



We Serve

**Multiple District 105 - British Isles & Ireland
Lions Clubs International**

Membership Manual - *Project Refresh*

Lions Clubs International

PROJECT REFRESH**Current Position**

Our Multiple District has experienced a significant loss in total membership during the past decade. We continue to drop members at a rate of approximately 2,000 per year and this is only partially offset by new members attracted or by new clubs. However we are now also witnessing a substantial increase in the number of dropped clubs plus over half of clubs within MD105 have a membership below 20 which is the minimum required to form a new club.

We need to re-assess our strategies if we want to reverse this trend. Most members acknowledge that action is required.

Having that as a platform, it now gives us the opportunity to introduce programmes that will have a practical impact in the areas of membership retention and recruitment.

In recent years Lions Clubs International have reviewed their strategies in relation to membership and Lions Clubs, which included reminding many of us of the how and need to retaining existing membership, forming new clubs and introducing new types of clubs including Club Branch and New Century Clubs. At present while continuing the forming of new Clubs remains successful this has only managed to keep pace with the increased number of dropped clubs.

MD Refresh Program

It goes without saying that none of us want to see our membership continue to decline as it has in the past 10 years. The first issue to be addressed, therefore, is a recognition that our preferred choice of action must be to rejuvenate our organisation. This would be achieved by each club going through a process of honest review and renewal. It is suggested that the following programme of action would achieve that aim:-

- (a) Review all facets of club procedures using ideas detailed in the "Healthy Club Toolbox"
- (b) Review community knowledge of your Club and set about raising the Club's profile.
- (c) Encourage a change of generational control of the club over a two or three year period. This will involve long standing members relinquishing control, supporting new leaders and possibly allowing new types of clubs with younger members to form close-by.
- (d) Have a membership drive on a regular basis.
- (e) Review current club membership to ensure that it reflects the make up of the community in which it serves.

Strategy

We would all like to be able to recruit new members in great numbers and reduce the number of our good friends who leave Lions. Sometimes, however, we just don't know how to do this. To assist us, the MD MERL Team along the MD IT & PR Teams will introduce a focus on club renewal. The programme has two elements to it, a "Refresh" programme focusing on membership retention, and a "Club Extension" programme, concentrating on processes to identify locations to form new Clubs. Both programmes are set out with practical step by step procedures so members will be able to implement them in part of full and experience positive results.

The Refresh Programme has been formulated in conjunction with the LCI Healthy Club Toolbox and is expected to rejuvenate the operations of clubs, which will have a positive impact on retention of existing members.

Over a two or three year period the above action could not only increase membership, and retain existing members, but rejuvenate existing clubs so that they are exciting and satisfying.

To achieve the best results, a new group of MD Officers which include Membership/ Retention, Extension, Leadership, IT and PR have agreed to work together under the banner "MERL+ Group".

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Our Aims :-

- To continue recruiting large numbers of new quality members as we have been doing in recent years and assisting clubs in practical ways.
- To inform the general public of the benefits of Lions membership through Information Meetings.
- To inform those new members of the greater Lions family through an improved mentoring strategy.
- To retain our existing members using the Healthy Club Toolbox and Club Questionnaire.
- To expand the formation of new clubs and new types of clubs through existing LCI and MD programmes.

It is believed that we have the necessary programmes in place to achieve our aims and, with YOUR help, our Multiple District can look forward to positive results.

Refresh Strategy

We would all like to be able to reduce the number of our good friends who leave Lions. Sometimes, however, we just don't know how to do this. The Refresh Programme, is focused on processes to rejuvenate the operations of clubs, which will have a positive impact on retention of existing members. The programme is set out with practical steps so that the club would implement it and experience positive results, within a short period of time.

The programme is designed to review club operations, and to examine the relevance of what we are doing in relation to our member's needs and those of the communities we serve. Following the process, clubs should exhibit a vibrant, exciting atmosphere in which members would fulfil their commitment to serve their community.

