



Let's Make Waves



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

***Membership Growth Strategy and
A Focus on Club Renewal***

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MEMBERSHIP PROGRAMME

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.

During the year 2002-03 this Multiple District accepted the LCI Impact Programme, which, while not solely relating to club extension, reminded many of us of the how and need to forming new clubs and indeed new types of clubs including Club Branch and New Century Clubs. At present while being extremely successful in new club formation this programme has only managed to keep pace with the increased number of dropped clubs.

MD Membership 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 can be achieved by each club going through a process of honest review and renewal.

It is suggested that the following programme of action can achieve that aim:-

- (a) Review all facets of club procedures using the "Club Care Programme" detailed later in this document.
- (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 and supporting new leaders.
- (d) Have a membership drive on a regular basis using the "Club Growth Programme" detailed later in this document.
- (e) Review current club membership to ensure that it reflects the make up of the community in which it serves. This should include female membership and that of ethnic and cultural minorities.

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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 Membership & Retention Team will introduce "Let's Make Waves", a focus on club renewal. The programme has two elements to it, a "Club Growth" programme focusing on membership recruitment, and a "Club Care" programme, concentrating on processes to rejuvenate the operations of clubs, which will have a positive impact on retention of existing members. Both programmes are set out with practical step by step procedures so members will be able to implement them and experience positive results.

The Club Growth Programme is a refinement of proven recruitment programmes used for many years by a number of Districts within the MD.

The Club Care Programme has been formulated after the evaluation of the LCI Retention programme and other successful ideas already being utilised throughout our MD.

Over a two or three year period the above action should not only increase membership, and retain existing members, but rejuvenate the club so that it is exciting and satisfying.

To achieve the best results, the newly amalgamated MD Membership, Retention & Club Development Team have agreed to work together with the MD Extension Team under the Impact Banner.

Our aims are as follows:-

- ?? To recruit large numbers of new quality members using the Club Growth programme and by 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 District New Member Information seminars.
- ?? To retain our existing members using the Club Care programme.
- ?? To expand the formation of new clubs and new types of clubs through the LCI and MD Impact 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.

While we have aims we feel that we must also set ourselves targets for the coming three years. Our base

or starting point is the data supplied by LCI as at 30 June 2003.

Our targets are as follows:-

- ?? To have net growth in membership of 6% (approx. 1,100) by June 2006 thereby achieving a MD membership of 20,000. To be know as the 2006% target.
- ?? To reduce the number of annual dropped members by 10%.
- ?? To reduce by 50% the number of clubs with less than 20 members. Currently 456 clubs in the category.
- ?? To form at least 26 (two per District) new clubs each year.
- ?? To double the number of Club Branches by 30 June 2006.
- ?? To build relations with the MD Lioness & Leo membership officers with a view to mutual benefit.

