

HOW TO ATTRACT NEW MEMBERS

BY DISTRICT A4 MEMBERSHIP, EXTENSION, RETENTION AND
LEADERSHIP (MERL) TEAM - MEMBERSHIP CHAIRMAN, LION RAY
LEBEAU

INTRODUCTION

I AM A MEMBER OF THE WORLD'S LARGEST SERVICE ORGANIZATION,
AND YES, 'I AM PROUD TO BE A LION'.

I HAVE NO DOUBT THAT YOU ARE ALSO PROUD TO BE LIONS.

BUT, EVEN THOUGH WE ARE ALL PROUD MEMBERS OF THE WORLD'S
LARGEST SERVICE ORGANIZATION, BELIEVE IT OR NOT, THE LOSS
OF MEMBERSHIP IS A SERIOUS PROBLEM. MEMBERSHIP IN THE
LIONS CLUBS IS ONE OF INTERNATIONAL'S TOP CONCERNS. IT IS
FOR THIS VERY REASON, THAT RECRUITMENT . . . AS WELL AS THE
DEVELOPMENT, ORIENTATION AND RETENTION OF NEW MEMBERS
SHOULD BE AT THE FOREFRONT OF EVERY LIONS CLUB AGENDA.

WE ARE THE PROBLEM WHEN IT COMES TO DECREASING MEMBERSHIP.
RATHER THAN BE THE PROBLEM, PROUD LIONS NEED TO BE THE
'SOLUTION'. NOW IS THE TIME FOR US TO TAKE A PROACTIVE

APPROACH TO INCREASING OUR MEMBERSHIP, RATHER THAN WAITING FOR OUR MEMBERSHIP TO DROP AND THEN HAVING TO BE REACTIVE.

WHEN I WAS AT THE LIONS LEADERSHIP INSTITUTE IN ILLINOIS, THE QUESTION "WHY IS IT SO HARD TO ASK SOMEONE TO BECOME A LION" WAS ASKED BY PAST ID LEN GIFFEN. SOME OF THE REASONS DISCUSSED INCLUDED:

- NOT KNOWING WHAT TO SAY
- THE FEAR OF BEING REJECTED
- NOT WANTING TO PUT PEOPLE ON THE SPOT
- A LACK OF KNOWLEDGE REGARDING LIONISM
- A LACK OF CONFIDENCE; AND
- A LACK OF SELLING SKILLS

SOME OF THE HIDDEN REASONS DISCUSSED INCLUDED:

- NOT BEING PROUD OF YOUR CLUB
- FEELING EMBARRASSED
- A POOR CLUB ATMOSPHERE
- A LACK OF PROTOCOL IN YOUR CLUB
- PROCRASTINATION; AND
- A LACK OF PERSONAL BELIEF AND COMMITMENT TO LIONISM

WELL FELLOW LIONS, THESE CONCERNS ASIDE, THE LIONS ASSOCIATION IS US. LIONS 'R' US. THERE IS NO WE AND THEY, AND WE DEFINITELY CAN NOT LOOK TO OTHERS TO FIND ANSWERS.

SO LET'S START RIGHT HERE TODAY, BY EXAMINING WAYS TO INCREASE OUR MEMBERSHIP. THIS PRESENTATION ON 'HOW TO ATTRACT NEW MEMBERS' WILL BE HELPFUL TOWARDS DOING JUST THAT.

FOR OPENERS, DID YOU KNOW THAT VOLUNTEERING IS GOOD FOR YOUR HEALTH? IT HELPS THE IMMUNE SYSTEM, KEEPS YOU HEALTHY, CURES DEPRESSION AND REDUCES STRESS.

(PAUSE, TO LOOK AT ALL THE HEALTHY LIONS)

NOW THAT YOU HAVE ALL FELT A STRONG SURGE OF PHYSICAL WELL-BEING, IF I WERE TO SAY, HOW MANY OF YOU OUT THERE WOULD LIKE TO PLAY 'WHO WANTS TO BE A MILLION-AIRE?', I AM SURE THAT MOST OF YOU WOULD BE QUICK TO JUMP AT THE OPPORTUNITY.

WELL, I DON'T LIKE TO HAVE TO DISAPPOINT YOU, BUT INSTEAD OF PLAYING WHO WANTS TO BE A MILLION-AIRE, WE ARE GOING TO PLAY 'WHO WANTS TO BE A RECRUIT-AIRE?'

AND JUST LIKE THE TELEVISION GAME SHOW HOST, REGIS PHILBIN, I WANT TO SEE SOME ENTHUSIASM OUT THERE!

YOU MAY NOT HAVE THE CHANCE AT WINNING ONE MILLION DOLLARS, BUT HEY, WHAT'S MONEY WHEN YOU CAN BRING THE GIFT OF HAPPINESS INTO SOMEONE'S LIFE.

NOW, LET'S GET STARTED WITH SOME FINAL ANSWER 'SOLUTIONS' TO MEMBERSHIP GROWTH.

DISCUSSION

NUMBER ONE.

