

MEMBERSHIP MEMO

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

To: Lions and Lion Leaders
From: VCC Jim McCown
Date: May 1, 2009
Re: The new Lions expectations!

EXPECTATIONS

When we recruit a new Lion into our clubs they have expectations on what they believe they will be doing as a volunteer in our organization. This may not be just one expectation but a whole system of expectations, wishes, and demands associated with their volunteer experience.

We as sponsors, mentors and Lions in our clubs, often recognize one category of expectations as the "fantasy world" of the new Lion. These expectations are frequently hidden from the sponsor, mentor and other Lions in your club, and often only exist subconsciously for that new Lion. While the new Lions altruistic motives are most important while we are recruiting them and welcoming them into our dens; their fantasies are most likely to surface during the time they are spending either working on a service project or a fundraising project. It will occur when they are actually having the experience.

During this time, if these additional needs are not fulfilled, the altruistic motives that they previously declared will gradually erode, often causing your new Lion to drop out of your club.

This is why it is so important to really get to know that new Lion and work with them and really get to know who they are, what they are looking for, and what their desires are. They may not even know what they are themselves, but will either find them at one of your projects and you should be there seeing what they are expecting and what they thought they should be expecting. They will know when they are working at a project what they expected. Their subconscious ideals will, or should come to the forefront, and they will be able to express what they were wanting. Asking questions on how they see the particular service project or fundraising project might just bring it to the forefront.

If you don't see their real expectations and you don't see them at any of your other club meetings or they find excuses for not making the next service or fundraising project then you (the sponsor or the mentor and maybe the membership committee) should be knocking on their door and having a one on one talk with them as to why they haven't shown up for any more meetings or been involved with your club projects.

There are so many reasons why new members drop out of Lionism. We must be cognizant on how to find a place for them in your clubs. It is too bad we can't find this out before they join. Chances are they don't really know themselves what they are looking for.

This is another tool for your club to use to keep the new members from dropping out. Drops are usually the new members and by using this technique we may keep from losing some of them. It's worth the effort!!!

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!

CLUBS ON THE RISE

Some clubs in our Multiple District that have had a great increase in members are honored here. Keep in mind that many clubs have had a plus of 1, 2, 3 or 4 in membership. The following are the clubs with the most increase in membership since July 1, 2008 through March 31, 2009:

Mt Rainier	19
Connell	17
Vader	11
Seattle Lake City	9
Enumclaw	9
Richmond	9
Granger	9
Rathdrum	7
Hood Canal	7
Richmond Mandarin	7
Protection Island	7
Ocean Park Area	6
Moses Lake	6
Ridgefield	6
Sunnyside	6
Reardan	5
Fort Vancouver	5
Rainier	5
Enderby	5
Chewelah Valley	5
Castle Rock	5
Victoria Central	5
Timberline	5
Burlington	5
Renton	5
Orting	5
Armstrong	5

10 clubs with 4 members include: Gibson, Vancouver Arbutus, Pacific NC, Duncan, Creston, Pasco, Orchards Evergreen, Richmond Chinatown, Tsawwassen Boundary Bay & Sooke.

Mt Rainier and Connell should be honored for their big increase. For the Lions responsible, here is my hat off to you and a salute to the rest of the clubs that have a plus in membership in Multiple District 19. The sponsors that brought in these new Lions are to be congratulated.