

MEMBERSHIP MEMO

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

To: Lions and Lion Leaders

From: CC Jim McCown

Date: September 1, 2009

Re: Clubs Under Twenty (20) in Membership!!!!

UNDER 20 IN MEMBERSHIP

I feel that any club under 20 has a legitimate way of becoming a lost club in your district. Some clubs with fortitude of wanting to stay a club can come back and restore their membership. To do this you need a few members who are willing to work and make this happen.

This probably would hold true more for those clubs that all of a sudden lose several members that brought them down below the 20 members. This can happen with a split in the club, members transferring to a new charter club, and other ways. These clubs can be successful with certain members working on reviving the club. In most cases it isn't good to try to get them back at once. Set a longtime goal over 5 years or more and then work to obtain that goal.

I suggest that a plus 2 the first year and maybe a plus three the next two years and gradually work it up as you gain members and get over the magic 20 mark. But, don't quit at 20, reset your goal for a larger number and work to achieve it.

What about the clubs that slowly, over the years, lose membership? These are the clubs we really should be concerned with. They will continue this trend unless we step in and help turn them around. Evidently they don't or can't do it themselves. Or maybe they have one or more members that chase new members away when they join or even visit.

Find out why these clubs are deteriorating and then find ways to turn them around. If they have certain individuals chasing members away, then you need to get them out of the club or at least get them to acknowledge what they are doing. Then make sure they don't continue chasing members away.

There are membership ideas that can be used to reestablish these soon to be lost clubs. Even if they are all older members there is a way to turn it around. We don't need to lose any club if we are willing to work on saving 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 CC Jim McCown. Phone 360459 5469 or E-mail: pdjimmccown@comcast.net.

I will share your ideas and questions in this memo!

CLUBS ON THE RISE

Honoring the clubs that have a plus in membership at the end of July 09 over what they had in July 08.

Connell	15
Ridgefield	13
Vader	11
Hood Canal	10
Rathdrum	10
Sunnyside	10
Zilla	10
Richmond	10
Enumclaw	9
Mt Rainier	9
Coupeville	9
Renton	8
Seattle Lake City	8
Vancouver Oakridge	8
Enderby & District	8
Victoria Central	8
Orting	7
Moses Lake	7
Timberline	7
Protection Island	7
Tacoma Downtown	6
Priest Lake Kaniksu	6
Spokane Central	6
Granger	6
Moscow Central	6
Nezperce	6
Vancouver Evergreen	6
Vancouver Pacific New Century	6
Armstrong	6
Kesemeos	6
Creston	6
Richmond Chinatown	6
Ocean Park Area	5
Fairwood	5
Bremerton Central	5
Chewelah Valley	5
Gibson	5
Westbank	5
Port Coquitlam	5
Tsawwassen-Boundary Bay	5
Salt Spring Island	5
West Shore	5
13 clubs with 4, 28 with 3 and 28 w/ 2.	