

# MEMBERSHIP PULSE

Vital Information from the Extension and Membership Division

Volume 1 Issue 2



Lions Clubs International



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Fellow Lions,

As I prepared this message I realized the similarities between champion teams and Lions clubs. The dedication of the players, the leadership and commitment of coaches and senior players, communication, game plans and strategies - with all team members working together for a common goal – these elements can be found in both.

Lions' champions are the local clubs! Coaches are Lions in positions of leadership and senior Lions with experience and a drive to succeed. The playing field is found in local communities where action plans are established based on [community needs](#). I encourage you to seek out opportunities for service, and build membership founded on local circumstances and the community's desire to make a difference.

Now is the time to [rally together](#), to support, to mentor, and to motivate your team working toward a unified [mission](#).

Thank you for being a Lion as together **We Serve!**



Drs. Ton Soeters  
Past International Director  
GMT International Coordinator



## Recruiting Corner

### Who Should Your Club Invite?

- 1) My club is mostly comprised of:
  - a. Men, we are somewhat of an “old boys club.”
  - b. Both men and women, some have children at home.
  - c. Men and/or women, a lot of us are over 60.
- 2) Our best service project:
  - a. Has an emotional impact on members, and provides immediate results to the community.
  - b. Has components for all ages, kids can easily help.
  - c. Is hands-on, we want to break a sweat.
- 3) Our club is located:
  - a. In an established community, everyone works together.
  - b. In a growing community, lots of families are moving in.
  - c. In a community with lots of young adults and students.
- 4) The majority of our members:
  - a. Have spouses, and many spouses are not members.
  - b. Have children living at home and want to involve them.
  - c. Are retired, our club is getting old.
- 5) Our club wants to:
  - a. Grow and/or diversify our membership, our club needs more hands for service.
  - b. Involve more families, we would like spouses and children to participate in club events.
  - c. Start using more technology, we want to use social networking sites to promote club activities.

If you answered mostly:

A – Your club should invite women to join. Inviting a few women to join your club will not only help grow membership, women will add new perspective and skills to club activities and diversify your membership. Current members should be prepared to do some additional and new community service projects.

B – Your club should involve family members. Volunteering together as a family will help you spend more quality time together. Did you know, family members joining the same club receive a dues discount as part of the [Family Membership Program](#)? The [Cub Program](#) also helps support family-friendly clubs by including children under age 12.

C – Your club should seek younger members. [Young adult](#) members bring new energy, ideas and diverse skills into your club and ensure your club's legacy will continue. Consider recruiting a few [student members](#) and [former Leos](#) into your club! Club members should be prepared to do some new projects.





### A Ripple of Service

When you drop a pebble into water, it causes a series of ripples, extending outward and growing larger and stronger. When you sponsor a new club, you're creating a ripple of service. That new club will serve their community with new projects and engage new people. They will inspire others and they will have the ability to start a new ripple by sponsoring a club themselves. All of those acts can be traced back to the club, district or zone that sponsored them.

Taking on the role of mentoring a new club through sponsorship is a great way to increase your positive effect on the world. It enables you to reach outside the walls of your own community and start service in another. So go ahead; start a ripple. Sponsor a club.

If you've already sponsored a new club that is doing great work in their community or would like to publicly recognize your sponsors for creating the opportunity for your club, please send your stories to [membershippulse@lionsclubs.org](mailto:membershippulse@lionsclubs.org). They may be featured in the next issue!

How can **How Are Your Ratings?** and the **Community Needs Assessment** help you?

Is your club looking to increase its number of service projects, try different service projects or involve more members in your club? Consider using the [How Are Your Ratings?](#) and/or the [Community Needs Assessment](#).

The **How Are Your Ratings?** questionnaire helps analyze a club's strengths and weaknesses. The **Community Needs Assessment** helps Lions find needs within their community and determine what services the club can provide.

(Coincidentally, both publications are used in the Club Excellence Process Workshop.)

Knowledge is power. Now you know!

### Membership Reports

"We Serve" is the cornerstone of our association. Reviewing membership data increases your ability to support your members through knowledge and analysis. The reports below can assist in the creation of the best possible membership environment and growth opportunities.

[Register Reports](#)

[Missing Club Officers](#)

[Summary of Membership](#)

[Cumulative Reports](#)

[Health Assessment](#)





## Family and Women News

### *Expand Your Knowledge with Tips from the Women's & Family Membership Development Task Force*

Last fiscal year, the Women's & Family Membership Development Task Force was developed to capture insight on how to increase female membership and advance women into leadership positions. The Task Force members, comprised of four female international directors and two board appointees, attended women's workshops, participated in symposiums and spoke with individual Lions.

Here are a few useful tips they gathered during the year:

1. When inviting women to join Lions, highlight the skills being a Lion provides. For example, one woman shared she became less introverted, learned PowerPoint and became a better communicator because she joined Lions.
2. Spread the word about encouraging Lioness clubs to become Lions. Lionesses have been serving faithfully for many years. Seeing the value of their membership, Lions Clubs International instituted the [Lioness Bridge Program](#) in 1996. As a Lioness Lion they receive the rights and privileges of Lions membership, expand their network, receive recognition from International for their achievements and gain a stronger voice.
3. Encourage the women in your area to take on leadership roles and participate in [Leadership Development Programs](#). To grow women leaders, we need

more visible women. And when women see other women serving as leaders, they are inspired to participate and take on leadership roles themselves.

