

The
“I-Plan” ©

A Lions Club

Membership Growth Plan

for Lions Clubs That Want to Grow



Developed by:

**PCC Bill Bartlett
District 24-A
July 2010**



The “I-Plan”© for Membership Growth in Lions Clubs

Some Lions Clubs have tried for years to increase the number of members in their clubs; most have not. Membership statistics in the Commonwealth of Virginia clearly reflect the results of this vast amount of inaction. Membership has dropped from 12,848 in October 1978 to 8,548 in October 2009. With this progression, it is just a matter of time before the “last one out can turn out the lights.”

It does not have to be this way. Lions Clubs that decide they want to increase their membership can do so, but it is a two-pronged effort. Not only must they get new members into their clubs, they must keep the members they already have. You can’t do anything about deaths and transfers, but you can influence all others. Make being a Lion a fun experience and bring young members into your club.

Under the “I-Plan” © approach, there are some simple steps to follow. They are:

- **Identify** prospective new members for your club.
- **Interest** them in learning new things they can use in their work life (planning, speaking, organizing), if appropriate, and in helping those in need in their community.
- **Invite** them to attend a meeting or a fundraiser and ask them to join.
- **Induct** them into your club with a meaningful ceremony after a good orientation.
- **Involve** them in the activities of the club as quickly as possible, but don’t overload them.

To be certain that your club is ready for visits by potential new members, it may be necessary to conduct a club tune-up process. Essentials of this process are shown on the attached form.

If your club does not have a workable plan for increasing its membership, the “I-Plan” © will work if your club decides it wants to grow and you are willing to make the effort to make the plan work. A task schedule is attached.

NOTE: On the following pages, replace any item shown in **red** with your club’s specific information and then change the red print to black.

(The “I-Plan” © and all of its materials was developed by PCC Bill Bartlett, District 24-A, MD 24 in July 2010 as an all inclusive fill-in-the-blanks membership growth plan for Lions Clubs that are struggling to grow and that want to grow. The original version was professionally printed and assembled. The author cannot be responsible for the appearance of additionally produced versions that are not professionally printed.)

**"I-Plan" Task Schedule, 2010-2011
Anywhere Lions Club**

Item		Responsible	
#	Item To Be Accomplished	Person	Due Date
1	Prepare letter to each club member requesting		
	names of three potential members		
2	Sign letter to each club member requesting		
	names of three potential members		
3	Send letter to each club member requesting		
	names of three potential members		
4	Prepare invite to each potential new member		
5	Sign invite to each potential new member		
6	Send invite to each potential new member		
7	Send follow up letter to no replies		
8	Give visitor a membership application		
9	Ask visitor to join club		
10	Schedule new member orientation		
11	Conduct new member orientation		
12	Schedule new member induction ceremony		
13	Conduct new member induction ceremony		
14	Prepare letter to new member asking for		
	committee participation interests		
15	Sign letter to new member asking for		
	committee participation interests		
16	Send letter to new member asking for		
	committee participation interests		
17	Assign new member to committees		
18	Ask new members for names of three		
	potential new members		
19	Start cycle over again with item # 1		

Identify

Identify prospective new members for your club.



Anywhere Lions Club
P. O. Box 100
Anywhere, Virginia 22039-0100

July 20, 2010

TO: Lion Willie Whatshisface
Anywhere Lions Club

FROM: Lion Marsha Fitzwilliam
Membership Chair, Anywhere Lions Club

SUBJECT: Potential New Members for Anywhere Lions Club

Dear Lion Willie,

Our Lions Club desperately needs new members. Our membership has decreased 11% during this past Lions year. We need your help!

Please provide the name and address of at least three people that you think might be a good Lions Club member in the spaces below. If you would like to provide names of more than three people, list them on the back of this letter. **Return this letter with names to Lion Marsha Fitzwilliam.**

POTENTIAL NEW MEMBERS:

Name: _____

Address: _____

Name: _____

Address: _____

Name: _____

Address: _____

A letter will be sent to each of these people (by me) inviting them to a meeting or fundraiser. When they show up for a visit, I would like for you to give them a membership application and ask them to consider joining the Anywhere Lions Club. An LCI fee of \$25 must accompany each application for membership.