IT IS IMPORTANT TO HAVE A GOOD PUBLIC RELATIONS PROGRAM

- IN ORDER TO SHARE THE LIONS VISION OF SERVICE, PUT EMPHASIS ON A POSITIVE PUBLIC RELATIONS PROGRAM.
- IF YOU WANT TO BE A RECRUIT-AIRE, YOU HAVE TO BE PROUD OF YOUR ACCOMPLISHMENTS, NO MATTER HOW BIG OR HOW SMALL, AND YOU HAVE TO ADVERTIZE WHAT YOU ARE DOING. ALL LIONS, AND IN PARTICULAR YOUR CLUB PRESIDENT AND CLUB PUBLIC RELATIONS CHAIRMAN SHOULD BE THE SPOKES-PERSONS WITHIN YOUR RESPECTIVE COMMUNITIES.
- PUBLISH THE HI-LIGHTS OF YOUR ACTIVITIES REPORT IN YOUR MONTHLY NEWSLETTER, AND IN YOUR LOCAL NEWSPAPER.
- SEEK A PARTNERSHIP BY OFFERING TO SPEAK TO OTHER COMMUNITY GROUPS AND CONCERNED CITIZENS ABOUT YOUR CLUB'S ACTIVITIES, GOALS AND OBJECTIVES, AND EXPLAIN HOW THEY TOO CAN BECOME INVOLVED.
- TALK TO YOUR MEMBERS ABOUT HOSTING A PUBLIC RELATIONS 'INFORMATION BOOTH' AT YOUR LOCAL SHOPPING CENTER OR AT A COMMUNITY FESTIVAL.

- EMPHASIZE TO PROSPECTS, THAT THE LIONS HAVE A PROUD PAST, AND THAT WE WANT TO HAVE AN EVEN BRIGHTER FUTURE. TO ACCOMPLISH THIS OBJECTIVE, WE NEED NEW MEMBERS.
- ALWAYS WEAR YOUR LIONS LAPEL PIN WITH PRIDE. IT IS A SYMBOL OF SERVICE TO THE WORLD.
- IN ADDITION TO LIONS CLUBS INTERNATIONAL HAVING 1,317,674 MEMBERS IN 45,168 CLUBS IN 753 DISTRICTS IN 196 COUNTRIES AND GEOGRAPHIC LOCATIONS (AS OF 28 FEBRUARY 2006) - LET IT BE KNOWN THAT OUR LIONS FLAG HAS BEEN TO THE SOUTH POLE, THE NORTH POLE, **AND TO THE MOON!**
- RECYCLE YOUR OLD 'LION MAGAZINES' . . . IN DOCTOR'S WAITING ROOMS, HOSPITALS, BARBER SHOPS, BEAUTY SALONS, AND MAKE SURE IT HAS THE NAME AND PHONE NUMBER OF A CONTACT PERSON.
- REMEMBER LION MARY SMITH'S ONE LINER - U.R. YOUR CLUB'S BEST P.R.

NUMBER TWO

TAKE THE TIME TO DEVELOP A PLAN AND THEN STICK TO IT

- PLAN . . . PLAN . . . PLAN - YOUR EVERY MEETING. IF YOUR CLUB WINGS IT, YOUR POTENTIAL MEMBERS MAY 'WING IT' (FLY AWAY) TOO!
- YOU WILL GET THE BEST OUT OF OTHERS, WHEN YOU GIVE THE BEST OF YOURSELF.
- PLAN SOME LONG-RANGE AND SHORT-RANGE MEMBERSHIP GOALS AND STICK TO THEM. SET A GOAL OF _____ NEW MALE AND FEMALE MEMBERS BY THE END OF THIS LIONS YEAR.
- FOR THE INFORMATION OF ALL LIONS, KEEP AN UP-TO-DATE RECORD OF YOUR CLUB'S UP-COMING ACTIVITIES AND EVENTS.
- AT EACH MEETING, CLUB PRESIDENTS AND MEMBERSHIP CHAIRMEN SHOULD DEVOTE TIME TO THE IMPORTANCE OF MEMBERSHIP GROWTH. TALK ABOUT IP JIM IRVINE'S 1999-2000 MEMBERSHIP PROGRAM, 'EACH ONE - REACH ONE', AND TAKE IT ONE STEP FURTHER BY USING A MEMBERSHIP SLOGAN OF 'EACH ONE - ASK ONE'.

NUMBER THREE.

IN ORDER FOR US TO BE PROACTIVE, IT IS ESSENTIAL THAT WE
FOCUS ON CONSISTENT MEMBERSHIP GROWTH

- MEMBERSHIP GROWTH IS A MATTER OF LEADERSHIP. STRONG AND EFFECTIVE LEADERSHIP WILL HELP TO SHAPE THE FUTURE OF OUR PROUD ASSOCIATION.
- IT HAS BEEN SAID THAT THERE ARE NO MEMBERSHIP PROBLEMS, JUST MEMBERSHIP CHALLENGES.
- EMPHASIZE TO YOUR MEMBERSHIP CHAIRMAN, THE IMPORTANCE OF HIS JOB. REMEMBER THOUGH, THAT THE PERSON IN CHARGE OF MEMBERSHIP CAN NOT DO EVERYTHING. SEARCHING OUT INDIVIDUALS (BOTH MALE AND FEMALE) WILLING TO CONTINUE THE LIONS TRADITION OF SERVICE AND RECRUITING THEM AS CLUB MEMBERS IS AN IMPORTANT RESPONSIBILITY THAT ALL LIONS SHARE.
- MAKE IT EASY FOR INTERESTED PROSPECTS TO BECOME INVOLVED IN CLUB ACTIVITIES BY PRINTING A CLUB BROCHURE, PLACING ARTICLES IN YOUR LOCAL NEWSPAPER AND POSTING CLUB INFORMATION IN PUBLIC AREAS.

