where necessary)

Do you require any assistance with transport to or from the Information Meeting? (note the response – and where necessary make arrangements)

Thank you very much – the members of club look forwarding to meeting with you at the Information Meeting at (venue) at (time) on (date).

**IF THEY SAY THEY ARE NOT COMING**

I'm sorry you're unable to attend. It is our intention to hold another Information Meeting at a future date. Would you like us, when the details are known to advise you. (record the response and end the conversation by saying whichever statement is appropriate)

If Yes – That's wonderful, we'll be back in touch with you when we've finalised plans about another meeting. Thank you for your time in speaking with me today/this evening. **(when you next hold an Information Meeting try to have the same person ring this potential guest)**

If No – That's okay, thank you for your time in speaking with me today/this evening.

**A COUPLE OF FREQUENTLY ASKED QUESTIONS**

What do Lions do? What's in it for me? How much does it cost?

RESPONSE – That's the purpose of the meeting. To inform people of the projects and involvement in the community so you can make a decision about becoming a member.

How long will the meeting last?

RESPONSE - Approximately one hour.

**APPENDIX E – LETTER OF CONFIRMATION OF ACCEPTANCE OF INVITATION**

Mr. John Smith,  
26 High Street,  
HIGHFIELDS, NSW, 2455

Dear John,

Thank you for accepting our Invitation to attend the Lions Information Meeting. We confirm the details as follows:

Time

Date

Venue

Address

We enclose your name badge, which we would be pleased if you could wear on the night.

We are all looking forward to meeting with you.

Yours Sincerely,

PRESIDENT

LIONS CLUB OF \_\_\_\_\_

## **APPENDIX F – Takeaway Handout**

### **LIONS INFORMATION**

#### **1. HISTORY**

- Founded by Melvin Jones in USA in 1917
- Has spread to 200 countries and geographical locations
- Worldwide membership of about 1.3 million, making it the world's largest service club organisation
- Lionism is represented at the United Nations
- First club in Australia was the Lismore club which formed in 1947
- Now around 1300 Australian clubs with a combined membership approaching 28,000
- Lions Club of \_\_\_\_\_ began as Australia's \_\_\_\_\_th Club in \_\_\_\_\_
- Lions Club of \_\_\_\_\_ currently has \_\_\_\_\_ members

#### **2. MEETINGS**

- Dinner meetings at the \_\_\_\_\_ (Venue) on the \_\_\_\_\_ and \_\_\_\_\_ (day of the Week) of each month
- For those Lions elected to the Club's Board, a once a month Board meeting. Non board members are welcome to attend.

#### **3. COSTS**

- Once only joining fee \_\_\_\_\_
- Once only Badge fee \_\_\_\_\_
- Half yearly dues \_\_\_\_\_
- Dinner meals \_\_\_\_\_
- Tail Twister fine \_\_\_\_\_.
- Rikki-Tikki (occasionally) \_\_\_\_\_

#### **4. SOCIAL ACTIVITY**

- BYO everything BBQ's
- Guess who's coming to lunch
- Guess who's coming to dinner
- Progressive dinners
- A tennis day
- Weekend coach trips
- Restaurant nights
- Group concert and theatre nights
- A special pre-Christmas function
- A New Year's Eve function

Partners are also welcome if they wish to attend several nominated dinner meetings during the year.

## 5. PROJECTS

The club has an extensive range of projects in which you may participate. It is up to the individual as to his/her level of project involvement.

In the Lions organisation we recognize family and business needs come before Lions work and, therefore, if you participate in a minimum of one major project each year, plus attend meetings when able, along with meeting your financial obligations, you will certainly be very welcome as a member of the club.