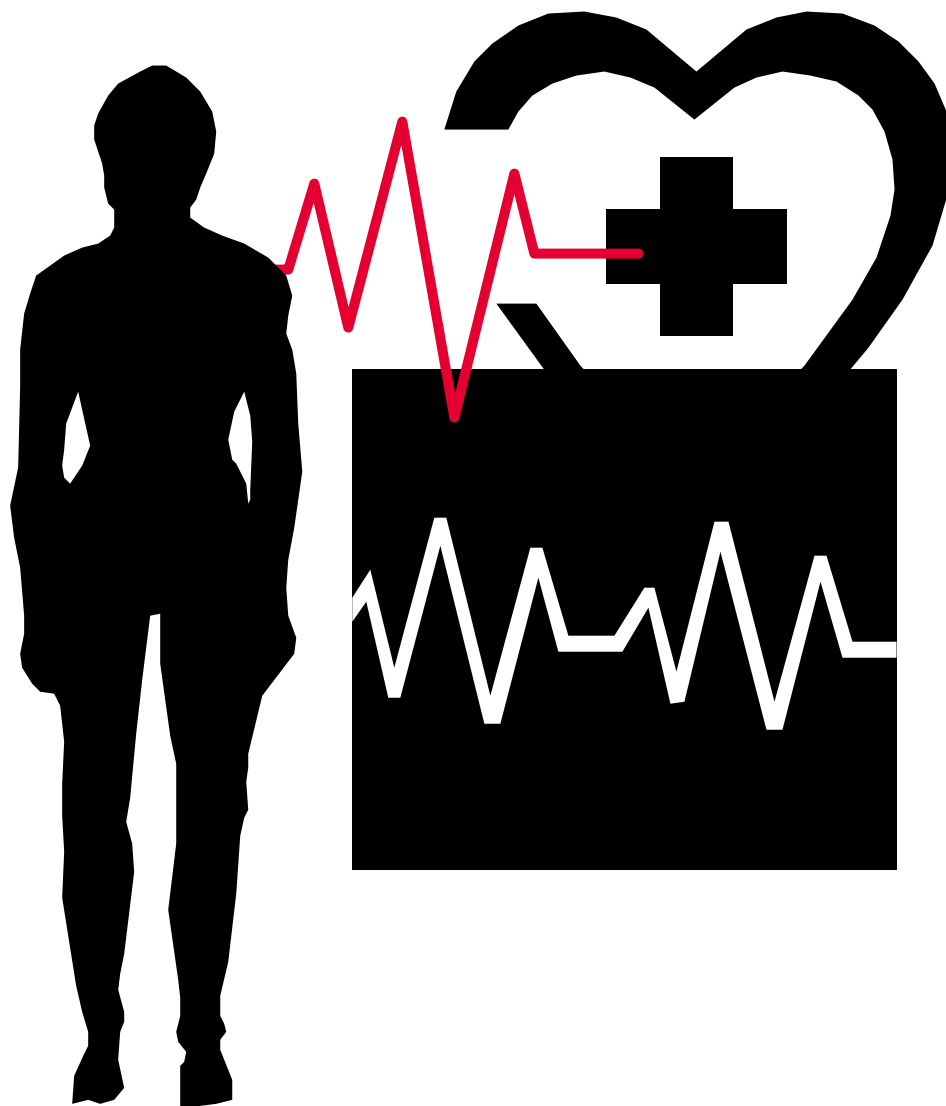
Waves vary in size and strength but all have one thing in common - they only move forward. Lions Clubs and Membership within MD105 can and will do the same.

Yours in Lionism

Gilbert Lee

**Multiple District 105
Membership & Retention
Chairperson**

CLUB CARE PROGRAMME



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Strategy for Renewal

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 Club Care 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 can 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 can fulfil their commitment to serve their community.

The Club Care 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 Care Committee be set up with the Club President as Chairperson. The Committee can 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 Care 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 Club Care 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 Club Care Programme has the following features:-

- ?? It is an "in-club" programme
- ?? There are specific strategies recommended
- ?? It is supported by 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 Care 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 Care Committee can be focused on this issue to the exclusion of all others. As Club Care 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 Care 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 membership of the Club Care Committee, however, it is

suggested that the Vice President and the Membership Chairperson are included. The other members should represent all ranges of Lions experience and minorities within the club.

Role of the Club Care Committee

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

- ?? To develop a Club Care 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 Care in their decision making

Role of the Club Care 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 Chairperson

Meetings of

Club Care 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 loss data.
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 Care Plan. Start formulating a Club Care Plan pending results of the two surveys. Points that can be acted upon immediately should be put into effect without delay.
5. Club Care Chairperson's Action List (*see following pages*) to be discussed and understood by committee.
6. Set next meeting date

Further Meetings

The Club Care 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 Care Programme.

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CLUB CARE 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 Care Plan.

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
- ?? Not informative
- ?? Always the same
- ?? Discuss every project in too much detail
- ?? Poor attendance
- ?? No minutes
- ?? Too much time spent on correspondence
- ?? Always sit in rows facing top table
- ?? No private meeting room
- ?? Meeting place not appropriate
- ?? Little humour
- ?? Day & time do not suit

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
- ?? Not well planned
- ?? Too expensive
- ?? Too frequent/ demanding
- ?? Always the same few attend

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

Office Holding

There are jobs that need doing but ours is a voluntary organisation and nobody can be given any job. 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

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.