If you have any questions at all, please ask me.

Sincerely in Lionism,

Marsha Fitzwilliam
Membership Chair

Club Tune-Up ✓ List

For each question below, CIRCLE Yes or No to the right.

Regular meetings:

- | | | |
|--|-----|----|
| Is there a GOOD program at each regular meeting? | YES | NO |
| Is there a club Greeter at meeting place door? | YES | NO |
| Is the meal cost reasonable (less than \$15)? | YES | NO |
| Are regular meetings organized and efficient? | YES | NO |
| Is club business rarely conducted at regular meetings? | YES | NO |

Board meetings:

- | | | |
|---|-----|----|
| Are Board meetings organized with an agenda and time limit? | YES | NO |
| Do you always have a quorum at Board meetings? | YES | NO |

Fundraisers:

- | | | |
|---|-----|----|
| Is your club netting more than \$30 for each hour worked? | YES | NO |
| Is your club the only one selling what you are selling? | YES | NO |
| Is your club's fundraising process efficient? | YES | NO |
| Does your club advertise what it plans to sell? | YES | NO |
| Does your club include a flyer with each item sold to say thanks? | YES | NO |

General Questions:

- | | | |
|---|-----|----|
| Does your club have more than 20 members (on the books)? | YES | NO |
| Do more than 50% of your members attend regular meetings? | YES | NO |
| Do more than 50% of your members work on fundraisers? | YES | NO |
| Does your club want to increase it's membership? | YES | NO |
| Does your club know how to increase membership? | YES | NO |
| Does your club have enough committees? | YES | NO |

Total number of YES answers? _____

Total number of NO answers? _____

(If you have more than 6 NO answers, your club definitely needs a tune-up!)

Interest

Interest them in learning new things they can use in their work life (planning, speaking, organizing), if appropriate, and interest them in helping the less fortunate in the community.

*Would you like to
improve your*

Organizational skills?
Speaking skills?
Business skills?
Meeting skills?

Would you like to help the
less fortunate in your
community?

Anywhere
Lions Club

can give you that opportunity!

Invite

Invite them to attend a meeting or a fundraiser and ask them to join.



Anywhere Host Lions Club

P. O. Box 100

Anywhere, Virginia 22030-0100

July ____, 2010

Mrs. Millie Moffett
2727 Smothers Drive
Anywhere, Virginia 22032

Dear Millie,

The **Anywhere** Lions Club – of which I am a member – is currently looking for a few good men and women to become members. One of our current members has indicated that you possess all of the qualities that we look for in members; therefore, I would like for you to consider becoming a member of this unique service club. We are a part of Lions Clubs International – the world's largest service organization with almost 1.4 million members worldwide.

Our club has been serving the **Anywhere** community and selected worldwide humanitarian causes for over **59** years! During that period of time we have collected and returned to those in need more than a **million and a half** dollars! Additionally, we have provided more than **five hundred thousand** hours of hands-on assistance to those in need. We are extremely proud of our service record. We are one of the larger clubs in the **Northern** Virginia area with **55** members. We do a lot of good in the community but, more importantly, we always try to have FUN at everything we do. We succeed in having fun and we think that is what consistently causes our club to accomplish so much and be able to provide so much help to our community.

We meet on the **first and third Tuesday** of each month at **6:30 PM** at the **American Legion, 3939 Oak Street** in **Anywhere**. Our meals are **\$14.50** and our dues are less than **\$10.00** per month (Local, State and International dues). We pay our meals and dues **one quarter in advance**. There is a one-time initiation fee of \$25 assessed by Lions Clubs International for new members.

The best way to see what a great opportunity this is for you, is to visit one of our dinner meetings. Our next meeting is on **Tuesday**, _____, 2010. Our program is on _____ and will be given by _____. We would certainly be happy to have you as our guest that evening! If that date is not convenient for you, then you are welcome on any other meeting date that fits your schedule.