### **FUND RAISING PROJECTS INCLUDE:**

- The sale of Lions Christmas Cakes
- The sale of Lions Mints
- (List your other fundraising activities)

### **SERVICE PROJECT ACTIVITIES INCLUDE:**

- Drug Awareness education in Schools
- Peace Poster and Peace Essay contest in Schools
- The Fire Safety Poster contest in Schools
- Youth of the Year involving Senior Students
- Youth Exchange with overseas countries
- Clean up Australia Day
- Provision of welfare hampers
- Tree planting days
- The provision of Hart Walkers for children with cerebral palsy
- Door knock days for the Salvation Army's Red Shield Appeal and the Cancer Foundation
- Provision of funds for the restoration of sight
- Visiting the lonely and elderly in the community

### **FOR FURTHER INFORMATION CONTACT:-**

**Alan Jones,**

**President,**

**The Lions Club of \_\_\_\_\_**

**Phone \_\_\_\_\_**

### **NOTATION**

**You may prefer to list the details of the club's Membership Chairman**

**APPENDIX G- LETTER TO NEW MEMBERS**

Mr. John Smith,  
26 Highfield Street,  
HIGHFIELDS, NSW, 2455

Dear John,

It was a pleasure to meet you at our Information Evening, and I take this opportunity on behalf of all our members, to thank and congratulate you on your decision to join the Lions Club of Highfields. You are certainly a welcome addition to our club.

It is our intention to formally induct you as a member at our next Dinner Meeting, details of which are as follows: -

DATE:

VENUE:

TIME:

Before your induction, could you please pay the following fees covering:-

Once only joining fee	\$
Once only Badge fee	\$
Pro-Rata Half Yearly Dues	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

This payment can be made on the night.

Could you also note that the Dinner Meal cost each meeting is \$.. . We would be very pleased if you would like to invite your wife/husband/partner along for the evening to observe the Induction Ceremony, and it's only a matter of phoning me on ..... if you would like to do this.

Once again, congratulations on your decision to become a Lion and we look forward to a long, happy and satisfying association with you in assisting our community.

Yours in Lionism,

PRESIDENT  
LIONS CLUB OF \_\_\_\_\_

**APPENDIX H – SAMPLE INDUCTION CEREMONY NO.1**

**IMPORTANT : PRIOR TO MEETING**

CHECK LIST: *New member kit available*

- Certificate of Membership properly completed*
- Pride in Growth Sponsor Certificate properly completed*
- Lapel badge available and out of cellophane packet*
- Record names of all participants in induction ceremony*
- Check pronunciation if difficult name(s)*

*We are about to begin the induction ceremony which will welcome a new member to the fellowship of the Lions club of ..... . This is a most important occasion for the new member and for the club, and I would be pleased if you could give this ceremony your full attention. Will the club secretary please bring forward the candidate(s) for induction and his/her sponsor(s).*

*Secretary ..... has the board of directors approved the application of the candidate for induction as a member of this club?*

*On behalf of the officers and members of the Lions club of ....., I express our pleasure that you have accepted the invitation to become a member of this club and Lions clubs international. The international association of Lions clubs was conceived at a meeting in Chicago, Illinois, in 1917 under the leadership of our founder, Melvin Jones. From that meeting came the association's first annual convention held also in 1917 in Dallas, Texas with 23 clubs participating.*

*By 1920 the association doubled its membership and extended into Canada. By 1927 it expanded into Mexico and China, becoming truly international. At the present time there are about 1.3 million Lions in 200 countries and geographical locations throughout the world, making our association the world's largest and most active service club organization.*

*The first club in Australia was formed in Lismore in 1947. From that beginning there are now over 1300 clubs throughout Australia with a combined membership approaching 28,000 Lions.*

*The Lions club of ..... has a proud history, having chartered in ..... . It has been a very successful club, both within its own community, and the wider community of our Lions district. You will find your fellow members to be helpful and friendly, and they will do their best to make you welcome. Membership of a Lions club signifies your acceptance of certain obligations, most of which are embodied in the Lions objects and ethics. At this stage, I would like the objects and ethics to be read and ask ..... to read the objects, followed by ..... reading the ethics.*

