

# MEMBERSHIP MEMO

**(Membership is not a waiting game!)**

To: Lions and Lion Leaders

From: PDG Jim McCown

Date: April 1, 2008

Re: LET'S TALK ABOUT RETENTION

## KEEPING OUR MEMBERS

**When I was District Governor my motto was "Let's Keep them from Going Out the Back Door!" Usually when you lose a Lion it is within the first three years that they are a Lion. So – what does that tell us? If we lose them then we haven't done our job have we?**

**Some things to take into consideration in holding on to your members are:**

**First class induction – orientation – involvement- assignment – education – speakers at all general meetings – greeters at the door – good tail twisting – fun & laughter at all meetings (have a good time) – newsletter with names of the members throughout – use of agendas (so everyone knows what's going on) – and probably the most important a great mentor to keep them coming back and looking out for them especially through the first three years.**

**Volunteers who do not feel appreciated, or of value, will simply not stay as members. They need to feel appreciated. They need to feel what they are doing is of value. Once they lose either one you lose them.**

**Keep in mind why they may have joined Lions. It may have nothing to do with our Mission statement. They may have other reasons of why they joined. It is up to us to find that reason and then cultivate it and keep moving them towards their objectives. Whatever the reason (fellowship, socializing, learning new skills, or something else) find out what it is and help them find their objective.**

**Just remember there are many volunteer opportunities in your community where dues aren't required, so keep them in your den by making them feel wanted, needed and pursuing their objectives.**

**When was the last time you asked someone to become a Lion?**

Published frequently for those interested in membership, retention and extension.

Please send questions or ideas to PDG Jim McCown. Phone 360459 5469 or E-mail: [pdgjimmccown@comcast.net](mailto:pdgjimmccown@comcast.net).

I will share your ideas and questions in this memo!

## OPEN HOUSES DO WORK!

Council Chairman Allan Hunt told me about an Open House they had recently in his home club. They had invited 30 prospective lions to the Open House. Twelve showed and 8 signed up as new Lions. Open Houses do work.

**Last of the PDG Bill Ellis  
Recruiting ideas:**

\* Use a strange costume or toilet seat at meetings. A member must wear the costume until they recruit a new member, and then they pass it on to their choice of another member.

\* Exchange "can't gets." Ask members to write the names and phone numbers of people they have talked to about joining Lions but haven't yet recruited. Exchange the names with other members.

\* Divide members into competition teams. Points are awarded for applications and money; one point for each application and five points for each application with money. The team with the most points gets a prize.

*There are many ways in which your club can have membership drives. Put your thinking caps on and make it a year long or a few months of competition with individuals or with teams. Doing nothing gets nothing. Do something and you will see benefits of new Lions in your club.*