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.



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DRAFT CLUB CARE PLAN**Meetings -****Guide for President**

1. Plan the program of meetings for at least 6 months ahead. These should 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 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 192) in which we have Lions Clubs and give a short presentation.

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

- ?? Christmas in June
- ?? Birthday Night
- ?? Middle Names Night
- ?? Family Night
- ?? Card Night
- ?? Song Night
- ?? Pizza Party
- ?? Restaurant Visit
- ?? Theatre Night
- ?? St Patrick's Day
- ?? Robbie Burns Day
- ?? Remembrance Day
- ?? Trivial Pursuit Night
- ?? Sports Night-
 - Football
 - Rugby
 - Cricket
 - Bowls
 - Tennis

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
- ?? Promoting a cross-finning segment
- ?? 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 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 can 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 can 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 should 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 counsellors, 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 can 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 can 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 can help make the community better.

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.

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**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*)

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LIONS CLUBS INTERNATIONAL LIONS COMMUNITY NEEDS ASSESSMENT QUESTIONNAIRE

Name of Resource Person: _____

Position: _____

Address: _____

Business Telephone: _____ Fax Number: _____

Area of Expertise: *(please check one)*

Educational Services

Environmental Services

Youth Services

Recreational Services

Social Services

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 can 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 can 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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CLUB GROWTH PROGRAMME



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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 large 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

- ?? Invitations are issued up to 500 people to attend an Information Meeting.
- ?? The Information Meeting should be held on the same night of the week as the club normally meet. 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 can 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 100 names is selected and when the programme has been completed once the most effective methods will become clear.
- ?? It is recommended that this programme be completed over a 9 week period. It can be done in a shorter time frame, of course, but it would increase the work load on club members, and there is a risk that some short-cuts may be taken in the programme which would result in a disappointing outcome.

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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 continue 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 of 500 people it's not possible to send out 500 invitations. Clubs in those circumstances should reduce the number of invitations accordingly and will still achieve a good number of new members. We have recently witnessed in a rural town one of our clubs invited 43 people to an information night. They then followed the rest of the programme and 10 of the invited became members, a very high success rate.

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 the Club Growth 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 Care Chairperson (President) to telephone after the first meeting to obtain feedback.
- ?? Establish new member's skills and interests.
- ?? Club Care 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 Care Committee.

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Information Meeting

It is important that there are significant numbers of Lions in attendance to mingle with the invited guests before the meeting starts. In the case of small clubs it may be appropriate to invite members from adjoining clubs to assist on the night.

It is also very important that Lions in attendance should be smartly attired. Club uniforms (shirt and or pullover) are recommended but NOT District or Multiple District uniforms. Most of These meetings are of an informal nature and the presenter should be prepared to discard their jacket after gauging the dress code of those invited.

Make sure the club members arrive 30 minutes prior to the invited guests and they should allocated certain guests to greet and host for the evening. Try not to give too much information to the guests at this time and advise them that all questions should be covered during the information address.

At the information evening arrange the following:-

- ?? Chairs in theatre style
- ?? A lectern
- ?? A microphone, if required
- ?? Attendance sheet
- ?? Display club banner, charter
- ?? Display club project photographs & newspaper articles

- ?? Tea/ coffee and cake to be served before and after presentation
- ?? A supply of membership application forms
- ?? Copies of Objects and Ethics

A club member should be stationed at the entrance to mark off each attendee's name as they arrive and then introduce them to a fellow Lion who will act as their host for the evening. At the conclusion of the evening make sure that the attendance sheet records those who have shown a strong interest in joining Lions, those who are still thinking about it and those who are not interested. This information is essential for follow up.

It is recommended that an experienced presenter be used for the information address on the first occasion that the club undertakes this activity.