4. Initiate service projects that have a focus on women and children, or start a [Cub Program](#) within your club. There are few greater motivators for women to get involved than projects that are close to a woman's heart and can teach their children compassion and responsibility.

Do you have other ideas? It's not too late to share them. International President Wayne Madden is continuing the Women's & Family Membership Development Task Force to chart the road ahead to growing women and family membership, and more importantly, to be sure we are engaging them as key team members. Send your ideas for growing women and family membership to the Task Force at [memberprog@lionsclubs.org](mailto:memberprog@lionsclubs.org).



### Resource Library

- ☐ Online GMT District Coordinator Guide
- ☐ Online Club Resource Center
- ☐ Membership and Leadership Development Resources Guide
- ☐ Cumulative Membership and Club Summary Reports
- ☐ Club Health Assessment Report for each club in your district
- ☐ LCI [materials/resources](#) to assist in capitalizing on service and membership strengths and addressing challenges
- ☐ The Club Excellence Process (CEP)
- ☐ The International President's Theme
- ☐ Global Service Action Campaigns
- ☐ PR initiatives





## Spotlight on New Clubs

### *A brief report on the NAIROBI MJF BALAJI LIONS BRANCH CLUB*

The Nairobi MJF Balaji branch club was chartered just over a year ago and already has established a greenbelt in the southern part of Kenya where they have planted approximately 5,000 trees. In conjunction with German Lions in Juja (approximately 35kms from Nairobi) they help with overseeing a nursery school, primary school, home for the aged, and orphanage. They also ensure the students, elderly, and orphans are properly taken care of.

Currently the Nairobi MJF Balaji branch club has initiated a musical program where they hope to raise substantial funds to help build a water catchment area and construct four classrooms in an area where the resources are negligible. They are a very enthusiastic group of women Lions who are committed to various service activities.



Members of the Balaji Club visited the orphanage and the old people's home accompanied by the vice district governor and guiding Lion.



## Global Membership Team



All Lions will benefit from understanding the roles and responsibilities of the Global Membership Team. A Recommended GMT Overview for Clubs is provided in the

GMT District Coordinator Guidebook. The overview also provides a host of links to membership programs and materials.

The [Global Membership Team webpage](#) has been revised and expanded. Under the headings of Multiple District and District, individual forms and templates from the GMT coordinator guidebooks can be easily and individually downloaded. Also available are links to the Club Excellence Process, Extension Workshop information, membership publications and membership forms.

### GMT District Coordinator Checklist

- ☐ Review first of the year membership development goals.
- ☐ Evaluate progress in reaching goals with DG team and GLT coordinator and revise action plans as needed.
- ☐ Encourage region, zone and club leaders to utilize or adapt existing membership resources and programs to meet opportunities and challenges.
- ☐ [Share success stories!](#)
- ☐ Celebrate achievements.
- ☐ Start a new club.

## International President Madden's "Pit Stop" Plan

Strengthening clubs and growing membership can be simplified by using the President's "Pit Stop" plan. A series of four "pit-stops" throughout the year have been developed to help in re-assessing club and member needs. Two pit stop plans have been developed – one for [districts](#) and one for [clubs](#). Each checklist guides you through a check list covering:

- Service
- Membership and Public Relations
- Operations





## Is your club doing your own version of the Club Excellence Process?

LCI recognizes that in many areas of the world clubs are conducting their own version of the Club Excellence Process. If your club is, we want to hear from you.

[E-mail](#) and tell us how you structured your process and what successes you are having.

## Facilitating the Club Excellence Process

The Club Excellence Process (CEP) involves both the Global Membership Team (GMT) as well as the Global Leadership Team (GLT). While the GMT is promoting the program to their districts, GLT is identifying and training CEP facilitators. If you, or someone you know, is interested in becoming a CEP Facilitator, contact your GLT district coordinator to express interest. If you are not sure who that is, contact a member of your district governor team.

## Share Your Membership Success Stories

Lions learn the best from one another. If your district or club has been successful with a membership program or increasing membership, please [submit](#) your stories.

## Awards

The Milestone Chevron Awards were mailed to the district governors during September. These awards may be distributed at a club visitation, a district convention or another appropriate Lions event. Details are posted on the [LCI Web Site](#).

## Reader Response

According to a survey of former Lions conducted by LCI, 43% of those responding said that unproductive meetings were the main reason they left the club.

Does your club need to revamp its meetings? Read [Focus on Meetings](#) from the [President's Retention Campaign Series](#). Tell us how you improved your Lions club meetings. [E-mail](#) us your response.

## Netcasts

**January 23, 2013**

7 p.m. - 8 p.m. CST (Chicago)

Topic: Membership Recruiting Ideas

[Register for this netcast](#)

**February 27, 2013**

7 p.m. - 8 p.m. CST (Chicago)

Topic: Club Branches

[Register for this netcast](#)



## Contact Us

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