

MEMBERSHIP MEMO

(Membership is not a waiting game!)

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: January 1, 2009

Re: Do you remember?

Why did you become a Lion?

Generally there are usually a few basic reasons why we became a Lion. We wanted to give back to our community, we wanted the fellowship or we wanted to gain some leadership skills.

Most of us wanted to help those worse off than ourselves. The satisfaction of helping those in need and to make a difference in our community is something that most Lions look for when they join. It may start out by only being concerned just in the immediate community. As Lions get more involved and learn what we do worldwide they soon become involved both in our immediate community and the world community.

Acquiring leadership skills may have been in the back of our minds somewhere or maybe it was communication skills we were after. We can also include planning and organizations skills that we wanted.

By being lions we are hands-on working people in meeting the needs of our communities. Lions are not scared of getting their hands dirty if it can help our fellow man in need.

Lions meet new people everyday within our community. Some Lions that step out of our communities meet people from abroad. Members who are engaged in business are able to network their company or goods at our meetings. Many Lions who have stepped into leadership roles have become travelers. They go to Zone, District, Multiple District and Lions Clubs International events.

If we group these thoughts together we have:

TEN REASONS TO BECOME A LION

1. The unparalleled satisfaction of helping those in need.
2. Making a difference in your community.
3. Having an impact on those in need worldwide.
4. Developing Leadership skills.
5. Enhancing communication skills.
6. Utilizing planning and organization skills.
7. Working hands-on to meet community needs.
8. Meeting new people – from your community and abroad.
9. Opportunities to network.
10. Opportunities to travel.

Want more of in life? YOUR fellow Lions will be life-long friends ~ both in word and in deed!

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!

GMT

During the March 2008 LCI Board Meeting, the International Board of Directors approved the formation of the GMT to assist with membership growth world-wide.

There are essentially two parts to the GMT, its members and its leaders. All Lions are considered members of GMT because they have a stake in membership growth of clubs, zones, districts, and multiples. The GMT Leaders are a group of forty-one (41) Lions from seven constitutional areas appointed by the International President in consultation with the executive officers. They are expected to work with the District Governors and the District/Multiple district LEMPPR teams to achieve membership growth. Each GMT leader has committed to serve a three-year term with an annual performance review.

PR Tip #5 Closing the Deal

You now have prospective members waiting in the wings. How do you close the deal? Each club will have their own method. It could be face to face meetings, emails or phone calls. Communication is vital. If you choose the phone: remember these individuals have families and many still work, so be considerate in your calls to them. It's best not to bother them at work or at unusual hours at home. Be conscious of the time and make a rule not to phone prior to 9:00 in the morning, at meal times or after 9:00 at night. In fact, that is a good rule to follow anytime unless there is an emergency. It's also a good idea to introduce yourself to whoever answers your call. The last thing you want to do is annoy them.

Lynda Davidson of 19H shared this with me recently.