Suggested agenda for the evening is as follows:-

- ?? Club President
 - welcome
 - introduction of Lions who will read Objects and Ethics
 - introduction of Presenter
- Presenter
 - information address
 - video presentation "Ordinary People Amazing Things"

Club President

- conclusion
- invite attendees to next club meeting
- ask attendees if prepared to join and they are given a membership application form.
- invite to share tea/coffee after meeting

It is extremely useful if every club has a Potential Members leaflet (*see following pages*). This leaflet should contain details of the history and the service projects of the club plus basic background on the District, Multiple District and Lions International. Try to stay away from our management structure and titles as these will only confuse. A copy of the brochure "Ordinary People Amazing Things" should also be presented to every attendee.

Lions Clubs International

Information Meeting
Action Timetable

This is the countdown to your Information Meeting.

Action required: -

9 Weeks Before

1. Book venue
2. Investigate Reply Paid Service from Post Office
3. Obtain contact lists - electoral roll, Chamber of Commerce membership list, business organisations, local authority publications, health/education publications, local phone/guide books and don't forget new housing developments for people you may recently have moved into the community.

7 Weeks Before

4. Cross reference the data obtained with those to be added onto the invitation list. This is a time consuming task and will need a large number of Club members to complete plus their local knowledge will be of benefit.
5. Have a supply of Reply Paid envelopes or print/stamp if required.

6 Weeks Before

6. Set up computer data base and key in data collected from step 4 showing name and address. e.g.:-
*Mr Barry Brown
132 Alabaster Street
Lionstown
LN12 2AB*

By having the data on an Access File it will be possible to mail merge direct on to invitation letters thus eliminating a considerable amount of work. The use of window envelopes will also save much time.

5 Weeks Before

7. To all persons on the data base do a mail merge of the invitation letter (*see following pages*).
8. Prepare the RSVP (*see following pages*) sheet to be included with the invitation letter. Again these can be partially completed for the recipient by using mail merge. The RSVP date should be 8 days prior to the meeting.

4 Weeks Before

9. Fold the invitations and place these together with a Reply Paid envelope and the RSVP sheet in the window or matching addressed envelope.

3 Weeks Before

10. Place a postage stamp on the invitation envelopes and forward. If the club has sufficient members then ask them to hand deliver the envelopes thereby saving costs.

8 Days Before

11. You will normally expect to receive replies from about 15% to 20% of those invited, with some acceptances and some

non-acceptances. It is vital to follow up those who have not replied with a telephone call. If a club member is phoning from home a record should be kept so that they can be reimbursed. Don't forget when someone states they are unable to attend the Information Meeting, to ask if they would attend on another occasion. The resulting comment should be noted. Never leave a message on an answering machine, call again until contact is made.

Weekend Before

12. As effective contact may not have been made with a number of people it is now very important to use the weekend to make contact. By the end of the weekend if no contact has been made a message on an answering machine may be allowed.

3 Days Before

13. Forward confirmation letter (*see following pages*).

Lions Clubs International

Invitation Letter (example)

**Mr John Smith
26 High Street
Highfields
LN1 AB2**

Dear John,

As President of the Lions Club of Highfields, I have great pleasure in inviting you to be our guest at a special Information Evening to be held at The Lodge Hotel, Happy Road, Highfields at 7.15 for 7.30pm on Wednesday, 23rd February.

You may well ask, "Why has this invitation been made?"

To assist the Lions Club commitment to the community at large, we are in need of new members. By your participation in this special Information Evening we hope you will be able to make a value judgement as to the merits of the Lions Organisation.

We advise that membership in this Lions Club is open to be men and women, as it is our intention, to create a broader range of community service. Anyone in your household may also attend.

At the meeting you will learn of the history of Lions, our aims and objectives, as well as being informed of meeting, project and financial obligations. In fact, you should receive all the necessary information to enable you to make a decision as to whether you too, would

like to join the world's largest Service Club Organisation.

We enclose an RSVP form for you to complete and return in the reply paid envelope provided, to reach us no later than ...*(8 days before meeting)*...

Along with all our members I look forward to your company, as our guest, on 23rd February.

Yours sincerely,

**William Stooks
PRESIDENT
LIONS CLUB of HIGHFIELDS**

Lions Clubs International

Letter of Confirmation of Acceptance of Invitation

**Mr John Smith
26 High Street
Highfields
LN1 AB2**

Dear John,

Thank you for your acceptance of our invitation to attend the Lions Information Evening on 23rd February. The meeting will be in the Manor Suite, Lodge Hotel, Happy Road, Highfields commencing at 7.15pm.