The Refresh Programme is meant to support the Club President by providing complete management process for his/her year in office. The President is the key to the success of this program and it is recommended that a Club Refresh Committee be set up with the Club President as Chairperson. The Committee would then recommend actions to improve certain aspects of the functioning of the Club.

Club Presidents have a very busy year and sometimes do not have time to reflect on some of the things that are happening in their club and actions needed to improve or rectify situations. The Club Refresh Committee will be the eyes and ears of the President, to assist when needed and also be of great assistance to the incoming President in planning the year ahead.

The Refresh Programme is not designed to re-act to situations, but is a pro-active programme where each club takes action to preventing situations arising. Hopefully, by starting the process of club renewal, problems will be nipped in the bud. We are all reluctant to voice our concerns for fear of offending fellow Lions and, in some instances, situations fester and result in resignations. The processes outlined in this programme will help identify these instances before they develop past the point of no return and save those Lions who could be lost to us.

Features of Programme

The Refresh Programme has the following features:-

- It is an "in-club" programme
- There are specific strategies recommended
- It is supported by District and Multiple District personnel
- Ongoing review

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Club President

One of the major goals of every Club President of a Lions Club is to see membership numbers grow during their year in office.

However, recruiting new members is only one-half of the equation, retention of existing members is just as vital if a club is to grow over a period of time. The Club Refresh Programme has been designed to maximise membership retention.

The programme is not about changing the minds of people who have decided to leave our organisation. It's probably too late by that time. Rather, it is about creating an exciting, friendly and vibrant atmosphere which members will not want to leave. While every Club President has many duties to fulfil, the role of the Club Refresh Committee would be focused on this issue to the exclusion of all others. As Club Refresh Chairperson, the Club President through this programme will complete a task to enhance and promote the Lions experience in their community.

Every member of the club will have a part to play, with the Club President, as leader, having the most important role. The strong support of the Club Refresh Committee will go a long way to ensuring the success of this programme within the Club.

It will be up to the Club President to decide on the makeup of the Committee, however, it is suggested that the Vice President is included. The other members should represent all ranges of Lions experience and minorities within the club.

Role of the Club Refresh Committee

The role of the Club Refresh Committee, under the chairmanship of the Club President, will be:-

- To develop a Club Refresh Plan for the Club
- To have that plan ratified by the Club
- To put the plan into effect
- To ensure the plan is carried out
- To monitor and maintain the plan in effective operation
- To seek all Club Officers to take into consideration the principles of Club Membership in their decision making

Role of the Club Refresh Chairperson

The Chairperson's responsibilities will be:-

- To make sure these things happen
- To become aware of matters which are, or may, cause concern to members
- Liaise with Zone and District Chairpersons
- Suggest ways the programme can be improved to the District MERL Chairperson

Meetings of Club Refresh Committee

It is strongly suggested that there is a written agenda for all meetings, preferably circulated to Committee Members before the meeting.

First Meeting

The following items to be included in the agenda:-

1. Discussion of historical membership changes including numbers, age, gender and reflecting the local community.
2. Club Survey to be undertaken (*see enclosed*)
3. Community Needs Assessment to be conducted (*see enclosed*). Take the necessary steps to undertake the assessment.
4. Development of a Club Refresh Plan. Start formulating a plan pending results of the two surveys. Points that can be acted upon immediately should be put into effect without delay.
5. Chairperson's Action List (*see following pages*) to be discussed and understood by committee.
6. Set next meeting date

Further Meetings

The Club Refresh Committee should meet monthly for the first three months and every second month for the remainder of the year. These meetings will focus on putting the plan into action, monitoring membership losses and reasons for losses, reviewing after six months to include another club survey to assess the effectiveness of the Club Refresh strategy.

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CLUB REFRESH TOPICS

Under six headings (Meetings, Social Activities, Community Service, Holding of Office, New Members and Other) below are lists of common "negatives" commonly expressed by Lions about our organisation. These, along with the Club Survey results, should form the basis for a Club Refresh Plan.

