

# **MEMBERSHIP MEMO**

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

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: November 1, 2008

Re: PASSION

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## **DO YOU HAVE PASSION?**

It might be difficult to sell Lions to a prospective Lion if you don't have the passion of being a Lion. This is something you can't fake. You either have it or you don't. Those that have it will become a great membership recruiter as well as a mentor. Those that don't will have a hard time bringing people into Lions and guiding them into becoming a great Lion. If they never become a great Lion and a Lion with passion they may not be a Lion very long.

Passion doesn't stop after you bring in a new member. You should be building passion into them with the passion you have. You do this by awakening the passion in them and directing it towards Lionism. The passion can be developed around what your club does for your community. If you believe in what you are doing in the community then you will have the passion that can be used to sell the service in the community to the new Lion.

This is the time that you must work extra hard as a mentor to make sure they are headed in the right direction. If you do it right, you will end up having a great Lion. This Lion can develop into a leadership role.

Even if a Lion is shy about asking someone to become a Lion, with passion, they will be able to look a prospect in the eyes and tell them what Lions do and why they should be a Lion. Focusing on what we do for the world will bring passion forward and into your mind as you persuade a prospect what they will be doing when they are part of your Lions club.

Be prepared, while recruiting, on what you want to say. The main thing is to be yourself and don't try to be someone else. The real key is asking. If you don't ask you will never bring anyone into Lions. It might also take several times asking to bring an individual into your Lions club. Success will not come if you stop asking because you heard someone say no.

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](mailto:pdgjimmccown@comcast.net).

I will share your ideas and questions in this memo!

## **GUIDANCE**

And

## **TRUST**

Guidance is the hands-on control and direction you need to use in mentoring your new Lion. It includes giving expectations, training, regular follow up and evaluations. Sharing how it has been done and the successes in the past as well as what didn't work in a fundraising or service project is a good way to make this happen.

Trust is the shared belief that you can depend on each other to achieve a common purpose. It includes the expectation and total confidence that the new Lion will execute the project. Trust is the building block for gaining the respect of the new Lion in your club. It is tempting for mentors to assume that trust will come naturally however, mentors and/or leaders don't take trust casually. They make the development of trust a high priority and know how to balance freedom and control. Too many mentors/leaders either expand the trust zone too quickly or they micromanage their new Lion. Either extreme is ill-fated.

One thing to take into consideration is that the new Lions of today know how to take a project and run with it. This is part of the new generation. They prefer it, as this is in their make-up. You will need to be there to guide them and root for them as they get the job done.