

MEMBERSHIP MEMO

(Membership is not a waiting game!)

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: March 1, 2009

Re: CREATING SELLING POINTS!

WHEN RECRUITING – SELL

Every Lions club should have a major service activity. Some may have more than one. When selling someone on becoming a member in your club or another club find out what they are interested in. Sell them on what your club has in service activities if it measures up to what they are looking for. Maybe another club in the area has what they need.

Yes, it is okay to sponsor a prospect into another Lions club. When you do, be sure to find someone in that club to be a stand-in sponsor or a mentor for the new Lion.

I have said it before and I will say it again you can't sell anything if you can't sell yourself. Once you have sold yourself, the prospect now is comfortable with you and will listen to you and be more apt into becoming a Lion. How do you get to that point? First introduce yourself! Tell them your name, where you are a member of the Lions, and why you love being a Lion. Then get them to talk about themselves. Listening to them will get you further than talking to them. Let them tell you what you are waiting to hear. You can then use that information to determine how you can sell them on Lionism in your club or another club.

Susan J. Ellis, in her book *By the People*, defined the volunteer: "To volunteer is to choose to act in recognition of a need, with an attitude of social responsibility and without concern for monetary profit going beyond one's basic obligations."

So you need to find out their need and guide them in that direction. They should have social responsibility and not be concerned for any monetary profit or pay. If they have this, it should be easy to sell them on becoming a Lion if you have what they are looking for!

Here are some ideas when focusing on active club projects and leadership opportunities:

1. Chance to work with young people in the community giving dictionaries to 3rd grade students, student of the month, or other activities.
2. Being able to participate in Leo Camp for diabetes children, Lions Eyeglass Recycling Center, or the Health Screening Unit and others.
3. An opportunity to travel to developing countries with used eye glasses and other activities.
4. Opportunity to develop leadership skills by attending the many seminars, schools, and classes we have ongoing, or you can work with experienced members through the Lions Mentoring Program.

These are just a sampling of how you can be a better membership recruiter. Now go out and bring in new Lions. When you do, be sure to take care of them.

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!

MEMBERSHIP POLICIES

The following are some policy and procedures suggestions that you need to pass on to your presidents and secretaries, Especially these two individuals, but other Lions can also use this information.

If you have a Lion who you are thinking of dropping please take into consideration these 5 items:

- Contact the member by telephone or letter first.
- If no response, check with their sponsor.
- If they are paid up members why are they being considered for dropping?
They are supporting your Lions club by paying their dues, why drop them?
- If they have moved, find out where they have moved to and transfer them. People are some times quite diligent in changing their address for the Lion Magazine.
- This will update their address online, thus checking your club records online with Lions Clubs International could reveal their new mailing address
- Discuss any proposed action with your Lions Club officers before taking any action.

If you can't figure out what to do, contact your Zone Chairperson or your District Governor and discuss the situation with them.

We need to keep our members and in doing so, let's take these items into consideration before dropping anyone.