Enclosed is a brochure that will give you a good overview of our activities. Should you have any questions, you may reach me by telephone at: **(703) 555-1234** or by e-mail at: **marsha.fitzwilliam@cox.net**

Encl
a/s

Sincerely,

Marsha Fitzwilliam
Membership Chair
Anywhere Lions Club

I express a preference to serve on the committee, or committees, checked below:

- ADMINISTRATIVE COMMITTEES:**
- Attendance
 - Constitution and By-Laws
 - Finance
 - Greeter
 - Leadership Development
 - Lions Information
 - Membership
 - Program
 - Public Relations- Bulletin Editor
- ACTIVITIES COMMITTEES:**
- Diabetes Awareness
 - Sight Conservation and Work with the Blind
 - Hearing Conservation and Work with the Deaf
 - Environmental Services
 - International Relations
 - Leo Club Programs
 - Youth Exchange
 - Youth Outreach

FOR CLUB USE

I realize that membership in my Lions club is attained by invitation only. I realize that invitation standards are high and that invitation is to be limited to persons of good moral character and reputation.

In proposing this candidate for membership, I attest that they are morally, socially and financially responsible, and that, in my estimation, will become an active member, in support of our objects and ethics.

I have known the prospective member for _____ months/years. If candidate is approved, I will extend an invitation to join our club, and if accepted, I pledge my personal interest in this Lion's development and progress in the principles of Lions Clubs International.

Signature of Sponsoring Lion _____ Date _____

Signature of Secretary _____ Date _____

Approved By: _____

Chairman, Membership Committee _____ Date _____

Board of Directors _____ Date _____

If not approved, other action _____

CHECKLIST FOR CLUB SECRETARY

- Keep each completed application form (one that is approved and signed by all necessary persons) for the club's files. Do not send it to Lions Clubs International.
- When the dues and entrance fees have been collected and the new member has been provided with a membership card, turn money over to the club treasurer.
- Include member's name and address on the Monthly Membership Report. Send the report to Lions Clubs International.
- Add the new member's name and address to the club roster and mailing list.
- See that the new member gets a Lions emblem lapel pin, personalized badge and updated club roster. These materials are to be presented at the new member's induction ceremony.

INITIAL RECORD OF NEW MEMBER

INDUCTION CEREMONY

Date Conducted _____
 By Whom _____

COMMITTEE ASSIGNMENT

Date of Assignment _____
 What Committee _____

ORIENTATION SESSION

Date of Session _____
 Conducted by _____
 Whom _____

BOARD MEETING

Date Attended _____

CLUB PROJECT

Date of Project _____
 Project Name _____

VISITED ANOTHER CLUB

Date of Visit _____
 Name of Club _____

SPONSORED A MEMBER

Date _____
 Whom _____

Information sent to District Governor on _____

by _____

ME89 8/09 EN



Lions Clubs International

We are global



MEMBERSHIP APPLICATION
 (by invitation)

www.lionsclubs.org

Lions Clubs International

PURPOSES

- TO ORGANIZE, charter and supervise service clubs to be known as Lions clubs.
- TO COORDINATE the activities and standardize the administration of Lions clubs.
- TO CREATE and foster a spirit of understanding among the peoples of the world.
- TO PROMOTE the principles of good government and good citizenship.
- TO TAKE an active interest in the civic, cultural, social and moral welfare of the community.
- TO UNITE the clubs in the bonds of friendship, good fellowship and mutual understanding.
- TO PROVIDE a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.
- TO ENCOURAGE service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

VISION STATEMENT

TO BE the global leader in community and humanitarian service.

MISSION STATEMENT

TO EMPOWER volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

INTERNATIONAL ASSOCIATION OF LIONS CLUBS INVITATION-APPLICATION FOR MEMBERSHIP

IN THE LIONS CLUB OF: _____

PLEASE PRINT: MR. MRS. MISS MS.

