



Membership Chair

Duties and Responsibilities

2016-2017



NEW MOUNTAINS TO CLIMB



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Membership Committee

A Club Membership Committee shall be composed of three elected members for a three year term. Initially, three members will be elected. One member shall serve for one year, the second member for two years, and the third member for three years. Each year thereafter, a new member will be elected.

Each member shall serve for three continuous years on a rotation system subject to annual confirmation for the years remaining by the Club's Board of Directors. The first-year member shall be a member of the Committee, the second-year member shall be its Vice Chairperson, and the third-year member shall serve as its Chairperson and as Membership Director on the Club's Board of Directors.

The first-year member is encouraged to focus on membership development, the second-year member is encouraged to focus on retention and leadership, and the third-year member (Chairperson) is encouraged to focus on extension.

Membership Chairperson

The Membership Chairperson shall be the Chairperson of the Membership Committee and serve on the Club's Board of Directors. The responsibilities for this position shall be:

- Create a plan for Club membership growth. Present the plan to the Club's Board of Directors for approval and support.
- Understand the different membership types and programs offered by LCI.
- Create a plan for club membership satisfaction and present to the Club's Board of Directors for approval and support.
- Understand and incorporate membership satisfaction programs into membership growth initiatives.
- Encourage the recruitment of new members and promote award programs to the Club members.
- Form a Membership Committee and work with it throughout the term.
- Ensure new members receive New Member Orientation and participate in the Lion Mentoring Program.
- Serve as a member of the Zone-level Membership Committee.
- Submit Membership Chairperson Recruiting Reports and the Club Membership Satisfaction Report to Club Officers once per month.
- Coordinate with other Club committees to fulfil position responsibilities.
- Assist Club Officers in organizing a Club Excellence Process workshop to examine your community's needs, assess your current membership satisfaction, and develop action plans.
- Conduct exit surveys with members who leave the Club.

Membership Director

The responsibilities of the Membership Director, as Chair of the Membership Committee, shall include:

- Developing a Club membership growth program and presenting the program to the Board of Directors for approval
- Encouraging the recruitment of new quality members at Club meetings
- Ensuring implementation of recruitment and retention procedures
- Preparing and implementing member orientation sessions
- Reporting to the Board of Directors ways to reduce the loss of members
- Coordinating with other Club committees in fulfilling these responsibilities
- Serving as a member of the Zone level membership committee

Consider a Lions Community Meeting where the activities of the Club and the Organization are explained, right down to the community level, to potential new members. Or, divide the Club into teams and have a contest – the team that brings in the most new members gets a free dinner on the Tail Twister.

As the Membership Chairperson, there are many people who will be available to assist you throughout the year. Working closely with your Membership Committee and the District GMT team will allow you to receive the support and guidance you need to fulfil your responsibilities.

Membership Committee

The Membership Committee can be structured in the way that best fits your club's needs; however, LCI recommends including the following Club members:

- Last year's Membership Chairperson
- Next year's potential Membership Chairperson
- Any club members interested in new member recruitment or member satisfaction

This recommended structure helps clubs make membership satisfaction and growth a priority by putting a unified team together to lead the Club's efforts. Because both the previous and future Membership Chairpersons are involved in the committee, it also ensures that membership efforts flow smoothly from year-to-year and the sitting Chairperson can have an understanding of what has worked and what hasn't for your club.

District GMT team

The District GMT team consists of:

- District Governor
- First Vice District Governor
- Second Vice District Governor
- District GMT Coordinators

By working closely with your District GMT team, you will have access to assistance and advice from experienced, membership-minded Lions. District GMT Coordinators are supported by the District Membership, New Club Growth, and District Club Success teams, which may also be able to offer you support.

Other Lions Clubs

Clubs also benefit from other clubs by sharing “best practices.” As a Membership Chairperson, you can more easily increase member satisfaction and reach membership growth goals by utilizing the support network that has been established.

Lions Clubs International

LCI understands that growing your Lions club is important because of the difference each new member can make in your community. LCI also understands that, along with welcoming your new members, it is important to make sure new and current members are satisfied. This is why LCI provides the following membership communications to assist your efforts:

- **Membership Pulse:** *Membership Pulse* is a quarterly e-newsletter that includes news and information on membership programs and new club formation. Club Membership Chairpersons automatically receive the Membership Pulse by email, and past issues can be found on the LCI website by searching for “membership communication.”
- **Membership success stories:** Visit the LCI website and search for “membership communication” to read stories about how Lions are working towards improving membership within their Club or District to help spread the Lions’ mission. In addition, if you have been successful, LCI would love to hear from you! Your success story may be just the inspiration others need to get started on their membership initiative.