*Since you have expressed a desire to affiliate with this club and with Lions clubs international, I will now administer the oath of membership and ask that you respond to my words with a simple "I do" or "I will".*

*"Do you hereby accept membership in the Lions club of ..... knowing that such membership obligates you to participate in functions of the club?" "I do".*

*"To the best of your ability, will you abide by the Lions Code of Ethics, attend meetings when able, accept such assignments as are given to you and contribute your share to the programs of your club, district and Lions clubs international?" "I will".*

*"Within your first six months of membership, will you undertake to attend a Lions information day "I will".*

*Your sponsor will now present to you the Lions emblem button that signifies your membership.*

*(Sponsor affix button to clothing of new member)*

MD 201 CLUB MEMBERSHIP GROWTH PROGRAMS

Now I would like to ask the sponsor, ..... to respond to my words with a simple " I will" as I outline his/her many obligations.

..... it is your responsibility as sponsor to:-

- Make your new member feel welcome by offering introductions to all club members
- Provide your new member with information about the club, its officers and constitution
- See to it that assignments are given immediately, thereby enabling the new member to become an active Lion
- Be ready to answer any questions that may arise
- Encourage the new member to discuss with you any problems that may arise and offer possible solutions
- Assist the new member to develop into an outstanding Lion

Will you undertake these responsibilities to the best of your ability? "I will".

It is now with great pleasure I present to you, the Pride in Growth Sponsorship Certificate. Congratulations.

....., you are now a member of the Lions club of ..... I like to say to each new member that your priorities are (1) to your family, (2) to your job or business and (3) any spare time you have left, please give some of that time to Lions. Listen and learn about Lionism, don't be afraid to ask questions of your fellow members. Lions are great people and you will enjoy our company.

On behalf of the club, I now present you with your official certificate of membership and a new member kit that will help you to get off to a good start in your life as a Lion. We are all proud and happy to have you as a member of the Lions club of ..... Fellow member ..... wear that emblem constantly, with pride. Let me congratulate you and welcome you into the greatest of all service club organisations - the international association of Lions clubs.

At this point I would like your partner to join you so that we may welcome him/her into our family, also.

We wish you both a long and happy association with Lions.

Members please welcome your new member ..... And his/her partner .....

NB (1) With both this version and the following versions, if the Objects and Ethics have been read earlier in the meeting it is not necessary to have them read again. You can simply say that the Objects and Ethics have been read earlier. It is preferable, of course, to have them as part of the induction ceremony and you may consider changing your usual agenda to include them here.

NB (2) With this version and the following versions, where a member will not be attending meetings on a regular basis, delete the undertaking of attending meetings

**APPENDIX I – SAMPLE INDUCTION CEREMONY NO.2**

**IMPORTANT : PRIOR TO MEETING**

CHECK LIST: New member kit available

- Certificate of Membership properly completed
- Pride in Growth Sponsorship Certificate properly completed
- Lapel badge available and out of cellophane packet
- Record names of all participants in induction ceremony
- Check pronunciation if difficult name(s)

*We are about to begin the induction ceremony which will welcome a new member to the fellowship of the Lions club of ..... This is a most important occasion for the new member and for the club, and I would be pleased if you would give this ceremony your full attention. Will the club secretary please bring forward the candidate for induction and his/her sponsor.*

*Secretary ..... has the board of directors approved the application of the candidate for induction as a member of this club.*

*On behalf of the officers and members of the Lions club of ....., I express our pleasure that you have accepted the invitation to become a member of this club and Lions clubs international. Our club has a proud history having chartered in ..... as the ..... Club in Australia. It has been a very successful club, both within it's own community and the wider community of our Lions district. Of course, we are also proud to say that we are part of the world's largest service club organization, with about 1.3 million Lions in 200 countries and geographical locations throughout the world.*

*You have been invited to become a member of this club, not on account of what the club can do for you, but on account of what you can do for the club by way of service, for those less fortunate than yourself. We believe as members of Lions international that service is the rent we pay for the space we occupy on this earth. Membership of a Lions club signifies your acceptance of certain obligations, most of which are embodied in the Lions objects and ethics. At this stage, I would like the objects and ethics to be read and ask Lion ..... to read the objects followed by Lion ..... reading the ethics.*

