

MEMBERSHIP MEMO

(Membership is not a waiting game!)

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: October 1, 2008

Re: LEMPRR!

LEMPRR'S ROLE IN MEMBERSHIP

Basically it is the concept of the Leadership, Extension, Membership, Retention and Public Relation Chairs working as a team, supporting each other's activities. Since the L in LEMPRR stands for Leadership, and leadership really means Team Building we have the spring board of the team. The Leadership Chair instills within the team common goals and objectives

The team, in reaching the goals that it collectively set with one voice is paramount to it reaching success. The Leadership Chair then must focus the team's attention and keep things in perspective. They encourage the team and involve them in establishing goals and objectives. Selling them on the concept of teamwork is what empowers them to achieve success.

We know what the Membership, Retention and Extension Chairs responsibilities are from the reading of the many Memos sent out in the past. But what about Public Relations and how does it fit in?

The Public Relations Chair plays a crucial role in assisting the team in educating and assisting the Lions Clubs with their unique communications needs. Leadership, extension, retention and membership efforts cannot and will not succeed without the support of public relations as a major player on the LEMPRR Team.

Molding this team together is the responsibility of the Facilitator. At the MD level it would be the Vice Council Chairman and on the District level it is the Vice District Governor.

With the effective development of goals and objectives, through coordination and positive motivation, the LEMPRR team becomes an effective "*Builder of Lionism*".

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!

TODAY OR TOMORROW

We can't do anything today as it is already here and it is all planned and taken care of, to speak. What we can do is look to the future. In looking to the future, we must plan on what our clubs will look like. Will they be the same as they are today or will they be better and bigger?

You and I can start planning now to make our clubs better and bigger. How are we going to do that?

We can start with a dream of what we want and then make plans and start working towards making those plans a reality.

If we look ahead 5 years from now and plan to make our club grow, from it's 30 members now to 60 members, we must make a plan to cover those 5 years. It could be like this:

Year 1: Plus 2 members

Year 2: Plus 4 members

Year 3: Plus 6 members

Year 4: Plus 8 members

Year 5: Plus 10 members

Of course we want to include how we are going to keep our existing members. So our next step is developing a retention plan that can help keep our members.