1. Meetings

We have opportunities each month to allow our members to enjoy themselves and make them feel glad to be a Lion - the club meeting. Common "negatives" on meetings are:-

- Too long
- Too formal or too informal
- Haphazard format and content
- President not in control
- Some members monopolise
- Pettiness or bickering occurs
- Not enough time to chat
- Uninteresting or Not informative
- Always the same
- Discuss every project in too much detail
- Poor attendance
- Too much time spent on correspondence
- Always sit in rows facing top table
- Meeting place not appropriate
- Little humour
- Day and time do not suit

2. Social Activities

Of equal importance to our service activities is our social activities. The social interaction between members and their families, makes for a happy Lions Club.

Common "negatives" on social activities are:-

- Not enough socials
- Not enough variety
- Too expensive
- Too frequent/ demanding
- Always the same few attend

3. Community Service

Community service is our fundamental purpose and is therefore an important part of our organisation.

Common "negatives" on community service are:-

- Not enough community service
- Too much fund raising
- We are always asking the community for money
- The community do not know we do these projects
- We give our fund raising away to other charities
- How do you define need
- We don't really help our community
- We have no community spirit

4. New Members

New members are one of our most important assets but, paradoxically, one of our least appreciated and most ignored. The treatment of new members and their long-term commitment as Lions is of the utmost importance.

4. Office Holding

There are jobs that need doing but ours is a voluntary organisation and nobody must be forced into any role. They have to be willing to take it on. On the other hand, once someone has a position it can be difficult to him/her to hand it back for someone else to do. Some "negatives" on office holding are:-

- Too many demands on time
- Don't have the resources or skills
- Demands of the position not properly explained in advance
- That has always been his job

6. Existing Lions

We are very good at looking after the needs of others but poor at looking after the needs of fellow Lions. We need to care for the welfare and health of our fellow Lions and their families. Consider appointing a Club Welfare Officer.

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DRAFT CLUB REFRESH PLAN*Meetings –***Guide for President**

1. Plan the program of meetings for at least 6 months ahead. These could include guest speakers, tea/dinner meetings, social functions.
2. Have an agenda, agreed with Club Secretary for all meetings.
3. Once the meeting is underway stick to the agenda.
4. Maintain control at the meeting. "Chair" the meeting.
5. Check before each meeting with all reporting officers that they have reports ready and will be attending.
6. Follow the Club's usual level of protocol and ensure that guests are acknowledged properly.
7. Organise a breakfast/tea/dinner meeting every 3 months as a minimum.
8. Encourage social interaction immediately following the meeting.

Social –

1. Appoint a Social Chairman and make sure they do the job.
2. Ensure the Social Chairperson has the first half-year programme available for the first meeting and the second half-year programme available before Christmas.
3. Make sure that the social programme does not clash with community service and other Club activities.
4. The Social Chairperson to obtain the President's approval prior to being published.
5. Ensure there is a good mix of socials that are not overly expensive or difficult to organise.
6. Make sure the social events are given adequate publicity in club bulletins, handouts and at meetings.

Community Service –

1. Complete community needs survey.
2. Follow through to see analysis of results.
3. Ensure recognition of Lions involved in leading project work.
4. Ensure the Club takes advantage of public relations opportunities.

Office Holding –

1. Consult with Lions who are prospective office holders.
2. Ensure Lion being asked will be able to accept the position.
3. Identify future leaders in the ranks of newer Lions and encourage them. Give these people opportunities to learn and take responsibility.
4. Encourage progression through to Presidency.
5. Discuss with Lions who have served in an office for a long time to ensure this is not depriving other members of the opportunity to learn new skills and positions.

New Members-

1. Adopt a new member strategy.
2. Ensure a "Mentoring Lion" in place to be a role model.
3. Be aware of the need to ascertain the expectations and aspirations of new Lions.
4. Ensure that the members will allow a new Lion to succeed in their aspirations.
5. Be aware that it is just as important to make a new Lion's partner feel welcome as it is to welcome the new Lion.