*I now ask you to accept these obligations by repeating the pledge after me:-*

*"In appreciation of the opportunity extended to me , to be of service to others, and to enjoy the friendship and fellowship of this Lions club, I pledge myself to uphold its objects and ethics at all times. Additionally within my first six months of membership, I undertake to attend a Lions information day"*

*I would now like to ask your sponsor:-*

*"Will you undertake to see that your new member is properly informed of his/her duties and obligations to this club, and will you assist him/her to become a useful member of this club in every way? "I will"."*

*Thank you. I now ask your sponsor to present to you a kit that contains much useful information about Lions, including a copy of the Code of Ethics, and to affix your lapel badge.*

*I now have pleasure in presenting to \_\_\_\_\_ a certificate recognizing his/her sponsorship of a new member. This is the Pride in Growth Sponsorship Certificate. Congratulations \_\_\_\_\_.*

*To our inductee, in acknowledgment of your acceptance of the objects and ethics of Lionism, it's now my privilege and pleasure, on behalf of Lions clubs international, to formally welcome you to full membership of \_\_\_\_\_ Lions club, and say how pleased the president, directors and members are that you have joined our Lions family. We wish you a long, happy association with Lions. All members of \_\_\_\_\_ Lions Club, please welcome your new member, \_\_\_\_\_.*

**APPENDIX J – SAMPLE INDUCTION CEREMONY NO.3**

**IMPORTANT : PRIOR TO MEETING**

CHECK LIST: New member kit available

- Certificate of Membership properly completed
- Pride in Growth Sponsorship Certificate properly completed
- Lapel badge available and out of cellophane packet
- Record names of all participants in induction ceremony
- Check pronunciation if difficult name(s)

Members, visitors and guests could I have your attention please.

We are about to witness and participate in what I believe is **the** most important event in the life of a Lion, his/her induction into the family of Lionism. No other event in the life of a Lion will ever really come close to that special moment, when we accept membership of our Lions organisation. May I therefore invite you, for the next few minutes, to join me in this induction ceremony.

Lion Tamer, \_\_\_\_\_ would you please escort to the lectern our nominee (name), his/her partner (name) (if present) and the sponsor \_\_\_\_\_. President \_\_\_\_\_ would you too join us.

I now call on \_\_\_\_\_ to present the Lions Clubs International Objects.

The Lions Code of Ethics will now be read by \_\_\_\_\_

Facing nominee: (Name), I have been advised that the Membership Committee have examined and recommended approval of your nomination for membership, and that recommendation has been duly endorsed by the Board of Directors.

You have been invited to become a member of the world's largest service club organisation - the Association of Lions Clubs International.

Membership is a privilege - made even more so because we invited you to join us. However we, as an organisation, are equally privileged that you have accepted our invitation to membership.

As a member of Lions Clubs International, you will enjoy the fellowship and friendship of 1.3 million men and women who are members of over 45,000 Lions Clubs in 200 countries and geographical locations around the globe. People from all walks of life, of all ages, of all denominations, of all races and creeds, and of all languages and customs.

The bottom line is that each and every Lion, in each and every Club throughout the world wears the same badge, and we all observe and embrace the same motto - "WE SERVE".

May I now ask you answer a simple "I Will" to the following pledges:

WILL YOU ACCEPT MEMBERSHIP IN THE LIONS CLUB OF ....., KNOWING SUCH MEMBERSHIP OBLIGATES YOU TO PARTICIPATE IN FUNCTIONS OF THE CLUB AS OFTEN AS YOU CAN REASONABLY DO SO, BUT ONLY AFTER HAVING FIRST DISCHARGED PROPER CONSIDERATION OF YOUR FAMILY AND EMPLOYMENT.