I look forward to meeting you in person.

Yours sincerely

**William Stooks
PRESIDENT
LIONS CLUB of HIGHFIELD**

Lions Clubs International

RSVP Slip (example)

Please complete this RSVP Slip and forward it in the Reply Paid Envelope provided to reach us by 15th February.

Please tick to show your intentions.

- I am pleased to accept your invitation**
- I am unable to accept you invitation for the date shown, but I would like to attend another meeting**
- I am not interested in attending**

Your first name _____

Your surname _____

Your address _____

Your phone no. _____

- The person(s) shown below will / will also attend the meeting**

First name _____

Surname _____

Address _____

Phone no. _____

Lions Clubs International

Telephone Follow Up

Notes before calling:-

- ?? If a child answers, ask for Dad or Mum or Mr/Mrs
- ?? If no answer mark on list for subsequent follow up
- ?? If answer machine switches on - Hang Up
- ?? If they are coming to the evening, confirm first names - mark on list
- ?? If they are not coming - mark NO on list
- ?? Do not ask questions which make it easy for them to say NO, such as "Would you like to come to the Invitation Evening?"
- ?? Mark on list any comments such as referral to another person who may be interested or when to follow up if they want to come to a later meeting etc.

Suggested approach when calling:-

Good evening, This is *(name)* from Highfields Lions Club. Is this the *(name)* residence? It is, good. During the last week our Lions Club sent out invitations to selected people to attend an information evening on 23rd February.
Did that invitation arrive at your house?
Good. We're looking forward to seeing you there. *(wait for their response)*

If they say they are coming -
Would you like to bring your partner or friend with you? *(If Yes - ask their name and write it down).*
Confirm that they have transport, confirm the start time, and invite them to look for you on the night. Repeat you name.

If they say they are not coming

I'm disappointed to hear that. There is no obligation or expectation that YOU will be required to join the Lions organisation. This evening is planned to do two things. Firstly it gives us the opportunity to let people know just what the Lions organisation is all about - the projects Lions are involved in locally, nationally and internationally. Secondly, we are looking for input from our invited guests. You may well have some ideas for local projects that we haven't thought of. We really would like you to

come along. It's likely there will be quite a few people there you'll already know.

If they accept invitation see previous section

If they still decline

Thank you for your time

Frequently Asked Questions

*What do Lions do?
What's in it for me?
How much does it cost?*

RESPONSE - That's the purpose of the meeting. To inform people of the projects and involvement in the community so you can make an informed decision about becoming a member.

How long will the meeting last?

RESPONSE - Approximately one and a half hours.



Lions Clubs International

Potential Members Leaflet

A Potential Members Leaflet is deemed very useful as very often we over fill with information on

Lions those we are trying to attract into the organisation. The drafting of a leaflet giving basic information on all activities of your Club plus basic information on projects at Club, District, Multiple District and International levels and of course a short history of our wonderful organisation is deemed to most appropriate way to highlight our aims and actions to the public who we are trying to attract into membership of Lions.

The main topics should include:-

History -

- ?? Founded by Melvin Jones in USA in 1917
- ?? Has spread to over 190 countries and geographical locations
- ?? Worldwide membership of about 1.4 million, making it the world's largest service club organisation
- ?? Lionism represented at the United Nations
- ?? First club in the UK was formed in London in 1950
- ?? Now approximately 950 clubs in the British Isles and Ireland with a combined membership in excess of 19,000
- ?? Lions Club of Highfields began in 1965

?? Lions Club of Highfields has 36 Members

Meetings -

- ?? Meeting days, venue and time
- ?? Once a month Club Care Committee meeting
- ?? For those Lions appointed to the Club's Board, a periodic, usually quarterly, Board meeting. Non Board members are welcome to attend.