_____	First Name	MI	_____	Last Name	Suffix	_____	Nickname
_____	Spouse's Name			Candidate's Employer			
_____	Spouse's Occupation			Candidate's Occupation/Title			
_____	Home Address			Business Address			
_____	Home City, State/Province, Zip Code			Business City, State/Province, Zip Code			
_____	Home Country			Business Country			
_____	Home Telephone No.			Business Telephone No.			
_____	Home Fax No.			Business Fax No.			
_____	Home E-mail:			Business E-mail			
_____	Date of Birth: _____			Cell Phone No.			
_____	Send Mail: <input type="checkbox"/> Home <input type="checkbox"/> Business						
_____	How long in present occupation? _____						
_____	I am a former Lion. <input type="checkbox"/> Yes <input type="checkbox"/> No						
_____	Reason for Leaving: _____						
_____	I am a member of another service organization. <input type="checkbox"/> Yes <input type="checkbox"/> No						
_____	If yes, which ones? _____						

Enclosed is \$ _____ as entrance fee, semi-annual dues, semi-annual international per capita tax and convention fee. \$2.375 U or its equivalent of the above amount is for a six months subscription to THE LION Magazine.

I accept membership into Lions Clubs International. I recognize the importance of rendering personal service to my community in cooperation with other civic-minded persons. I appreciate the opportunity for membership offered to me by Lions Clubs International.

Signature _____ Date _____

Induct

Induct them into your club with a meaningful ceremony after a good orientation.

New Member Orientation

Anywhere Lions Club

I. WHY ARE WE HERE TODAY?

We have found that a good orientation helps ensure that the new member really knows what is involved with being a Lion. It also serves as a first step in the retention process. A Lion who knows what the club does and what is expected of him/her is more likely to be an active participant and long-term member. (Our club's Constitution and Bylaws require orientation of prospective members.)

WHY HAVE YOU BEEN ASKED TO BE A LION?

Your sponsor has seen something in you that tells him/her that you are a person who cares about people and who is interested in helping others.

Our motto is *WE SERVE*. Involvement in club activities provides opportunity to use talent, contribute new ideas, and display special skills.

II. What you can expect from membership:

- a. Fellowship.
- b. Opportunities for leadership.
- c. Satisfaction derived from helping others.

III. Organizational structure:

- a. International Association.
- b. District.
- c. How our Club is structured.
- d. Directors.
- e. Committees (opportunities for leadership).

Virginia is Multiple District 24 (6 subdistricts). We are in District 24-A. **International Association:** 1,382,683 members; 46,702 clubs; 744 districts; 206 countries and geographical areas.

IV. What our LIONS do - service activities in the community. We provide:

- a. Scholarships to handicapped students
- b. Eye examinations
- c. Eye glasses
- d. Hearing examinations
- e. Hearing aids
- f. Health and welfare assistance
- g. Hearing Dogs for the hearing impaired
- h. Leader Dogs for the sight impaired
- i. Support for youth sports activities
- j. Diabetes Awareness Programs
- k. Youth Drug Awareness Programs
- l. Support for Cued Speech Camp

V. How we raise the money to do the good deeds for others.

In the **Anywhere** Lions Club, fundraisers include:

- a. **Citrus Fruit Sales (Feb., Nov., Dec.)**
- b. **LOVF Car Raffle Tickets (May)**
- c. **Anywhere Fun Festival (May)**

- d. Food Booth/July 4th Parade (July)
- e. Vehicle Donation Program (all year)
- f. Food Booth/Fall Festival Days (October)

(The **Anywhere** Lions Club gives back approximately \$40,000 - \$50,000 to the **Anywhere** community each year!)

VI. Training and Social Activities at Club, District, State and International level.

- a. Charter Night Celebration
- b. Fall and Winter Conferences
- c. State Conventions
- d. International Conventions
- e. USA/Canada Forum

VII. Obligations upon becoming a LION:

- a. Quarterly fees (\$105*) plus initial fee (\$25).
 - b. Attendance at meetings (rules on make-up).
 - c. Participation in Club activities.
 - d. Keeping the Secretary informed.
- (* **Six** meals and dues; always subject to change based on cost of meals.)

VIII. Procedure for approval of membership proposal:

- a. Board of Directors approval.
- b. Induction ceremony. (Spouse invited).

IF YOU HAVE ANY QUESTIONS AFTER OUR MEETING TODAY, PLEASE ASK YOUR SPONSOR, THE CLUB PRESIDENT, OR ANY CLUB MEMBER!