- AS WANNA-BE 'RECRUIT-AIRES', EVERY MEMBER OF YOUR CLUB SHOULD MAKE A COMMITMENT TO NEW MEMBER RECRUITMENT.
- LIONS HAVE TO BE RECRUITERS, SO STRONGLY ENCOURAGE THEM TO RECRUIT NEW MEMBERS.
- IT TAKES PRACTICE TO MASTER ANY SKILL, AND THE SAME IS TRUE FOR RECRUITING. TAKE THE TIME TO REHEARSE AN APPROACH UNTIL YOU ARE COMFORTABLE WITH THE CONTENT AND CHOICE OF YOUR WORDS.
- 'ONE-ON-ONE' IS STILL THE ONLY EFFECTIVE WAY TO INCREASE MEMBERSHIP. IT'S UP TO YOU . . . YOU ARE THE ONLY ONE WHO CAN DO IT! REMEMBER, 'EACH ONE - REACH ONE'.
- NEW LIONS BRING IN NEW IDEAS, NEW TALENT AND POTENTIAL LEADERSHIP.
- DON'T FORGET ABOUT THE 'LEGACY OF LIONS MEMBERSHIP GROWTH AWARDS PROGRAM', (FEB/MAR/APR), DEVELOPED TO HIGHLIGHT THE HARD WORK AND COMMITMENT OF LIONS.
- CHOOSE POTENTIAL MEMBERS WHO HAVE THE 'EXCEPTIONAL QUALITIES' FOUND IN EXISTING DEDICATED LIONS.

- FULLY INFORM PROSPECTIVE LIONS CLUB MEMBERS OF THE CHALLENGES, RESPONSIBILITIES AND REWARDS AWAITING THEM IN THE SERVICE OF OTHERS.
- LIONISM ATTRACTS THOSE PEOPLE WHO HAVE A GENUINE DESIRE TO HELP OTHERS; THEY WANT TO ASSOCIATE THEMSELVES WITH WHAT IS "GOOD". THEREFORE, BY INCREASING MEMBERSHIP, NEW MEMBERS WILL FORTIFY THE BASE OF YOUR CLUB'S CAPABILITY TO CONTINUE TO SERVE COMMUNITY AND HUMAN NEEDS.
- MEMBERSHIP IN LIONISM IS BY INVITATION ONLY, THEREFORE, IT IS UP TO EACH LION RECRUIT-AIRE TO INVITE A PROSPECTIVE MEMBER. SHARE YOUR LOVE FOR LIONISM WITH BOTH YOUR FELLOW MAN AND FELLOW WOMAN!
- AND WHILE WE ARE ON THE SUBJECT OF LADY LIONS, I WOULD ENCOURAGE YOU TO PUT MORE EMPHASIS ON WOMEN LIONS. THEY WILL BE CELEBRATING THEIR TWENTIETH ANNIVERSARY IN LIONS THIS 4TH OF JULY 2007!
- I CALLED INTERNATIONAL TO MAKE AN INQUIRY ABOUT THE NUMBER OF LADY LIONS THAT WE HAVE WORLD-WIDE. I WAS TOLD THAT OF THE APPROX ONE AND ONE-HALF MILLION LIONS, ONLY 160,832 ARE WOMEN! THAT'S JUST OVER TEN PERCENT!

- FIND OUT IF YOU HAVE ANY LIONESSES IN YOUR AREA WHO WOULD BE INTERESTED IN THE 'LIONESSES CONVERSION PROGRAM'. LIONS INTERNATIONAL WILL RECOGNIZE PAST YEARS OF SERVICE AS A LIONESSES AS FAR BACK AS 1975.
- NOTE THAT SPOUSES AND LIONESSES CAN TAKE ADVANTAGE OF A NEW PROGRAM THAT WAIVES THE ENTRANCE OR CHARTER FEES FOR LION SPOUSES AND LIONESSES.
- ALSO, YOU SHOULD BE FAMILIAR WITH THE 'AFFILIATE MEMBER PROGRAM'. THIS IS A NEW PROGRAM FOR MEMBERSHIP GROWTH AND RETENTION. AN AFFILIATE MEMBER IS A QUALITY INDIVIDUAL WHOSE CURRENT PRIORITIES DO NOT ALLOW THEM TO FULLY PARTICIPATE AS AN ACTIVE MEMBER OF A LIONS CLUB, BUT WHO STILL WISH TO FINANCIALLY SUPPORT AND BE ASSOCIATED WITH LIONISM THROUGH A LOCAL CLUB.
- WELCOME INTERNATIONAL MEMBERS TO BECOME LIONS.
- HAVE YOUR MEMBERSHIP CHAIRMAN SCHEDULE A FEW 'BRING YOUR BUDDY' NIGHTS AND OFFER A PRIZE TO THE LION WHO BRINGS IN THE MOST NEW MEMBERS.
- IT IS BETTER TO DO SOMETHING ABOUT INCREASING MEMBERSHIP WHEN YOUR CLUB IS STRONG. DO NOT WAIT UNTIL EVERYONE BECOMES OLD AND TIRED.