"I Will"

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TO THE BEST OF YOUR ABILITY WILL YOU ABIDE BY THE LIONS CODE OF ETHICS, OBSERVE THE LIONS OBJECTS, ATTEND MEETINGS, WORKING BEES, AND SOCIAL FUNCTIONS OF THE CLUB, AS OFTEN AS YOU ARE REASONABLY ABLE TO DO SO, AND CONTRIBUTE YOUR FAIR SHARE FINANCIALLY TO YOUR CLUB, YOUR DISTRICT, LIONS AUSTRALIA AND LIONS CLUBS INTERNATIONAL.

"I Will"

It is now my privilege and pleasure, to officially welcome you to membership of the Lions Club of ....., of Lions Australia and of Lions Clubs International, and I am going to ask your sponsor, ..... to pin on your apparel the symbol of our membership, the Lions emblem. I trust you will wear that badge with pride and uphold at all times, the traditions, challenges, and values it embraces. You will find it is the best letter of introduction you can carry, as it is readily recognised and acknowledged all over the world.

Invite Club President ..... to present new member with his/her New Member Kit :-

Continue:

....., I strongly recommend you take time to read the contents of the kit, because it contains much helpful information to get you away to a good start in Lionism. Should there be anything about our organisation that confuses you, or about which you wish to learn more, please ask. I also invite you to avail yourself of any New Membership Course that may become available to you in the coming months.

I am now going to ask your sponsor to pledge his/her support of your Membership, not only for tonight, but as an ongoing responsibility for at least one year. ...., will you ensure our new member (and his/her family) is/are always made welcome, advised, and encouraged to participate in Club life whenever possible?

"I Will"

In appreciation of sponsoring a new member it is now my pleasure to present to you the Pride in Growth Sponsorship Certificate. Congratulations.

Members and partners (if present) of the Lions Club of ..... it is my special privilege to introduce to you our new member ..... and his/her partner ..... (if applicable).

Please make welcome the world's newest Lion's member /Lions family (if partner present) in the same manner you and I were so generously welcomed when we ourselves joined this great humanitarian organisation.

Congratulations ..... I am confident you (and your family) will enjoy the friendship and fellowship, the privilege membership offers, and in the future, invite other like-minded community spirited people to join us too. I now ask your sponsor ..... to please escort our new member ..... and his/her partner ..... to be welcomed by the members of the Lions Club of .....

President ....., thank you for allowing me to complete this very special duty this evening

**APPENDIX K – LETTER OF CONGRATULATIONS AND WELCOME**

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John Smith,  
26 High Street,  
HIGHFIELDS, NSW 2455

Dear John,

On behalf of all our members, it is with great pleasure that I congratulate you on your Induction as a member of the Lions Club of \_\_\_\_\_.

We're sure your membership will be of great value to our Club and to those in the local and wider communities we serve.

Your sponsor, \_\_\_\_\_ will assist you wherever possible, so please talk with him/her as the need arises. As you current Club President, I will also be readily available to give you any guidance or assistance you may seek.

You have undertaken to attend a Lions Information Day and I advise that the next such day will be held on \_\_\_\_\_ at \_\_\_\_\_ commencing at \_\_\_\_\_ Please ring District Chairman Lion \_\_\_\_\_ on (H) \_\_\_\_\_ or (W) \_\_\_\_\_ to book in.

\_\_\_\_\_ (name of partner if there is a partner, otherwise delete this paragraph) is also warmly welcomed and we look forward to having him/her join in our activities from time to time.

Once again, congratulations and may your membership of the Lions Club of \_\_\_\_\_ be enjoyable and rewarding.