LIONS CLUB INDUCTION CEREMONY

_____, WOULD YOU PLEASE COME FORWARD. LION _____ AS HIS SPONSOR WOULD YOU PLEASE COME FORWARD. ALSO, WOULD _____'s SPOUSE (_____) PLEASE COME FORWARD. _____, YOU HAVE BEEN APPROVED FOR MEMBERSHIP IN THE LARGEST SERVICE ORGANIZATION IN THE WORLD.

LIONS CLUBS INTERNATIONAL WAS FOUNDED IN JUNE 1917 WHEN MELVIN JONES, A CHICAGO INSURANCE MAN, MET WITH MEN FROM 12 DIFFERENT SERVICE CLUBS AND CONVINCED THEM THAT THEIR ORGANIZATIONS SHOULD BAND TOGETHER AND EXPAND THEIR EFFORTS TO BETTER SERVE THEIR COMMUNITIES AND THE WORLD AT LARGE - RATHER THAN JUST LOCAL BUSINESS INTERESTS.

SINCE THAT MEAGER BEGINNING, LIONS CLUBS INTERNATIONAL HAS GROWN TO AN ORGANIZATION OF:

- OVER _____ MEMBERS
- IN _____ CLUBS AND DISTRICTS
- IN _____ NATIONS AND GEOGRAPHICAL AREAS.

OUR EMBLEM CONSISTS OF A GOLD "L" ON A CIRCULAR PURPLE FIELD, BORDERED BY TWO LION PROFILES ON EITHER SIDE FACING AWAY FROM THE CENTER. SYMBOLICALLY, THE LIONS FACE BOTH THE PAST AND THE FUTURE.....

- PROUD OF THE PAST
- CONFIDENT OF THE FUTURE.

OUR MOTTO IS "WE SERVE". WHAT BETTER WAY TO EXPRESS THE TRUE MISSION OF LIONISM?

OUR COLORS ARE PURPLE AND GOLD. PURPLE STANDS FOR:

- LOYALTY TO FRIENDS AND ONE'S SELF, AND
- INTEGRITY OF MIND AND HEART.

GOLD SYMBOLIZES:

- SINCERITY OF PURPOSE
 - LIBERALITY IN JUDGEMENT
 - PURITY IN LIFE, AND
 - GENEROSITY IN MIND, HEART AND PURSE
- TOWARD ONE'S FELLOW MAN.

LIONS CLUBS ARE INVOLVED IN PROVIDING SUPPORT TO:

- SIGHT AND HEARING IMPAIRED
- YOUTH ACTIVITIES
- DRUG AWARENESS PROGRAMS
- DIABETES AWARENESS PROGRAMS
- COMMUNITY HEALTH AND WELFARE, AND
- NUMEROUS INTERNATIONAL WELFARE ACTIVITIES.

THIS CLUB WORKS AT SEVERAL MAJOR FUND-RAISING ACTIVITIES IN ORDER TO RAISE MONEY TO HELP THE COMMUNITY. YOU WILL BE EXPECTED TO SHARE IN THAT WORK. YOU WILL ALSO BE EXPECTED TO ATTEND ALL CLUB MEETINGS AND SUPPORT OTHER CLUB ACTIVITIES. I CAN TELL YOU FROM PERSONAL EXPERIENCE THAT YOU WILL ALWAYS GET BACK MORE FROM LIONISM THAN YOU CAN EVER GIVE.

LET ME SHARE A SHORT POEM WITH YOU. IT PRETTY MUCH SAYS IT ALL:

SOME MEMBERS KEEP THEIR ORGANIZATIONS
STRONG,
WHILE OTHERS JOIN JUST TO BELONG.
SOME DIG RIGHT IN.
SOME SERVE WITH PRIDE.
SOME GO ALONG JUST FOR THE RIDE.
SOME VOLUNTEER TO DO THEIR SHARE.
WHILE SOME LIE BACK AND JUST DON'T CARE....
ON MEETING DAYS SOME ALWAYS SHOW,
WHILE THERE ARE THOSE WHO NEVER GO....
SOME ALWAYS PAY THEIR DUES AHEAD,
SOME GET BEHIND FOR MONTHS INSTEAD.
SOME DO THEIR BEST...SOME LET THINGS GO,
SOME NEVER HELP THEIR ORGANIZATION GROW,
SOME DRAG.....SOME PULL,
SOME DON'T AND SOME DO,
CONSIDER NOW.....WHICH OF THESE ARE YOU?