- LISTEN TO THE WORDS OF WISDOM FROM YOUR DEDICATED,
WISE AND ENTERTAINING MEMBERSHIP, EXTENSION, RETENTION
AND LEADERSHIP (MERL) TEAM AND TAKE GOOD NOTES!

NUMBER FOUR.

CONTINUOUSLY EMPHASIZE TO NEW MEMBER SPONSORS, THE
IMPORTANCE OF THEIR RESPONSIBILITY

- "WILL YOU FULFILL YOUR OBLIGATIONS TO THE NEW MEMBER?"
ARE WORDS TAKEN RIGHT FROM THE SPONSOR'S OATH.
THEREFORE, SPONSORING LIONS SHOULD BE URGED TO
MAINTAIN A SENSE OF RESPONSIBILITY FOR THE PERSON THEY
SPONSOR.
- ENCOURAGE THE NEW LION TO FEEL PROUD ONCE HE OR SHE
DONS THE LIONS LAPEL PIN. WE MUST ALL TAKE PRIDE IN
BEING LIONS, AS WELL AS PRIDE IN OUR CLUBS AND IN OUR
DISTRICT. WE HAVE TO LET OUR PRIDE SHOW THROUGH IN
EVERYTHING THAT WE DO. THIS IS POSSIBLY THE MOST
IMPORTANT ASPECT OF WHAT WE DO.
- THE SPONSOR SHOULD MAKE SURE THAT THE NEW MEMBER
RECEIVES A NEW MEMBER KIT.
- INTRODUCE THE NEW LION TO ALL CLUB MEMBERS AND MAKE
SURE THAT HE OR SHE KNOWS THE POSITION THAT EACH CLUB
OFFICER HOLDS.

- ANSWER ANY QUESTION THE NEW LION MIGHT HAVE ON THE OPERATION OF THE CLUB, AS WELL AS ON ANY OTHER SUBJECT OF LIONISM.
- CALL THE NEW MEMBER PRIOR TO THE FIRST FEW MEETINGS TO OFFER TO ACCOMPANY HIM OR HER.
- ASSIST THE NEW LION IN DEVELOPING THEIR LIONISTIC POTENTIAL.
- SPONSORS HAVE TO DEMONSTRATE THEIR COMMITMENT TO SERVICE. INTERNATIONAL PAST PRESIDENT (IPP) LION 'BILL' BIGGS, FAVOURITE SAYING IS:
- 'DON'T TELL ME YOU ARE A COMMITTED LION, SHOW ME!'
- SO, IF WE SERIOUSLY WANT TO GET OUR MEMBERSHIP NUMBERS UP, DON'T TELL ME YOU ARE A COMMITTED RECRUIT-AIRE, SHOW ME!

NUMBER FIVE.

LET NEW MEMBERS KNOW THAT HUMANIARIAN ACTION HAS BEEN AT THE FOREFRONT OF EVERY ENDEAVOR UNDERTAKEN BY MEMBERS

- WHEN YOU PLAY 'WHO WANTS TO BE A RECRUIT-AIRE', YOU HAVE TO KNOW HOW TO SPOTLIGHT OUR STANDING AS THE WORLD'S LEADING SERVICE ORGANIZATION.
- IN 1925, HELEN KELLER ADDRESSED THE LIONS AT THEIR ANNUAL INTERNATIONAL CONVENTION, CHALLENGING THEM TO

BECOME "KNIGHTS OF THE BLIND IN THE CRUSADE AGAINST DARKNESS." SINCE THAT TIME, SERVICE TO THE BLIND AND VISUALLY IMPAIRED HAS BECOME THE ASSOCIATIONS MOST SIGNIFICANT ACTIVITY. THAT CRUSADE HAS RESULTED IN THE ESTABLISHMENT OF 'SIGHTFIRST', A GLOBAL BLINDNESS PREVENTION PROGRAM. SIGHTFIRST IS FORGING NEW PATHS TOWARDS THE EVENTUAL ERADICATION OF PREVENTABLE AND REVERSIBLE BLINDNESS.

- TELL PROSPECTS THAT THE LIONS FOUNDATION OF CANADA (LFC) SUPPORTS A DOG GUIDE SCHOOL IN OAKVILLE, ONTARIO AND THAT THE LIONS CLUBS INTERNATIONAL FOUNDATION (LCIF), IN OAKBROOK, ILLINOIS, RESPONDS TO DISASTERS ALL AROUND THE WORLD.
- TELL PROSPECTIVE NEW MEMBERS THAT LIONS ARE INVOLVED IN TEEN 'DRUG AWARENESS' PROGRAMS, ADOPT-A-HIGHWAY ENVIRONMENTAL PROGRAMS AND 'HEALTH AND EDUCATION' PROGRAMS LIKE DIABETES AWARENESS, ETC.
- PROSPECTS SHOULD KNOW THAT LIONS AROUND THE WORLD ARE WORKING TOGETHER TOWARDS CREATING A HEALTHIER AND SAFER ENVIRONMENT, FOR ALL OF US, IN WHICH TO LIVE.

