

MEMBERSHIP MEMO

(Membership is not a waiting game!)

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: July 1, 2008

Re: EXTENSION CHAIRS!

SHOULD WE HAVE THEM?

I am pinpointing this memo to those districts or districts that now have or maybe in the future will name someone to be the District Extension Chair. If that person is capable and will be an asset to your district by all means appoint him/her to be your Extension chair. Make sure they will do everything that is expected of them in getting whatever goals the district governor has for his/her district.

However, never – never appoint someone that will just fill that position. Especially one, that expects never to lift a finger to bring in a new club in your district. If the governor is the one who will be recruiting new members to make a new club then he/she should be that chair.

One thing that is important here, is that just because the Extension Chairman isn't putting together clubs themselves, doesn't mean they aren't behind the scenes with encouragement, direction, and other things to give those individuals that are working on a new club the success and knowledge from the Extension Chair.

The point is: don't fill the position with someone who will never lift a finger to cause a new club to be added to your district.

An Extension Chairman should know what is expected of him/her in this position, what type of training they may need, what meetings they must attend (LEMPRR) and that they need to work closely with the Multiple District 19 Extension Chairman.

Good Extension Chairs can make the District Governor's year successful. Be sure to fill the position with much thought and care.

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.

I will share your ideas and questions in this memo!

MEMBERSHIP ROADBLOCKS

1. Resistant to Change
2. No Orientations
3. No Involvement
4. Lack of committment
5. Age
6. Meetings too Long
7. Lack of Projects
8. Location of meetings
9. Dress Code (Vests etc.)
10. No programs or very few
11. Boring meetings
12. Bad tailtwisting
13. Economy bad in the area
14. Lack of Public Relations
15. Can't close sale
16. Communication
17. Clicks
18. Lack of Imaginiation
19. Hasn't kept up with the community in Service Projects
20. Attitude
21. No Fellowship
22. Can't help their business

These can be the reasons your club is static and will soon be a club that was. Take a long hard look at what your club is doing and start bringing in new members and keeping the one's you have. Change Now! Remember: You have to Ask!