Existing Members-

1. Ensure those members not attending meetings are contacted. They, or close family, may be ill. Follow up on roll-call.
2. Don't place members into a club office they can't afford without support.
3. Do not embarrass fellow Lions
4. Do not criticise fellow Lions in open forum. Address any problems in a discreet and understanding manner.
5. Remind the membership we are all volunteers. Some can give more time than others, some have more skills to give than others.

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MEETING KIT*Meeting Agenda*

It is extremely important that the Club President have a comprehensive agenda and follow that agenda closely.

For a bit of variety, the position of the reading of the Code of Ethics and the Objects can be moved around, as can the position of the main business item. In fact, the agenda can be reorganised in any manner your club decides. As a result of your club survey the agenda favoured by the members may be totally different to what has traditionally gone before.

Following is a list of additional items which can be added to the agenda to maintain variety and interest-

- Lions education and information. Have someone present a maximum 3 minute piece on such items as a District, Multiple District or International programme.
- Know your member. One member per meeting speaks for a maximum of 5 minutes about their life.
- Ask a member to research a country (one of 195) in which we have Lions Clubs and give a short presentation.

Breakfast/Dinner/Tea Meeting

Appoint a Greeter who has the obligation to greet each Lion and guest on arrival. When there are new members it is necessary to ensure there is a constant mixing of members in where they sit. This could be done from time to time even where they are no new members to accommodate. It is recommended that an "at random" seating method be used similar to the following:-

Using two card packs place a card from one pack face up at each place setting. Place the other pack face down on a table at the entrance to the meeting. As each person arrives (other than the President, guest speaker and others who normally sit at the top table) have them select one of the face down cards. When the meeting commences they take their place where the same card is face up.

Any Lion who has a role during the meeting (i.e. reading Code of Ethics, Objects etc) should be given ample warning.

Theme Evening

You would give a real lift to some of your meetings by giving them a theme. Some suggestions for consideration are:-

- Christmas in June
- Birthday Night
- Family Night
- Card Night
- Song Night
- Pizza Party or Restaurant Visit
- Theatre Night
- St George's/St Patrick's/Robbie Burns Day
- Trivial Pursuit Night
- Sports Night- Football, Rugby, Cricket, Bowls, Tennis etc

Tail Twister

At most meetings, the Tail Twister is allocated a prominent position on the agenda. The Tail Twister usually confines their activities to the following-

- Telling a funny story about a club member
- Maybe running "Heads or Tails"

In fact the constitution states that the Tail Twister shall promote harmony, good fellowship, life and enthusiasm in the meetings through appropriate stunts and games and the judicious imposition of fines. How often do you see a Tail Twister conduct a stunt or game?

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CLUB SURVEY FORM

Please complete this special Club Survey Form and return it to the President. The responses received will enable the Club Care Committee to make recommendations that are in accordance with the majority of our members.

Please use the 1-5 rating values:

1-Strongly Disagree 2-Disagree 3-Neither Agree or Disagree 4-Agree 5-Strongly Agree