NUMBER SIX.

IT ALMOST GOES WITHOUT SAYING, THAT THERE IS SATISFACTION
IN SERVICE

- HOW MANY TIMES HAVE YOU HEARD SOMEONE SAY THAT LIONS ARE PEOPLE CARING FOR PEOPLE.
- WE ALL KNOW THAT PEOPLE WHO PREFER THE FINER THINGS IN LIFE - PREFER PEOPLE.
- LIONS PUT OTHERS AHEAD OF SELF. THEY ARE COMMITTED TO A LIFE OF SERVICE TO OTHERS.
- SATISFACTION IN SERVICE WILL KEEP MEMBERS COMING BACK TO MEETINGS, TO PROJECTS, **TO SERVE.**
- IT IS IMPORTANT TO KNOW EACH NEW MEMBERS'S LEVEL OF SKILLS AND TO ALLOW THEM TO SERVE IN AN AREA WHERE THEY CAN BEST MAKE GOOD USE OF THESE SKILLS.
- INVOLVE NEW LIONS IN THE CLUB'S ACTIVITIES AND PROGRAMS SO THAT THEY MAY IMMEDIATELY START TO EXPERIENCE THIS SATISFACTION IN SERVICE.
- THE SAME DAY SOMEONE BECOMES A LION, THEY FIND ACCEPTANCE INTO A GROUP OF SOME OF THE NICEST PEOPLE AROUND.
- AS A RECRUIT-AIRE, YOU HAVE TO BE EAGER TO TELL POTENTIAL MEMBERS ABOUT YOUR CLUB AND THE EXCITING AND MEANINGFUL SERVICES AND ACTIVITIES THAT LIONS SUPPORT.
- BEING A LION HAS ENRICHED THE LIVES OF MILLIONS OVER THE YEARS; AND YET, THE POTENTIAL EXISTS TO REACH

- MILLIONS MORE AND SHOW THEM HOW BEING A LION CAN BRING MEANING AND FULFILLMENT INTO THEIR LIVES.
- IN ADDITION TO WHAT I SAID EARLIER, ABOUT VOLUNTEERING BEING GOOD FOR YOUR HEALTH, YOUR INVOLVEMENT IN LIONS PROJECTS CAN DEFINITELY BE A SELF-CONFIDENCE BOOSTER.
 - NEW LIONS CAN SHARE THE PRESTIGE OF BELONGING TO THE WORLD'S LARGEST COMMUNITY SERVICE ORGANIZATION. AS A LION, YOU DO MAKE A DIFFERENCE WITHIN YOUR COMMUNITY.
 - ENJOY THE FRIENDSHIP AND FELLOWSHIP WITH 'MEN AND WOMEN LIONS' WHO SHARE YOUR VALUES AND YOUR COMMITMENT TO THE COMMUNITY.
 - GENERATE A 'PRIDE OF BELONGING' AMONGST THE MEMBERS, AS WELL AS A DESIRE TO BECOME NUMBER ONE!
 - ALL LIONS CARRY FORWARD THE TORCH OF HOPE AS THEY LIGHT THE WAY FOR THOSE IN NEED. AS LIONS WHO CARE TO MAKE A DIFFERENCE, 'WE SERVE' IS NOT ONLY OUR MOTTO - IT IS OUR CHALLENGE!
 - WE SHOULD ALL BE VERY PROUD OF THE FACT THAT MANY WORLD LEADERS HAVE SPOKEN ABOUT THE INVALUABLE CONTRIBUTIONS OF LIONS CLUBS BEING MADE AROUND THE WORLD.

NUMBER SEVEN.

PLAN TO HAVE AN IMPRESSIVE INDUCTION CEREMONY

- THE NEW MEMBER'S INDUCTION CEREMONY SHOULD BE IMPRESSIVE SO THAT HE OR SHE MAY TAKE JUSTIFIABLE PRIDE IN JOINING YOUR CLUB.
- AS COMMITTED RECRUIT-AIRES, WE SHOULD BE BRINGING IN NEW MEMBERS, NOT 1 AT A TIME, BUT 4 OR 5 AT A TIME. THIS WILL ALLOW FOR BONDING AMONGST THOSE NEW MEMBERS.
- ENCOURAGE YOUR NEW LIONS AND THEIR SPONSORS TO PARTICIPATE IN THE LIONS WORLDWIDE INDUCTION DAY HELD EVERY APRIL. THIS YEAR'S 'LIONS WORLDWIDE INDUCTION DAY', WITH LIONS FROM AROUND THE GLOBE, WILL BE CELEBRATED ON 14 APRIL 2007.
- EACH NEW MEMBER INDUCTED INTO OUR ORGANIZATION BRINGS OUR COMMUNITIES CLOSER TOGETHER, ALLOWS US TO HELP MORE PEOPLE, AND RENEWS OUR SENSE OF PURPOSE.
- WHEN WE INDUCT NEW LIONS INTO OUR CLUBS, WE GIVE THEM AN OPPORTUNITY TO EXPERIENCE OUR PRIDE OF SERVICE AND THE GIFT OF LASTING AND MEANINGFUL FRIENDSHIPS.
- NEW LIONS WILL CARRY US FORWARD TO SERVE THE NEXT GENERATION.
- ORDER YOUR INDUCTION DAY PLANNING GUIDE FROM INTERNATIONAL'S MARKETING DEPARTMENT (630) 571-5466 EXT 522 OR FAX (630) 571-8890 OR E-MAIL:
INDUCTIONDAY@LIONSCLUBS.ORG

NUMBER EIGHT.