Yours in Lionism,

PRESIDENT  
LIONS CLUB OF \_\_\_\_\_

MD 201 CLUB MEMBERSHIP GROWTH PROGRAMS

**ACCOUNTANT**  
**BAKER**  
**BANKER**  
**BRICKLAYER**  
**BUILDER/CARPENTER**  
**BUS DRIVER**  
**BUTCHER**  
**CHEMIST**  
**DENTIST**  
**DOCTOR**  
**DRIVING INSTRUCTOR**  
**ELECTRICAL RETAILER**  
**ELECTRICIAN**  
**ENGINEER**  
**FARMER**  
**FISHERMAN**  
**FURNITURE/CARPET RETAILER**  
**GREENGROCER**  
**HOTELIER**  
**INSURANCE BROKER/AGENT**  
**MINER**  
**NEWSAGENT**  
**NURSE**  
**PAINTER**  
**PILOT**  
**PLUMBER**  
**POLICE OFFICER**  
**POSTAL MANAGER**  
**PRIEST/MINISTER**  
**REAL ESTATE AGENT**  
**RECEPTIONIST**  
**RESTAURATEUR**  
**SALES REPRESENTATIVE**  
**SCHOOL TEACHER**  
**SHOP ASSISTANT**  
**SOLDIER/SAILR/AIRMAN**  
**SOLICTOR**  
**SURVEYOR**  
**TRAVEL AGENT**  
**VIDEO STORE OPERATOR**  
**OTHER**  
**OTHER**  
**OTHER**  
**OTHER**  
**OTHER**  
**OTHER**

**APPENDIX M – SAMPLE INVITATION TO NEIGHBOURS**

Mr John Smith  
24 High Street  
Lions Town

Dear John,

While I'm one of your close neighbours, I'm not sure if I've previously advised you of my membership of the Lions Club of (insert name of Club). In addition to the satisfaction I've gained through the many people we help in our shared community, I also enjoy the friendships I've made with other members and their partners, as well as the good times we've shared together at club meetings and social events.

Our Club has decided to have a 'Good Neighbour' night on (insert date) commencing at (insert time) at (insert venue and address). Being a neighbour, I have much pleasure in extending this invitation to be my guest on this evening. This function is also for those partners who would also like to attend.

Membership of a Lions Club is by invitation only, so come along, look as over, and have a good time. We'll tell you what's involved, so you can make a considered decision as to whether membership is appropriate at this time for you. Please understand that in accepting my invitation to attend as my guest, this in no way obligates you to become a member.

To RSVP by (insert date) either phone me on (insert phone number) or complete the attached RSVP slip and place it in my letterbox at 22 High Street.

A reminder of the function details:

Time:

Date:

Venue & Address:

I do hope you can be my guest.

Best Wishes

Bob Brown

**APPENDIX N – SAMPLE GOOD NEIGHBOUR RSVP SLIP**

RSVP's are required by (insert date)

You may do so by phoning (insert your phone number) or by using this RSVP sheet, which on completion. If using this slip please place in my letterbox at (insert street number and street name)

Please tick to show your intentions

( ) I'm pleased to accept your invitation

( ) I'm unable to accept your invitation for the date shown, but I would like to attend another meeting

( ) I'm not interested in attending

FIRST NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_

My wife/husband/partner would also like to attend

FIRST NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_

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**APPENDIX 0 – SAMPLE SCHOOL MEETING INVITATION**

Dear Parent,

Recently representatives of the Lions Club of (insert name) held discussions with us about how they would like to more closely assist our school. Additionally they wish to know our views on what we would like that perhaps can fit into their schedule of activities.

It was agreed that a meeting at the school be called at which the following would be covered:

(a) Ways the Lions Club can assist our school – these could include: (Please amend this list by adding to or deleting from, to reflect the intent of your Club)

1. Book prizes
2. Assistance with supply of uniforms to disadvantaged students
3. Assistance for disadvantaged students when they've won representation rights
4. Provision of a nourishing breakfast at 'the school gate' for children who are unable to have breakfast prior to arrival at school
5. Assisting with catering and or other fundraising activities at the school fete
6. Environmental tree and shrub plantings with students in association with National Tree Day in July each year
7. Providing the interactive CD Rom 'Boswell's Dilemma' as a teaching aid dealing with drug education and a further CD Rom re Drugs in Sport
8. The Lions Youth of the Year Contest

(b) Suggestions from parents and teachers the Lions Club can consider.

