

A Few Ideas to Revitalize Your Club and Minimize Dropped Members, Recruit New Members, Promote Your Lions Club in the Community or Deal With the Challenges Your Club is Experiencing

The [Club Excellence Process](#) workshop is a four-step workshop process that is designed to help Lions clubs improve in areas of their choosing. Each club participating in a CEP Workshop would discuss service, communication, growth and involvement. For details on the CEP, please contact a GMT team member, whose names are listed on the back of this brochure.

[Club Membership Plans](#) - Have you ever wondered, "How can we get new members in our club?", or "How can we turn our club around?" One process that can assist with these questions is the development of a club membership plan. It allows a club to work together to create a plan to move forward to generate a stronger, healthier club. Every club in District A15 has developed a membership plan. As a result, the District has experienced a membership increase in eight of the last nine years. Developing a club membership plan can assist your club as well. Visit the Zone 51E website at [zone51e.org/Membership Plans.html](http://zone51e.org/MembershipPlans.html) to use these membership plans as examples for your club's membership plan.

The [Lions Community Needs Assessment](#) provides feedback from community leaders as to what they see as important needs in the community. These needs could become projects your club could work on to provide greater relevance to the community and club members. Clubs working on relevant community projects creates excellent public relations and greater community support. When people see your club working on projects relevant to the community, they want to become involved. After all, it is human nature to be part of something important.

The ["How Are Your Ratings" survey](#) offers insight into the state of a club, showing its strengths and weaknesses. Small issues can be discovered before they become large issues and shows members that their participation and input is valued. Anonymity encourages honest and frank feedback.

[Conducting an open house or rally to recruit new members](#) is an effective recruiting method, where a well spoken, energetic and inspiring Lion can speak with the prospective members about the great things Lions achieve.

The [Three-Person Membership Committee](#) strengthens a club's membership growth, retention and leadership activities by having a unified team oversee these critical functions. It is important to talk about membership in order to achieve a positive change in membership.

The [Former Member Satisfaction Survey](#) provides feedback as to why a member leaves the club. If the issue can be corrected quickly, that member may reconsider leaving and it can prevent other Lions from leaving under the same circumstances.

The [Thirty Marketing Ideas](#) brochure provides you with effective ideas to promote your club in your community. Is your club keeping its service a secret? We need to get the message out about the great things we do. Consider selecting one category from the brochure each month and implement an activity within that category. Unlock yourselves to the community and share your Lions pride. The payoff is greater membership, public awareness and community support.

[Reinstating former Lions](#) – Have members left the Lions family because of family, health or work? Perhaps those circumstances have changed. Consider asking former members if they would like to rejoin the Lions family. Reinstating former members has the added benefit that they already know what Lionism is all about.

[Target marketing](#) involves seeking out a special interest group to become members of your club to expand their horizons into new service opportunities, while maintaining the bonds that initially brought them together.

[Club brochures](#) are a great method to promote your club within the community by leaving copies at stores, doctors/dentists offices, with the Welcome Wagon, or even your HR office where you work. Do not forget to include contact information for follow-up.

The [New Member Satisfaction Survey](#) provides feedback from members who have been a Lion for 6 to 12 months. Their feedback provides a different point of view, demonstrates that you are interested in what new members think, and that you value their input.

[Recognize members](#) for the great things that they do. It can be **formal** with an award or gift or **informal** such as a simple thank you.

Every Lions member is a volunteer. Abide by the "Platinum Rule", treat people the way **THEY** want to be treated.

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Additional information is available by going to the MD"A" Lions Resource Centre website at resources.mdalions.org.



District A4 Global Membership Team

There are four main reasons why members leave this great organization of ours; lengthy/boring meetings, club cliques and politics, lack of meaningful involvement and the inability to work together effectively.

Recruiting new members is the lifeblood of this great service organization. New members revitalize clubs by offering new energy and new ideas.

Promoting your club puts a face on your club in the community. The community learns what Lionism is all about and the great things we accomplish. Active service in the community demonstrates the need for community service and as a result fosters greater community support.

Are you interested in revitalizing your club, recruiting new members, promoting your club in the community or dealing with challenges your club is experiencing? This brochure contains a few ideas that can assist in these matters.

For further assistance, please contact any member of the Global Membership Team, located on the back cover of this brochure. The members of the Global Membership Team are here to help you.

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