

MEMBERSHIP MEMO

(Membership is not a waiting game!)

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: September 1, 2008

Re: RECRUITING

WHO SHOULD WE BE RECRUITING?

First of all let's look at what member's need that are coming into our clubs: Some join for networking their business or maybe for the fun and companionship that is in your club, it could be the service you provide to your community and lastly it could be for the leadership training they can get.

Remember that we are competing with organizations that do not require an entrance fee or dues to belong. We should then be giving them something that will give them what they are paying for. Great service projects can be one that can fulfill their needs. Paying for the fun and companionship they get at meetings, doing service work or at fundraising events can be another. After all we pay to go to a movie, dancing and other types of entertainment then why not this too?

If your club is large they won't mind paying their dues if they can pick up business through networking in your club. Of course where can you achieve the leadership training in Lions in comparison to what you would have to pay to get the same elsewhere?

We, then, should be recruiting everyone interested in any of these or all of these actions. It can be doctors, lawyers, judges, teachers, homemakers, nurses, mill workers, store managers, employees and your parson. Anyone that you know or want to know!

DO YOU HAVE A MEMBERSHIP DRIVE ON A REGULAR BASIS?

DO YOU IDENTIFY COMMUNITY NEEDS AND MATCH THEM TO YOUR MEMBER INTERESTS?

Have you asked someone today to become a Lion?
If not – why not

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

Please send questions or ideas to VCC Jim McCown. Phone 360459 5469 or E-mail: pdgjimmccown@comcast.net.

I will share your ideas and questions in this memo!

SHOULD WE BE ASKING THE PROSPECTIVE LION IF THEY WOULD LIKE TO BE A LIONS VOLUNTEER OR WOULD THEY LIKE TO BE A LION? Is it understood that being a lion is being a volunteer?

Do you have passion? To recruit members into Lions you will need passion in your belief of Lionism.

The essence of thinking outside the box is change. It means rethinking the way we do things, rethinking the traditions we follow, and rethinking why we do the things we do. When there is no reasonable explanation, we have to be willing to give up the old, because the new will not be there with us, if we do not. We, too, must get on board—New Ideas, yes—and these new ideas are the essence of our future. This will have an effect on recruiting new members. They don't want to belong to an old idea type of club.

Are you orientating your most valuable asset?

A well informed member is much more likely to commit and dedicate themselves to the accomplishments of our lofty goals in serving others in our community and the world community.