Costs -

- ?? Once only joining fee
- ?? Half yearly dues
- ?? Tail Twister fines
- ?? Social events costs

Social Activity -

- ?? Restaurant nights
- ?? Theatre/concert nights
- ?? A pre-Christmas function
- ?? Charter Night Dinner
- ?? Partners Dinner nights
- ?? BBQ's

Projects -

- ?? The club has an extensive range of projects in which you may participate. It is up to the individual as to their level of project involvement. In the Lions we recognise family and business needs come before Lions work .

Fund Raising Projects -

- ?? *List your fundraising activities here*

Service & Other Projects

?? *List your service and other projects here*

The name and telephone details of a contact Lion should be detailed on the leaflet plus the address of the meeting venue.



Lions Clubs International

**Information Address
Helpful Hints**

The address is designed to provide sufficient information by the end of the meeting to enable the invited guests make an informed decision about joining the Lions organisation. It is also designed to have interactive participation between the presenter and the guests so that they feel comfortable to ask and respond to questions plus generally creating a relaxing atmosphere.



It should be noted there is very little reference to District or Multiple District activities or structures as we have found that most people, in the early stages, are only interested in the local Lions Club and it's local activities.

If it is known before the meeting that some of those invited will definitely be joining, make sure that you seat those people in the front so that they can be seen by the others and therefore encourage more to join. This will help to overcome the shyness of some who want to join but are reluctant to be the first.

Sometimes, there will not be anyone who immediately volunteers. The presenter will then have to keep talking, inquiring whether there are any issues that need clarification, ensuring they fully understand the time commitments, the types of projects we do and

so on. The presenter should then inquire of each row of seating, "What about the people in this row, is there anyone who wants to join us to help those less fortunate than we are?" It sometimes takes a while for the first volunteer and the presenter should continue to gently probe the intentions of those assembled. There have been instances where n-one volunteered initially, but with gentle persistence, there were eventually people who became members by the end of the meeting.

The tea and coffee session after the meeting is also an important time and a number of undecided people quite often decide to join during that time. A number of others will want to think about it and they should be noted for follow up by telephone within two days.

Lions Clubs International

INFORMATION MEETING ADDRESSES - (example)

Club President

Good evening ladies and gentlemen, welcome and thank you very much for accepting our invitation to attend this evening.

My name is and I'm the president of the Lions Club of

Shortly we'll be hearing an address by our presenter which I hope will answer most of the questions you may have about Lions.

However, before I ask To talk to you, as a starting point, we're going to read our Lions Code of Ethics and the Lions International Objects, both of which all Lions try to live up to.

Firstly, The Lions Code of Ethics will be presented by Lion

Now our Lions Club International Objects read by Lion

Thank you. I hope that from hearing those two documents you have some understanding of what the Lions organisation is all about.

To expand that understanding, it is now my pleasure to introduce who will provide tonight's information address.

Presenter *(remember to smile as often as possible)*

Thank you President

I, too, take this opportunity to bid a warm welcome to all our special guests.

However, before we get underway, I'd like to ask you a couple of questions.

I'd like to know who has been living in this area for more than 10 years.

Please raise your hands.

Keep your hand in the air if you've lived here for more than 15 years.

(continue until only one is left)

Congratulations - you've also won a prize *(ensure you have a prize - i.e. Lions Christmas Cake)*

In many ways, I don't regard tonight's meeting as a Lions Club meeting.

I regard it really as a meeting of interested persons of this community, some who happen to be Lions, and others who are not - and it's my hope that at the end of my address we can take a decision to further strengthen this club and the wonderful work they do in the community.

Now I've got some more questions.

Could some of you tell me why you accepted the invitation to attend this evening?

(continue probing until you have a few responses)

Ok. Thanks for that.

Now the next question is what's the type you are hoping to hear tonight?

(again, continue probing until you have a number of responses)

Thank you.

Would it be fair to say that you'd like to know a little of the history of the Lions service club organisation, the meetings you're expected to attend, the cost of being a Lion, details of our social activities, and the expectation we would have of you as far as project work is concerned.

(get their general agreement)

Well, I'll shortly give you all of that information and then we'll pause to see if you have any further questions in relation to any of those subjects.

After that I'll go on to tell you the type of projects and activities this club has been and is involved with.

