

MEMBERSHIP MEMO

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

To: Lions and Lion Leaders

From: PCC Jim McCown

Date: August 1, 2011

Re: INVOLVEMENT

KEEPING MEMBERS INVOLVED

Yes, I have talked about this before. I don't think we can talk about it enough, however. Keeping members involved will keep them as active Lions. If you don't keep them involved you will certainly lose them as members in your club.

We have talked about ways to keep them involved in the past. Too much involvement is better than too little. Make every one of your members feel wanted by keeping them involved. Sometimes it doesn't take much to keep them active. A little involvement goes a long way in making them feel they are a valuable part of your club. But be sure that what they are doing is worthwhile and an asset to your club.

Recently, I saw what the Mormon Church is doing to keep their members. No, I am not Mormon; I am a Catholic. They keep their members busy by having them visit two or more other Mormon individuals or families each month. They in turn are visited by other members of the church twice a month. So at least four times they are involved in their religion, and this doesn't count the times at church and other events they might have.

What we must do is find ways to keep every individual in our Lions club active by keeping them involved in various events that our clubs have. Even having them go out and visit members who are sick, in the hospital, or homebound. Those that are being visited also know they are wanted and needed in your club. Those visiting are doing something active in your club. It is a win – win situation.

We talk a lot about when we bring in a new member that we get them busy and involved in the club. This also holds true for every member we have in our clubs. Older members that we don't see much anymore need this involvement just as much as a new member and sometimes more. In other words, we need to keep all members involved and busy. To do this, go through your membership list and keep going through it while making sure that you keep them all involved.

Lions that have grown old in our clubs can be used in many ways even though they can no longer work at fundraising and service activities. We have many things that don't require labor, standing etc. Even keeping track of what other Lion member's activities are is one. Use Co-chairs more often. Use older Lions as mentors to younger Lions and new Lion members. Someone can make calls to members before each meeting and/or activity.

Keeping everyone involved will keep your club from losing members and in the end your club will begin growing, and that makes your club an asset to your community.

Have you asked someone today to become a Lion?

If not – why not?

Published monthly for those interested in membership, retention and extension.

Please send questions or ideas to PCC Jim McCown. Phone 360 459 5469 or E-mail: pdgjimmccown@comcast.net.

I will share your ideas and questions in this memo!

WHO ARE LIONS?

We are those individuals that live next door and seem to be always busy. We are always helping those in need.

We want you to become part of our great organization. When we ask you to join Lions we expect you to say yes.

When you say no, we are sad because we know you will be missing out on being part of a great organization and a Lions club that makes a difference in this world and in your community.

Whenever a Lions club meets, problems within the community become smaller and the community becomes better. We help where help is needed making the community and the world a better place to live.

Lions motto is "We Serve" and that is precisely what we do. We serve our communities and sometimes our community reaches around the world. Because we are an International organization, Lions serve anywhere and everywhere we are needed.

When it becomes challenging in helping those that are worse off than ourselves, our response is simple: We Serve. This is what unites Lions around the world. It is unconditional. If help is needed, then we will be there to help.

We are not restricted to continents or to certain causes. (You can use this information the next time you ask someone to become a Lion.)