	Rating
CLUB MEETING	
1. Our meetings start on time	[]
2. Our meetings finish on time	[]
3. Our meetings follow a regular agenda	[]
4. Our meetings are too formal	[]
5. Our meetings are too informal	[]
6. I would like to see these agenda items removed: _____	
7. I would like to see these agenda items added: _____	
8. I enjoy club meetings	[]
9. We all have the opportunity to participate & communicate	[]
10. Our meeting atmosphere is friendly	[]
11. Guests are properly introduced	[]
12. Our meeting agendas are varied	[]
13. Our meeting programs are interesting	[]
14. We have enough guest speakers	[]
15. The tail twister is a fun addition to our meetings	[]
16. We are kept informed by various committee reports	[]
17. Our meeting venue is satisfactory	[]
18. We have sufficient meal meetings	[]
19. We have enough partner nights	[]
20. Our partners should be encouraged to attend club meetings	[]
21. The meeting room layout is satisfactory	[]
22. I would like to see the time of the meeting change to: _____	[]
23. I would like to see the day of the meeting change to: _____	[]
24. I receive minutes of the last meeting	[]
25. Some members monopolise the meeting	[]
CLUB SOCIAL ACTIVITIES	
1. My Lions Club has sufficient social activities	[]
2. Our social program is varied	[]
3. Social events are well planned and executed	[]
4. Social events are affordable	[]
5. I enjoy our club social events	[]
6. My partner enjoys our club social events	[]
7. I invite friends to our social events	[]
8. Friends and guests for our community are invited to our Charter Night	[]
9. Our Charter Night has too many speeches	[]
10. Our Charter Night should be formal dress	[]
11. It would be good to have a weekend away on a social activity	[]

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COMMUNITY SERVICE

- | | | |
|---|-----|-----|
| 1. Our club is active in community service | [] | [] |
| 2. Our club concentrates too much on fund raising | [] | [] |
| 3. There is enough variety in our projects | [] | [] |
| 4. I feel that I could do more community service project work | [] | [] |
| 5. I feel that I am too involved in community service project work | [] | [] |
| 6. Members efforts are recognised within the club | [] | [] |
| 7. We have good PR in our local community | [] | [] |
| 8. The clubs project work meets the needs of our community | [] | [] |
| 9. Our projects focus too much on the elderly of our community | [] | [] |
| 10. Our projects focus too much on the youth of our community | [] | [] |
| 11. We support too many other charities | [] | [] |
| 12. We give too much support to District & MD projects | [] | [] |
| 13. We give too much support to LCI and LCIF worldwide projects | [] | [] |
| 14. I would like to make the following suggestions for service projects | [] | [] |
-

MEMBERSHIP

- | | | |
|---|-----|-----|
| 1. My club recruits quality members | [] | [] |
| 2. My club recruits the right mix of new members between male and female | [] | [] |
| 3. We do not need to attract new members | [] | [] |
| 4. We should look at forming a new club in a nearby location | [] | [] |
| 5. The average age of our members does not matter | [] | [] |
| 6. We have the right mix between business/professional/employed/retired | [] | [] |
| 7. The cost of dues is prohibitive to attracting new members | [] | [] |
| 8. I feel I have the opportunity to hold an office in the club | [] | [] |
| 9. There are cliques in our club | [] | [] |
| 10. This club is good at looking after fellow Lions | [] | [] |
| 11. I would like to see more co-operation with other clubs in the Zone | [] | [] |
| 12. I would like the club to attend more District activities | [] | [] |
| 13. I feel that we should have a dress code for club meetings | [] | [] |
| 14. We should have a "club uniform" | [] | [] |
| 15. I enjoy being a Lion | [] | [] |
| 16. This club is active in recruiting new members | [] | [] |
| 17. This club ensures new members are given a role immediately | [] | [] |
| 18. The membership of this club is reflective of the community which we serve | [] | [] |

Name (Optional) _____

I have been a Lion for:-

Less than 1 year [] 1 - 3 years [] 4 - 10 years [] Over 10 years []

If you would like to discuss any matters in this survey with the Club Refresh Chairman on a confidential basis, please circle the appropriate response.

YES / NO

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COMMUNITY NEEDS ASSESSMENT

Each year every club should assess the programmes and services they provide to the local community. Through a simple analysis, clubs will be able to understand and accurately determine:

- What kinds of volunteer service the community needs
- Whether the club's current service projects are still needed by the community
- If other organisations are providing similar services

This assessment will help clubs better serve the community by helping focus on projects and programmes that are important to local people. In addition, by conducting projects that are meaningful in the community a club will be able to demonstrate leadership and pride that would help build team spirit within a club plus attract new members.

