

MEMBERSHIP MEMO

(Membership is not a waiting game!)

To: Lions and Lion Leaders

From: PDG Jim McCown

Date: January 1, 2008

Re: Recruiting the New Retiring Professionals

RECRUITING THE BOOMERS

The retiring Boomer professionals love to volunteer but you must be careful on how you recruit them. Here are some factors to take into consideration:

- a. They do want to make a difference. They don't just want to make a contribution they want to make a difference. We as Lions can take advantage of that as they will be able to put their hands into our service work and make a difference. Remember they were ready to change the world in the 1960's and they still feel that way. You must make sure your club projects are those that they can get excited about because they can see that a difference can be met.**
- b. They aren't afraid to make a commitment if there is a payoff. In other words they want a cause to work for or a benefit for doing the volunteering. All Lions projects should fit in with this easily. If it doesn't a change should be made now.**
- c. Flexibility is something that they all want and they will have it. Your club must also be flexible enough to know that the retired Boomer might be gone for several months traveling or doing something else. He may never show up for a General Meeting but is there on work parties. Is your club ready for that individual? If not get there.**

Yes these retiring Boomer professionals want to make a difference and they are not afraid of commitments, and they like flexibility. Just take into consideration who they are and what they want as you recruit them.

When was the last time you asked someone to become a Lion?

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

Please send questions or ideas to PDG Jim McCown. Phone 360459 5469 or E-mail: pdgjimmccown@comcast.net.

I will share your ideas and questions in this memo!

CHANGING

Lions clubs everywhere have been asked by our President Mahendra Amarasuriya who's theme this year is "Challenge to Change", to look at your club's structure and do away with the outdated activities you have done for years and bring in new activities that match up with the current communities. This includes how you hold meetings, how you provide service to your community, and how you obtain the funds to support the services.

I know it is more comfortable to stay with what we have been doing. If you want to bring in younger lions and keep them then it is time to have activities that they like doing. Read the article in the other column again.

I know these Lions aren't all that old. But, you need to have activities that will attract them. To get even younger Lions you will have to have activities that will attract them. Remember the young men and women in today's world are more tech savvy and a better multi-tasker.

Once you do recruit them, listen to them and let them plan activities that will make them feel they are making a difference, seeing a benefit, and have the flexibility they need to see it through. Once they see that you are listening to them and helping them with these activities they will be bringing in more just like them. In other words let them fly!