

# MEMBERSHIP MEMO

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

To: Lions and Lion Leaders

From: IPCC Jim McCown

Date: July 1, 2010

Re: **Why Leadership Training?**

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## LEADERS BRING IN NEW MEMBERS

We need leaders in our organization. Most of the readers receiving this memo are leaders. In our Multiple District 19 we are fortunate to have many leadership training opportunities. We can even go online at the International Office for classes.

Even though we have some great leaders in our association we still need to develop more leaders. When we bring in new Lions, make sure they are aware of the leadership training opportunities we have in Lions.

If those new Lions are interested in attending any of our many leadership classes then guide them to those classes. Many of our graduates of these classes are now leaders in our clubs, zones and districts. More is better so encourage those in your clubs to take advantage of these opportunities.

Within these leadership classes Lions learn to do specific things that make them a better Lion within their club, zone, and district.

So how does this relate to membership? With leadership training you will understand the need we have to constantly bring in new Lions and keep those Lions we now have. They learn how to interact with new members and how to mentor them to become great Lions. They learn why it is so important to properly induct the new Lion, provide orientation, and get them immediately involved.

In other types of training you can learn how to ask a prospective individual to join Lions. You will also learn how to determine whom we should ask and whom we should not ask. Remember we need to bring in prospective Lions that are truly interested in what your club service projects are and the Lion goals and objectives.

If they aren't interested in what your club does but are interested in what another club is doing then please get them where they will stick.

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 IPCC Jim McCown. Phone 360 459 5469 or E-mail: [pdgjimmccown@comcast.net](mailto:pdgjimmccown@comcast.net).

I will share your ideas and questions in this memo!

## WHY DID YOU JOIN LIONS?

The reason you joined Lions should be kept in the back of your mind and used when you are out recruiting new Lions. Whenever you are out recruiting (which should be all the time) for new members just be yourself and tell them what you do and how much you enjoy what you're doing. How the recipients you help react when you deliver or give them what they need to live a better life should be conveyed to that prospective Lion.

There are many reasons why someone might want to become a Lion. Be aware of that but it is not necessary. Just let them know all the things that they will enjoy being a Lion.

It could be for fellowship, to give back to the community, be a member of a great organization, the leadership training that can be obtained, maybe to be closer to the opposite sex, getting out of the house, and there could be a 100 other reasons.

Just let them know that being part of this great organization in 206 countries though out the world is something that they will feel proud of and their heart will thump on all the good things we do for humanity in every part of the world and especially in your community.

Just be yourself and your prospect will want to be part of your club.

Next Month:  
Extension and why we need it!