Step 1:**Discuss with Club Members**

Impress upon the club members the value of conducting a community needs analysis. Explain how it will help the club find and focus on projects that are still needed and are exciting and challenging to all involved, including the club members.

Step 2:**Appoint a Committee**

After attaining the approval of the club members it will probably be necessary to appoint a committee or task force to handle the assessment.

Step 3:**Who to Contact**

The committee will need to decide who would best evaluate the needs of the community. Make a list of people you will want to contact. This list will need to be selective, since everyone cannot be contacted. However, make sure that all major resources are contacted. For example, talk to someone who has a solid understanding of educational services and needs in the community. In addition, talk to the "experts" in environmental, health, recreational, social and youth

services. Here are types of people who could be contacted:

- *Educational Services*
School principal or teacher, director of the local library.
 - *Environmental*
City or council official in charge of environmental issues.
 - *Social Services*
Police, fire fighters, voting registration personnel.
 - *Recreational*
City or council recreational officer and people in charge of community activities.
 - *Health Services*
Hospital administrators, doctors, nurses.
 - *Youth Services*
School counselors, social workers, student leaders, people in charge of the community youth programmes.
- After completing your list, secure addresses and phone numbers of each contact, so the work can begin.

Step 4:**Survey Contacts**

Call all the contacts to see if they would participate in the assessment. Explain that the survey can be handled by phone or mail. If a phone survey suits pull out the questionnaire and begin asking questions (see

below). If the contact would rather complete the assessment in writing, then mail the questionnaire along with a cover letter (see below) plus a stamped addressed envelope to increase the likelihood of a reply.

Step 5:**Analyse the Results**

The committee would begin reviewing and analysing the completed questionnaires. Does the community have specific needs for services? Are other organisations duplicating the club's efforts? Do the club's existing projects need updated, improved or even stopped? In summary, what does your community need? How would the club get involved?

Step 6:**Share Results with Club**

The committee must share the analysis with the club. Get feedback from fellow members. Discuss whether your club's current projects are meeting the needs of the community. Open the floor to new ideas that would help make the community better.

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Step 7:

Share Results with Lions

The District Governor and Membership Chairperson plus other clubs in the Zone/Region would be interested in the findings. Please pass on the new knowledge that has been attained.

Step 8:

Share Results with the Survey Participants

Thank them in writing for participating in the survey. Discuss how their input has helped the club define programmes to serve the community better. Ask if they are interested in working with the Lions. Find out if they want to learn more about attending a club meeting.

Sample Cover Letter

To be attached to the questionnaire prior to mailing to community resource people

Date _____

Name/Address _____

Dear (*name*)

To provide better service to (*name of community*), the (*name*) Lions Club is conducting a survey of important resource people in this community. Our goal is to clearly identify those humanitarian services, which may require assistance. We hope you will help us identify these areas of need within our community.

By completing the attached questionnaire, you will help us determine needs in certain areas of human concern. Please feel free, however, to comment on any community services need you feel would benefit our community. We also encourage you to forward a copy of this survey to any other resource person whose comments you believe would be helpful to our survey.

Please return the completed questionnaire by (*date*). After we have completed our analysis, a representative from our club will contact you to discuss what we have learned from the assessment and how we might work together. In the meantime, if you have any questions, feel free to call me at (*phone number*). We would be happy to hear from you.

