

Membership Ideas of the Month

Join The Lions And Become Rich!

- RICH in the fellowship that will grow from the personal associations and friendships you will make;
- Rich in the inner satisfactions that will come from knowing that you have helped serve your community;
- RICH in the greater human understanding that will result from dealing with people of different backgrounds and perspectives; all working towards common goals;
- RICH in the spirit of sharing, and helping, and caring for those less fortunate than ourselves;
- RICH in the knowledge that what you are doing could have an impact that will live on for years;
- RICH in the memories you will create by being involved with the activities of your club and your district: mostly happy memories, perhaps a few sad one—but all deeply personal and meaningful;
- RICH in the heritage of service we all share—a heritage that goes back to the days of Melvibn Jones, and that will stretch as far into the future as there is a need for that service; and
- RICH in the awareness that your efforts—your contributions—your service—will lhave helped repay a debt that each of us owes to this wonderful nation of opportunity.

These are riches that cannot be taken to the bank—they cannot be invested to earn interest—they cannot be used to purchase anything of intrinsic value.

But they can be “spent” by sharing them with others who could and should be welcomed into the family of Lionism—individuals who have the potential and the desire to join us in service. They’re out there—waiting for us to share the riches of Lionism with them.

All we have to do is ask!

--Kenneth A. Boyd, La Plata Lions Club, District 22-C, Maryland

MEMBERSHIP IDEA OF THE MONTH

HOW DO WE GET NEW LIONS (and/or get back the old)

LUCKY 13 METHOD (Courtesy of the Oklahoma Lions)

- 1. Survey Former Members:** Find out why they left!! Invite them back in!!
- 2. Contact All Non-Attendees and the 1 in 4's:** Have Sponsors call on non-attendees and find out the reasons why!!
- 3. Set New Club Goals:** Develop fresh new ideas – New approaches – Involve town and business leaders.
- 4. Conduct Contest:** Introduce competitive situations among Club Members. Create “New Member” teams. Give significant awards to the winners!!
- 5. Introduce Prospects to the Club in a Dignified Way:** Have the prospective member meet as many Club Members as is reasonably possible. Make the prospect feel that he/she is truly welcome!!
- 6. Use the LION Fact Sheets:** Give copies of “Who Are The Lions” and “The Lions – We Serve” to all prospective members. Include a complete list of all of the local projects you Club had been involved with!
- 7. Use a Formal Induction Ceremony:** Make the induction significant! Make it impressive! Make the inductee the center of attention! Always have a new member kit ready to present to the inductee!
- 8. Put the New Member to Work IMMEDIATELY:** Assign the new member to a standing committee with the “Old Hands” and make sure that the Sponsor will be there to guide the New Member in all the proper assignments.
- 9. Make'em Earn a Blue Badge:** A New Member wears a Red Badge, until they complete the following functions: 1) works with the Greeter for at least three meetings, 2) attends their Club's Board of Directors Meeting, 3) attends a New Member Orientation Seminar, 4) attends a meeting of another Lions Club, and 5) brings a potential member to a Club meeting (Club to pay for the meal).
- 10. Have a Good Program:** Always try to have the meeting program interesting and informative!
- 11. Plan to have Several Social Functions during the Year:** Hold at least one Spouses Night! One Inter-Club Night! One New-Member Night! One “Family Night”.
- 12. Sponsors Involvement and Responsibilities:** Keep the Sponsors of New Members responsible! They are the key to “Good Member: development. KEEP THEIR FEET TO THE FIRE.
- 13. Use the “2 – 4 – 1” New Member System:** Replace a lost member with the names of two prospective members!