

Elements of a Healthy Club

(Compiled by PDG Terry Robertson MD19 after many years of Lionism)

1. **LEADERSHIP:** Strong effective leadership by all officers is essential for a healthy, successful club. This contributes to membership growth and development.
2. **PARTICIPATION:** All members (old and new) need to be encouraged to participate in club activities, community service projects and fund raising. It is extremely beneficial to have the members express their thoughts and offer fresh, new ideas.
3. **PRIDE:** Members must feel pride in the club's accomplishments. Members who are proud of what their club has done will not hesitate to invite some to join.
4. **TEAM SPIRIT:** Exciting things happen when everyone works together to reach a goal. Current Lions information, education, and active participation assure positive membership development.
5. **GOALS:** It is very important for a strong healthy Lions Club to set clear goals and find ways to accomplish these goals. These goals should include membership growth, service activities and fundraising targets.
6. **RECOGNITION:** The Club Secretary fulfills all obligations by keeping good records and ordering the awards that each Lions member has earned. The club leaders arrange for a proper presentation that may include family members or fellow colleagues.
7. **HARMONY & FELLOWSHIP:** Foster harmony among club members and officers while developing fellowship. The Tail Twister and the Lion Tamer play a key role in setting the tone of the club meeting by providing a warm welcome, enthusiasm, fellowship and fun during club meetings.
8. **FAMILY INVOLVEMENT:** Regular social events help to involve family members and will likely foster growth in your Lions Club.
9. **SERVICE PROJECTS:** Has your club recently conducted a community needs assessment? A Lions Club should have at least a minimum of three projects a year. Service projects cause participation, pride in the club's accomplishments, team spirit, and positive public relations. With this, growth will occur in membership and the club will prosper.
10. **FUND RAISING PROJECTS:** High levels of participation are very important for successful fund raising projects. Strong fund raising activities are absolutely key to a successful club. Without strong fund raising, no Lions Club can continue to grow. It will eventually deteriorate and its members will lose interest.
11. **INFORMATIVE MEETINGS:** Criteria for a good meeting: regular meetings, adequate meeting place, good meals at a fair price, proper greeters, fun, unusual tail twisting, printed agendas, starts on time and ends on time. We strongly recommend that you hold separate Board of Directors Meetings from you General Meetings. In case of urgent need, hold one after or prior to a general meeting. There is nothing more boring for the general membership than to conduct business at your regular meeting.
12. **GROWTH:** A Lions Club that is status quo with no growth, is very likely to go "out of business" as a Lions Club. Growth is one of the essential elements of a healthy club.

If a Lions Club follows these twelve elements, they should not have membership problems. All active and community minded men and women would have the desire to join such a club.