

MEMBERSHIP MEMO

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

To: Lions and Lion Leaders

From: CC Jim McCown

Date: October 1, 2009

Re: **BORROWED FROM ESQUMALT NEWSLETTER:**

Things Lions Clubs need to consider to remain viable in a changing world...

- Work harder at attracting “legacy” members, the children and relatives of current or past Lions. Promote Lions as a club families can join and enjoy together.
- Be flexible when considering meeting times and activities. Consider forming a branch club if the main club is unable or unwilling to vary meeting times.
- Make your club attractive to multiple generations. If you club consists primarily of retirees, but few working-age people, who will take on leadership roles in the future? Will your club survive the test of time?
- Be open minded to new ideas, specifically when it come to projects and fundraisers. Just because it didn't work in the past doesn't mean it won't work now with some minor changes or different leadership.
- Encourage and allow newer members to take on leadership roles that they're suited for. Longevity and seniority is to be respected but don't risk alienating members who may want to lead a committee, project, etc. These are your future leaders so give them a chance to blossom!
- Make a point to make new members feel welcomed. There are lots of traditions within Lions and it takes a while for newer members to catch on. Never assume that people know what is going on or what abbreviations and phrases mean.
- Times are tight and sometimes dues can be cost prohibitive to potential members. Come up with a “dues fund” to help cover costs for all new members as an incentive to get more people to join and try out the Lions. If members are struggling financially, figure out a discrete and respectful way for them to get help in covering membership costs.
- Work harder to recruit members between the ages of 18 and 45. Promote Lions not only as a service club—try to emphasize the social aspects and networking potential.
- Never assume that someone wouldn't be interested in joining Lions. They simply may be waiting for an invitation to find out more about what Lions have to offer.
- Make it fun! People are volunteering their time and energy to be a Lion—they don't have to but choose to. Be respectful and supportive.

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: pdgjimmccown@comcast.net.

I will share your ideas and questions in this memo!

Questions: Why do we need new Lions?

- New Ideas
- More members to work on service projects
- More members for fund-raising projects
- Members to fill clubs offices and chairs
- More members that know others that can become Lions
- They become part of your club's family.

What do they get from being a Lion?

- They will receive a feeling of doing something great!
- To be part of a cause they believe in!
- Gain experience in speaking, Leadership and motivation!
- Belonging to a family where there is fun and fellowship!
- They can see why they can get more done with many rather than just one!

Now is the time to ASK!