IT IS IMPORTANT FOR NEW MEMBER RECRUITMENT TO BE FOLLOWED
UP BY A SERIES OF ORIENTATION SEMINARS AND MEETINGS

- TIMELY ORIENTATION SEMINARS AND MEETINGS ARE IMPORTANT TO LETTING THE NEW LIONS, AND SOME OF THE MORE SENIOR ONES, LEARN ABOUT THE HISTORY OF THIS PROUD ORGANIZATION - LIONS CLUBS INTERNATIONAL.
- AS PART OF THE NEW MEMBER'S ORIENTATION, YOUR CLUB COULD PAY FOR THEIR DINNER, FOR HIS OR HER'S FIRST THREE MONTHS IN THE LIONS.
- GIVE CONSIDERATION TO THE CREATION OF A 'NEW MEMBER PACKAGE' - SPECIFIC TO YOUR CLUB. IT SHOULD CONTAIN INFORMATION ON THE BOARD OF DIRECTORS, YOUR CLUB'S ANNUAL FUND RAISERS, CLUB ACTIVITIES, ETC.
- THE SENIOR, MORE EXPERIENCED LIONS SHOULD BE TASKED TO MENTOR IN THE NEW, YOUNGER LIONS. THIS WILL SERVE TWO PURPOSES. FIRST, THE YOUNGER LIONS ORIENTATION WILL BE MORE COMPLETE, AND SECOND, THE SENIOR, MORE EXPERIENCED LIONS WILL CONTINUE TO MAKE A VALUABLE CONTRIBUTION TO YOUR CLUB.

NUMBER NINE.

IT IS EVERY LIONS RESPONSIBILITY TO FOCUS ON MEMBER
RETENTION

- EVERY LION IN YOUR CLUB SHOULD MAKE A NEW COMMITMENT TO MEMBER RETENTION.
- DOES YOUR CLUB HAVE THE TENDENCY TO OVERLOOK THE MORE 'QUIET' LIONS? IF THE ANSWER TO THIS QUESTION IS YES, PUT MORE EFFORT INTO ENCOURAGING THEIR PARTICIPATION.
- IF YOU WANT LIONS TO STAY IN THE CLUB, IT IS RECOMMENDED THAT YOU INCLUDE SOME EVENTS FOR THE WHOLE FAMILY. PLAN FAMILY FUN DAY ACTIVITIES AROUND HOLIDAYS LIKE:
 - HALLOWEEN
 - THANKSGIVING
 - CHRISTMAS
 - NEW YEARS
 - VALENTINES DAY
 - LABOUR DAY
 - CANADA DAY
 - ETC.

NOTE: AS AN ADDED BONUS, THESE FAMILY FUN DAYS MAY ENCOURAGE SPOUSES TO BECOME LIONS AND TEENS TO BECOME LEOS.

- KNOW THE 'OBSTACLES' WE HAVE TO OVERCOME IN ORDER TO RETAIN MEMBERSHIP IN LIONISM. WE ALL HAVE TO PUT MORE EMPHASIS ON ELIMINATING THESE OBSTACLES.
- FOR LIONS WHO MAY HAVE LEFT YOUR CLUB, BUT ARE STILL LIVING WITHIN THE COMMUNITY, SPEAK TO THEM ABOUT THE 'REINSTATED LIONS SERVICE CREDIT PROGRAM'.
- CONTROL THE NUMBER OF DROPS IN YOUR CLUB BY BRINGING INACTIVE MEMBERS BACK TO LIFE. WHEN A LION MISSES A COUPLE OF MEETINGS, CALL TO ASK THE REASON WHY. IF MEETINGS CONTINUE TO BE MISSED, HAVE YOUR MEMBERSHIP COMMITTEE VISIT WITH THE LION TO FIND OUT HIS OR HER INTENTIONS. DO NOT BE TOO QUICK TO DROP MEMBERS!
- ALWAYS REMEMBER, A CLUB THAT HAS FUN TOGETHER WILL STAY TOGETHER . . . SO HAVE FUN!

NUMBER TEN.