Sincerely

(*name of Lion*)
(*name of Lions Club*)

Lions Clubs International

LIONS CLUBS INTERNATIONAL LIONS COMMUNITY NEEDS ASSESSMENT QUESTIONNAIRE

Name of Resource Person: _____

Position: _____

Address: _____

Business Telephone: _____ Fax Number: _____

Area of Expertise: *(please check one)*

- | | | |
|--|---|--|
| <input type="checkbox"/> Educational Services | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Youth Services |
| <input type="checkbox"/> Recreational Services | <input type="checkbox"/> Social Services | <input type="checkbox"/> Health Services |

1. Can you identify specific community service projects in your field that you think are successful? YES/NO
Please list _____

2. If you answered yes to question one, why do you think the community service project(s) you listed are successful?

3. Can you identify specific needs in your field that, if met, would help service the community? YES/NO
Please describe _____

How do you think these needs would be best met? _____

4. Do you know of any duplication of efforts from volunteers in your service area?
 Are there two or more organisations doing the same or similar programmes? YES/NO
Please describe _____

How would the groups work together to eliminate unnecessary duplication or co-ordinate joint efforts? _____

5. Do you feel that residents in this community are aware of the services and facilities offered? YES/NO
Please comment _____

6. In your opinion, is there room for more volunteer involvement and programs in your service area? YES/NO
Please comment _____

Additional comment: _____

Date: _____

Return completed survey to:

Lion John Smith,
1 Any Street,
Anytown, Anywhere. AY1 2RU

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Philosophy

How often have you heard that we don't ask people to join Lions? There are some legitimate reasons for this. Most long term Lions have as their closest friends, their fellow members, and find their circle of friends outside Lions diminishing as the years go by.

Also, most of us are naturally shy, and find it difficult to share our passion for community service with other people, and therefore reduce the opportunities to ask those people to join us. I'm sure you have also heard some of your friends in Lionism say, "I would have joined a long time ago, but nobody asked me"!

This programme overcomes those problems and is based on selecting a number of people from the community and inviting them to an Information Meeting. At that Information Meeting they will be provided with sufficient details to enable them to make an informed decision to join us in our crusade of community service.

The other benefit of the Information Meeting is, of course, that it provides members of the public with a great deal of information about Lions and is a great help to us when we seek contributions or support from the community for our service projects.

Summary of Programme

- The Information Meeting should be held on the same night of the week as the club normally meets. If the club

meets on a Tuesday night, for example, arrange the Information Meeting for a Tuesday night. This means that those people who accept your invitation would probably be available on Tuesday nights, and would therefore attend your meetings.

- The people invited are sourced from the telephone book, business directories, community directories and by using a "think tank" of members to list names of people. It is recommended that a minimum of 10 names is selected and when the programme has been completed once the most effective methods will become clear.

Concerns Expressed

Two areas are always mentioned as being of concern in selecting prospective members by use of promotional material or a mail shot. We don't know the people concerned, and is there a good retention rate?

From experience the people who accept invitations to an Information Meeting have the first prerequisite, they are interested in being involved in community service.

There is also a further qualifying process at the Information Meeting after they have full details of expected commitments.

Those who then volunteer generally make good members, at least in the same percentage as those invited personally. There are a considerable number of quality members in the Lions through such meetings.

Unfortunately, our traditional methods of recruitment have seen less and less new members joining our organisation. While our population continues to increase, our membership has declined. The secret seems to be in asking people to join us. With this program we ask large numbers of people and usually end up with 2% to 3% of those attending as members.

This programme will work effectively with both large and small clubs, in suburbs of large cities and towns, and in small rural towns and communities. Of course, in a small rural location with a population it may not be possible to invite everybody. Clubs in those circumstances could reduce the number of invitations accordingly and will still achieve a good number of new members.

Clubs need to treat recruitment as a club project and form a committee in the same way as they do for fund raising projects. In this way they will have a much greater chance of success. The task is too big for one person, such as the Club Membership Officer, to undertake without a great deal of assistance.

All Lions, including District Governors, District Officers, Zone Chairpersons and Club Presidents, need to have an open mind about growing membership in our existing Clubs and also through the variety of new Club types. Club Refresh Programme, implement it enthusiastically, follow the programme closely and then the desired results will be achieved.

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New Member Strategy

Once success has been achieved and the new members are inducted into the club, how do we ensure they remain long-term Lions.

By following the New Member Strategy, it is unlikely that any new Lion will have complaint about not being made feel welcome and valued.