While membership of a Lions Club is by invitation only, the Lions are prepared to provide an opportunity for parent members and teachers of the school community to become members if they wish to do so.

The meeting details are: Time:

Date:

Location at School:

Please return the attached RSVP sheet to the school by (insert date). We do hope you will be able to attend this important meeting of ideas.

*John Black*

John Black

School Principal

*Jill White*

Jill White

Chair P&F Association

**APPENDIX P – SAMPLE SCHOOL MEETING RSVP SLIP**

Please return to the school by (insert date) this completed RSVP sheet.

Please indicate your preference by ticking

( ) I'm pleased to accept the invitation to the school/Lions Club Meeting

( ) I'm unable to attend the scheduled meeting

FIRST NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

PHONE \_\_\_\_\_

Complete if appropriate:

The following person will also attend:

FIRST NAME \_\_\_\_\_ FAMILY NAME \_\_\_\_\_

**APPENDIX Q – SAMPLE 'CENTRE OF INFLUENCE' INVITATION**

**(The RSVP Sheet to use with this invitation is the one shown as Appendix C in this manual)**

Mrs U R.Wrightperson

123 ABC Street

Lionsville

Dear Mrs Wrightperson,

Recently representatives of our local Lions Club, the Lions Club of (insert name) have spoken with me about the wonderful work they do in our community helping all manner of people and groups in need – but I found they're not satisfied, as they would like to do more. More they are unable to do however, unless there are a number of other community minded residents interested in helping out.

This is why I've decided to write to you, to give you an opportunity to learn of what is involved, so that on gaining this knowledge you'll be in a position to make a considered decision as to whether you would like to become a member.

The Lions Club has asked me to extend an invitation to you to attend the following special Lions Information Meeting:

Time:

Date:

Venue:

Address:

By attending, please understand you're under no obligation to join. Incidentally all persons of adult age if invited, are eligible to attend. This being so please bring any other interested adults with you to this special meeting.

While I guess we all recognise that Lions do a great deal to help others, it's only recently I became aware that part of the success they achieve within their membership, is a direct result of the warm and strong friendships they've built through their social program. I hasten to point out members do not have to participate in the social activities, but it is an aspect that is attractive to many. Anyhow, you are free to make your own decision.

I do hope you'll be able to attend this Special Lions Information Meeting. Please use the attached RSVP Sheet, pop it in the enclosed Reply Paid envelope to reach the Lions Club no later than (insert date).

Yours Sincerely

*I M Thankful*

I. M. Thankful  
Managing Director

**APPENDIX R – SAMPLE INVITATION TO ‘CUSTOMERS’ OF LIONS**

*(Use RSVP Sheet Appendix C when forwarding this invitation)*

**For the Special attention of: L.SMITH**

We write for two purposes. The first is to thank you for your kind support of our fundraising activities. We very much appreciate your support of our Christmas Art Union (replace with the support they gave your Club).

Second, we're aware that there are among those who support our work, a number of people who would like the opportunity to join with us, but have never been afforded the opportunity, as membership of a Lions Club is by invitation only. We've decided therefore to hold a Special Lions Information to which we invite you to attend:

Time

Date

Venue

Address

Through attending this meeting you are not obligated to join. What we will do, is to give you all the necessary information, so you can then make a considered decision as to whether membership of the Lions Club is appropriate for you. We'll even provide light refreshments.

Membership of a Lions Club is open to both adult men and women – through having both genders involved as well as a wide range of ages, we find we're able to provide a broader cross section and depth in our service work to those not as fortunate as we. Please feel free to bring other adults with you.

We ask you to kindly forward the completed RSVP Sheet (it is attached) in the Reply Paid envelope to reach as no later than (insert date)

We look forward to meeting with you, and once again thank you for your past support.

Yours Sincerely

R Jones

R. Jones

President