EVERY MEMBER HAS A RESPONSIBILITY TO MONITOR THE PULSE OF THEIR CLUB

- CLOSELY MONITOR THE PULSE OF YOUR CLUB AND ASK YOURSELF THESE QUESTIONS:
- IS MY CLUB'S ATMOSPHERE CONDUCIVE TO VOLUNTEERING? IS THE ENVIRONMENT NEGATIVE, OR NOT SUPPORTIVE?
- ARE MEMBERS ALWAYS COURTEOUS TO ONE ANOTHER?
- ARE MEMBERS GOOD LISTENERS?
- ARE MEMBERS SENSITIVE TO ONE ANOTHER'S OPINIONS, CULTURES, PERSONAL SITUATIONS?
- IS SUPPORT AVAILABLE WHEN IT IS NEEDED?
- DO MY MEMBERS HAVE FUN?
- DO LEADERS 'SHARE THE SPOTLIGHT' WITH THEIR FELLOW LIONS?
- DOES MY CLUB HAVE GOOD COMMUNICATION?
- DOES EVERYONE SHARE INFORMATION?
- DOES MY CLUB INCLUDE EVERYONE IN ITS ACTIVITIES?
- DO MEETING DISCUSSIONS INCLUDE ALL OF THE MEMBERS?
- ARE MEETINGS OBJECTIVE?
- IS MY CLUB RELEVANT? HAS IT BEEN ACCOMPLISHING ITS GOALS AND OBJECTIVES?
- ARE THERE ANY PERSONAL RIVALRYS IN MY CLUB?
- IF YOU NOTICE A PROBLEM IN ANY ONE OF THESE AREAS, BRING IT TO THE IMMEDIATE ATTENTION OF YOUR CLUB

PRESIDENT. YOU ARE NOT DOING ANYONE ANY FAVOURS BY
KEEPING AN OBSERVED PROBLEM TO YOURSELF.

NUMBER ELEVEN.

PLAN TO HAVE AN IMPRESSIVE AWARDS CEREMONY

- LEADERS ALWAYS SHOW THEIR APPRECIATION FOR A JOB WELL DONE. CLUB PRESIDENTS SHOULD SCHEDULE AN IMPRESSIVE AWARDS CEREMONY TO RECOGNIZE DESERVING LIONS.
- INVITE YOUR DISTRICT GOVERNOR, ZONE CHAIRMAN, SPOUSES, FRIENDS, BUSINESSES AND ORGANIZATIONS THAT HAVE SUPPORTED YOUR CLUB. ALSO, DON'T FORGET TO INVITE YOUR TOWN OFFICIALS AND THE LOCAL PRESS.
- AN ANNUAL AWARDS CEREMONY SHOULD NOT PRECLUDE RECOGNITION BEING GIVEN TO LIONS, ALL YEAR ROUND, FOR THEIR NOTEWORTHY EFFORT AND ACCOMPLISHMENTS.
- IF YOU ARE NOT EXACTLY SURE OF WHAT YOU SHOULD DO, ASK OTHER CLUBS WHAT THEY DO FOR THEIR ANNUAL AWARDS CEREMONY.

NUMBER TWELVE.

REMEMBER THE ASSOCIATION'S FOUNDER

- IF YOU WANT TO BE A SUCCESSFUL RECRUIT-AIRE, IT IS ABSOLUTELY ESSENTIAL THAT YOU KNOW ABOUT THE HISTORY OF OUR PROUD ASSOCIATION.
- THIS IS THE 90TH ANNIVERSARY OF LIONS CLUBS INTERNATIONAL WHICH WAS FOUNDED IN 1917
- 13 JANUARY IS THE BIRTHDAY OF THE ASSOCIATION'S FOUNDER, LION MELVIN JONES.
- LION MELVIN JONES, AT A UNITED NATIONS DAY FOR THE LIONS, WAS ASKED TO FORGE PEACE THROUGHOUT THE WORLD.
- EACH LION IS A BRICK THAT SERVES THE OVERALL MISSION OF LIONS CLUBS INTERNATIONAL FOUNDATION (LCIF) - 'WE SERVE'.

NUMBER THIRTEEN.

ASK YOURSELF IF IT IS TIME FOR A CHANGE

- THE OLD EXPRESSION - 'N'AH, WE'VE ALWAYS DONE IT THAT WAY' DOES NOT CUT IT ANYMORE.
- DO NOT BECOME THE FAMOUS 7 LAST WORDS OF THE WE-CUD-OF-BEEN LIONS CLUB - "WE'VE . NEVER . DONE . IT . THAT WAY . BEFORE"
- IS IT TIME FOR A CHANGE? THIS IS THE YEAR 2007 AND 'TIMES ARE A CHANGING'. COMPUTERS, THE INTERNET AND THE WORLD WIDE WEB (WWW) ARE THE WAY OF THE FUTURE.

- HAVE YOU COMPUTERIZED YOUR CLUB? IS YOUR CLUB USING STATE-OF-THE-ART TECHNOLOGY? HOW MANY CLUBS HAVE WEB SITES?
- BE RESPONSIVE TO CHANGE . . . SHOULD WE WEAR VESTS? VEST PINS? SING AT OUR MEETINGS? ETC.
- LION RECRUIT-AIRES HAVE TO ASK THEMSELVES - WHAT SHOULD OUR CLUBS BE DOING TO INCREASE MEMBERSHIP IN THE FUTURE?