KNOWING ALL OF THIS, ARE YOU STILL INTERESTED IN BECOMING A MEMBER OF THE **ANYWHERE** LIONS CLUB? WILL YOU ACCEPT THE RESPONSIBILITIES WHICH ACCOMPANY THAT MEMBERSHIP? THE SECRETARY HAS PREPARED A MEMBERSHIP CERTIFICATE FOR YOU. WE THINK IT IS SO IMPORTANT THAT WE HAVE ALREADY FRAMED IT FOR YOU. WE HOPE THAT YOU WILL FIND A SUITABLE PLACE IN YOUR HOME OR OFFICE TO HANG IT; AND OCCASIONALLY, WHEN YOU WALK PAST IT, YOU'LL THROW OUT YOUR CHEST AND SAY:

IT'S GREAT TO BE A LION!

THE CLUB ALSO HAS A NEW MEMBER PACKET FOR YOU TO TAKE HOME. WHEN YOU GET A CHANCE, I ENCOURAGE YOU TO REVIEW THESE MATERIALS AND REFRESH YOUR KNOWLEDGE OF LIONISM.

YOUR SPONSOR HAS SOME SPECIAL RESPONSIBILITIES, TOO. HE MUST HELP INTRODUCE YOU TO ALL THE CLUB

MEMBERS. INITIALLY, HE WILL REMIND YOU OF THE MEETING DATES AND HELP MAKE YOU FEEL A PART OF THE CLUB AS QUICKLY AS POSSIBLE. BY RECOMMENDING YOU FOR MEMBERSHIP, HE HAS ALREADY ACCEPTED THESE DUTIES.

AND NOW, AS A REPRESENTATIVE OF THE DISTRICT GOVERNOR, I WELCOME YOU TO LIONISM ON BEHALF OF ALL THE LIONS WORLDWIDE!!

ONE OF THE OFFICERS OF THE CLUB IS CALLED THE TAILTWISTER. IT IS HIS DUTY TO HELP LIVEN UP THE MEETINGS. HE WILL FINE YOU FOR TALKING ABOUT YOUR WORK OR YOUR FAMILY AT A DINNER MEETING. BUT NOW FOR A COUPLE OF MINUTES YOU CAN TELL US SOMETHING ABOUT YOURSELF, YOUR FAMILY AND YOUR BUSINESS WITHOUT FEAR OF BEING FINED BY THE TAIL TWISTER.

(NOTE: Where the word “him” is written, you may substitute the word “her,” as appropriate.)

Involve

Involve them in the activities of the club as quickly as possible, but don't overload them.



Anywhere Lions Club
P. O. Box 100
Anywhere, Virginia 22030-0100
www.anywherelions.org

July 20, 2010

TO: Lion Willie Whatshisface
Anywhere Lions Club
FROM: Lion Marsha Fitzwilliam
Membership Chair, Anywhere Lions Club
SUBJECT: Participation on Anywhere Lions Club Committees

Dear Lion Willie,

As one of our newest members, we would like to give you the opportunity to volunteer as a member of one of our club's committees. Please place a check mark in the space to the left of the committee(s) with which you would like to participate.

- Support for youth sports activities
Diabetes Awareness Programs
Youth Drug Awareness Programs
Support for Cued Speech Camp
Citrus Fruit Sales (Feb., Nov., Dec.)
LOVF Car Raffle Tickets (May)
Anywhere Fun Festival (May)
Food Booth/July 4th Parade (July)
Vehicle Donation Program (all year)
Food Booth/Fall Festival Days (October)
Other committee:

If you have a special passion that is not covered by one of the committees listed above, please feel free to list that area under "other committee." If you have any questions at all, please ask me.

Sincerely in Lionism,

Marsha Fitzwilliam
Membership Chair