Ensure the following actions during the noted time periods:-

Short Term 1 - 4 Months

- At the first meeting after the induction the new Lion is to act as Lion Tamer and/or Greeter.
- Club Refresh Chairperson (President) to telephone after the first meeting to obtain feedback.
- Establish new member's skills and interests.
- Club Refresh Committee to engage support of 3 or 4 reliable Lions to sit with, introduce around and educate the new members. Sponsor is probably well known to the new member so this will help break down any barriers.
- Monitor attendance of new member at meetings, social and service activities.
- Don't forget the new member's partner. Another partner should telephone the new members' partner to ensure attendance at the first social function.

Medium Term 3 - 12 Months

- New Lion to have attended an information session.
- Continue monitoring attendance at meetings and service activities.
- "Reality check" at 6 months by Club President meeting with member and partner.
- New Lion takes on first chairmanship or leading role in a larger activity.

Long Term 12 - 24 Months

- New Lion is considered for Board position.
- New member re-does the club survey after 12 months membership.
- New member joins Club Refresh Committee.

Lions Clubs International

Induction Ceremony

Lion President or Lion holding the highest office who is in attendance

We are about to begin the induction ceremony which will welcome a new member to the fellowship of the Lions Club of This is a most important occasion for the new member and the for the club, and I would be pleased if you would give this ceremony your full attention.

Will the Sponsoring Lion please bring forward the candidate for induction.

On behalf of the members of the Lions Club of I express our pleasure that you have accepted the invitation to become a member of this club and Lions Clubs International.

Our club has a proud history having been chartered in It is a successful club, both within it's own community and the wider community of our Lions District.

Our course, we are proud to say that we are part of the world's largest service club organisation, with about 1.4 million members in over 190 countries and geographical locations throughout the world.

You have been invited to become a member of this club, not on account of what the club can do for you, but on account of what you can do for the club by way of service, for those less fortunate than yourself. We believe as members of Lions Clubs International that service is the rent we pay for the space we occupy on this earth.

Membership of a Lions Clubs signifies your acceptance of certain obligations, most of which are embodied in the Lions Objects and Ethics. At this stage, I would like to remind all of us of the Lions Objects and Ethics and ask Lion To read the Lions Objects followed by Lion reading the Lions Code of ethics.

The Lions Objects and Ethics are now read

Turning to the new member

Since you have expressed a desire to affiliate with this club and Lions Clubs International, I now ask you to respond to my words with a simple " I Do" or " I Will "

Do you hereby accept membership of the Lions Club of Knowing that such membership obligates you to participate in all functions of that club?

"- I Do -"

To the best of your ability, will you abide by the Lions Code of Ethics, attend meetings regularly, accept such assignments as are given you and contribute your share to the programs of your club, district and Lions Clubs International?

"- I will -"

You are now a member of the Lions Club of and your sponsor will now present to you the Lions emblem pin which signifies this membership.

Lions Clubs International

Turning to the sponsor

Now I would like to ask the sponsor, Lion to respond to my words with a simple " I Will "

Will you fulfill the following obligations:-

- Make our new member feel welcome
- Introduce our new member to all club members
- Provide our new member with information about the club, it's offices and constitution
- See to it that assignments are given immediately, thereby enabling our new member to become an active Lion
- Arrange for orientation sessions on the Lions
- Be ready to answer any questions that might arise
- Encourage the new member to discuss with you any problems and offer possible solutions
- Assist the new member in developing into an outstanding Lion?

"- I Will -"

Turning to the new member

Fellow Lion ...*new member*... wear with pride this emblem. Let me congratulate you and welcome you into the greatest of all service club organisations -Lions Clubs International.

On behalf of the club, I now present you with your New Member Kit which includes your official Certificate of Membership. We wish you a long and happy association with Lions.

Fellow Lions, please welcome your new member, Lion

CLUB REFRESH PROGRAMME



Let's Put The Pride Back Into Lionism