

MEMBERSHIP MEMO

(IF YOU DON'T ASK - THE ANSWER IS ALWAYS NO!)

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: April 1, 2009

Re: **WHY AREN'T YOU KEEPING YOUR NEW LIONS**

THE MENTORING PROGRAM

If your Lions club or you know of a Lions club that is not able to keep their new Lions, maybe they should think of using the Lions Mentoring program.

The reasons are many. Let's look at some of them! The protégé will feel that we are interested in him enough that we are giving him special attention. They will achieve a good orientation. They will get involved in service activities, attend a board meeting, visit another club, find a prospective Lion, and attend at least a zone meeting or other meetings all the way up to Lions Clubs International Convention. But most of all, they will become a leader.

There are four steps in mentoring:

1. Responsibility – which is devoted to developing an understanding of who Lions are, their vision of humanitarian service, the traditions, the organizational structure and the responsibility of being a Lion member.
2. Relationships – this encompasses organizational skills in preparation for leadership as well as the developing of relationships at the club level.
3. Leader-management skills – this is the what, how and why they should do a task. Focus is on community projects and programs useful and needed in humanitarian service. This step includes holding a chairman's position, club office or have completed the Certified Guiding Lions Program. Emphasis is on developing accountability for results.
4. Replication – this is developing others or being a mentor themselves. They must be an advanced key member or a recipient of an extension award. They must have attended and participated at a Leadership Forum or Lions Leadership Institute. They must attend a Lions International Convention.

I feel that if each club would begin this program that we would cut the number of drops we have each year in half. You would have more Lions with knowledge in your clubs. You and your club can be the first in the Multiple District to get this program started.

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!

LET'S LOOK AT OUR DISTRICTS

Membership within our Multiple District has really taken a step backwards this year. We were the best in North America in membership in 2007-2008 and this year we are the worst. Why the turnaround?

One of the reasons is that we didn't drop Lions until after July 1, and then many clubs cleaned house. It really hurt when it was the bigger clubs who did that. A few clubs dropping 10 to 15 Lions adds up very quickly.

Let's look at the Districts and how they have done though February this year.

A – 227 drops and 114 new

B – 87 drops and 79 new

C – 280 drops and 182 new

D – 161 drops and 103 new

E – 158 drops and 103 new

F – 123 drops and 115 new

G – 81 drops and 101 new

H – 219 drops and 152 new

I – 107 drops and 87 new

MD19 – 1443 drops and 1036 new members.

(These numbers do not reflect transfers or deaths.)

With members who have passed away and the drops it is very close to being over 500 less Lions in our Multiple District. We need to turn this number around and we need to do it now. If every club would add 2 members without a drop we could be a plus by July 1, 2009.

Let's Go For It !