13. CONCLUSION

IN CONCLUSION, THIS PRESENTATION ON 'HOW TO ATTRACT NEW MEMBERS', AND TO KEEP THEM, HAS TALKED ABOUT:

- A. THE IMPORTANCE OF HAVING A GOOD PUBLIC RELATIONS PROGRAM
- B. TAKING THE TIME TO DEVELOP A PLAN AND THEN STICKING TO IT
- C. RECRUIT-AIRES FOCUSING THEIR ENERGY ON CONSISTENT MEMBERSHIP GROWTH
- D. THE IMPORTANCE OF THE NEW MEMBER SPONSOR'S RESPONSIBILITY
- E. LETTING NEW MEMBERS KNOW THAT HUMANITARIAN ACTION HAS BEEN AT THE FOREFRONT OF EVERY ENDEAVOR UNDERTAKEN BY MEMBERS

- F. THE FACT THAT THERE IS SATISFACTION IN SERVICE
- G. THE NEED TO PLAN AN IMPRESSIVE INDUCTION CEREMONY
- H. THE IMPORTANCE OF ORIENTATION SEMINARS AND MEETINGS
- I. EVERY LIONS RESPONSIBILITY TO FOCUS ON MEMBER RETENTION
- J. OUR COLLECTIVE RESPONSIBILITY TO MONITOR THE PULSE OF OUR CLUBS
- K. THE NEED TO PLAN AN IMPRESSIVE AWARDS CEREMONY
- L. THE IMPORTANCE OF RECRUIT-AIRES HAVING TO KNOW ABOUT THE ASSOCIATION'S HISTORY AND ITS FOUNDER; AND
- M. ASKING IF IT IS TIME FOR A CHANGE

IN AN ARTICLE TITLED MEMBERSHIP GROWTH: COUNT THE WAYS, IN AN EARLIER ISSUE OF THE LION, IT STATED - IF YOUR CLUB HAS CONDUCTED AN EFFECTIVE MEMBERSHIP DRIVE, PLEASE SEND ALL INFORMATION TO THE MEMBERSHIP OPERATIONS DEPARTMENT AT LIONS CLUBS INTERNATIONAL HEADQUARTERS.

WHEN I SAID MEMBERSHIP WAS ONE OF INTERNATIONAL'S TOP CONCERNS, I WAS NOT JOKING. THEY WANT TO KNOW WHAT SUCCESS YOU HAVE HAD IN BRINGING IN NEW MEMBERS.

IF YOU PAY CLOSE ATTENTION TO EACH ONE OF THE IMPORTANT MEMBERSHIP ISSUES THAT WE HAVE COVERED HERE TODAY, YOU ARE SURE TO SEE POSITIVE RESULTS IN YOUR CLUB.

AND DON'T FORGET WHAT I SAID AT THE BEGINNING OF THIS PRESENTATION. VOLUNTEERING IS GOOD FOR YOUR HEALTH! IT HELPS THE IMMUNE SYSTEM, KEEPS YOU HEALTHY, CURES DEPRESSION AND REDUCES STRESS.

WHO THE HECK WOULD NOT WANT A PIECE OF THAT!!!

AT THE LIONS LEADERSHIP INSTITUTE IN CHICAGO, I ASKED IPP 'BILL' BIGGS IF HE WOULD SIGN MY COURSE NOTEBOOK. IN IT HE WROTE THE FOLLOWING:

"WHAT IS YOUR CLUB'S GOALS FOR THE NEXT YEAR, TWO YEARS, ETC.? SET EM HIGH!!! THERE ISN'T ANYTHING YOU CAN'T DO IN THIS ORGANIZATION - IT'S UP TO YOU".

AND ALWAYS REMEMBER THESE TEN, TWO-LETTER, MOST POWERFUL WORDS -

"IF IT IS TO BE, IT IS UP TO ME".

BEFORE I END, I WOULD LIKE TO TELL YOU A SHORT STORY ABOUT A YOUNG BOY. ONE DAY, ALL DRESSED UP IN HIS BASEBALL UNIFORM, HE TOOK HIS BAT AND BALL AND WENT OUTSIDE TO PLAY. THROWING THE BALL INTO THE AIR HE WAITED FOR IT TO RETURN

AND SWUNG THE BAT. HE MISSED. HE THREW THE BALL INTO THE AIR AGAIN, AND AGAIN HE MISSED. HE REPEATED THIS PRACTICE FOR ABOUT 30 MINUTES, NOT ONCE HITTING THE BALL.

WHEN HE CAME IN FROM PLAYING, HIS MOTHER ASKED WHAT HE HAD BEEN DOING. WHEN HE TOLD HER OF HIS ATTEMPTS TO HIT THE BALL, SHE FELT SAD FOR HIM. THIS BRIEF SADNESS WAS BROKEN THOUGH, WHEN THE LITTLE GUY ENTHUSIASTICALLY SAID - MOM, I KNOW WHAT I WANT TO BE WHEN I GROW UP . . . A PITCHER!

WE ARE ALL MEMBERS OF THE WORLD'S LARGEST SERVICE ORGANIZATION, AND YES, 'WE ARE PROUD TO BE LIONS'.

GOOD LUCK - TO ALL YOU RECRUIT-AIRES OUT THERE.

NOW, GET OUT THERE AND 'PHONE A FRIEND'!