Tonight, I feel privileged as I have the honour to talk with you about the Lions, a club service organisation, the world's largest service club organisation with about 1.4 million Lions.

If I'm able to communicate to you tonight the meaning and spirit of Lionism, and to have you appreciate what you can give to those many people less fortunate than we are, you will tonight declare your intention to become a member of the Lions Club of

Lions Clubs International

In accepting our invitation to attend this evening, you've given us the belief that you are generally interested in helping the growing number of people who need our support.

We're very heartened by this as we need your help so that we can give and do more for those who need our assistance.

Together we can make a difference in the lives of many!

Lionism was born in America in 1917 as the idea of our founder, Melvin Jones.

While Melvin Jones had high hopes for Lions, even he couldn't have realised the organisation would grow to what it is today.

Lionism swept throughout the world into over 190 countries, as it touched the hearts and minds of those who share to reach out and touch, in a very positive way, the lives of those many people who require assistance.

Earlier this evening you heard the Lions Club Objects and Code of Ethics by which we strive to operate.

Bearing these in mind, obviously you now have an understanding of why Lionism has been so warmly embraced throughout the world.

Our club, the Lions Club of was chartered in and we form part of a District encompassing which in turn is part of the Multiple District of the British Isles and Ireland with a combined membership in excess of 19,000.

Our club currently has members.

But we want to build further so that we can continue to meet the needs of this community, and that's why we have invited you here this evening.

I would now like to tell you a little about our club and how it operates.

Each 12 months, commencing in July and concluding in June, the is served by its elected officers being President, Treasurer and Secretary. There are a number of committees with chairpersons who report to the meetings at least monthly and from these reports determines the operations of our club. There are two meetings a month, being the ...*(1st)*... and ...*(3rd)*... (*day of week*) of the month and these start at ...*(7.30pm)*...

At some of our meetings we have interesting guest speakers, sometimes we have a meal, several we invite our partners. It's not essential that our partners attend, but most of them do, as they enjoy such occasions.

I guess you are wondering about the financial details.

There is a once only joining fee of ...*£20/\$30*... plus there are then half yearly membership dues of ...*(£20/\$30)*...

Which works out to about ...*£1.15/€1.60*... per week to be a member of this Lions Club.

You're probably wondering why there is a membership fee when we provide a service to others.

The answer is simple. In the Lions organisation we ensure that every *pound/euro* we raise from the community is spent back in the community helping those who are less fortunate than we are.

Our membership dues, therefore, are to cover the administration costs of the club for things such as postage, stationery, phone calls, insurance for ourselves while we are working on projects and so on.

Naturally, when you attend a dinner meeting or a social function there is a charge.

So now you have the basic costs of being a Lion.

You may of course invest more, but that decision is entirely yours.

For example, it has been known for some Lions to purchase drinks after our meetings when many feel the important business is transacted. Our Lions Club is one of social and family involvement and I've no doubt this is a major reason why the club is so successful.

Many of us have as our closest friends, our fellow members and their partners, and we enjoy each other's company whether it is at a meeting, a fund raising project or a social activity.

We strongly promote the social aspects through such activities as

Lions Clubs International

Through the family and social aspects of our club, our partners tend to see Lionism not as taking us away from them, but as an opportunity to be with us and broaden their activities and their circle of friends.

Time is a precious commodity to all of us and it's important that we recognise that family comes first, our job or business second and then Lions.

You're probably wondering how much time we expect you to give to Lions work.

As a member of the Lions Club of we ask you to give the time to attend most, if not all, meetings of which I've told you there are two per month, and that you become involved in at least one major project activity each year.

If you can do just that and, of course, meet your financial obligations, we would love to welcome you as a member of our club.

Should you wish to become involved in a greater number of activities and you have the time to do so, naturally, we will encourage you.

Ok - to date we've spoken a little about the history of the Lions organisation, the meeting requirements, the costs, the social activities, and the fact that you can be involved through participating in as little as one major project per year - so let's pause now to answer any questions you may have about any of those aspects, and I'll do my best to answer them.

(during this period, again try to get the guests involved by spending some time seeking questions. If they ask about projects just let them know that you will be talking about this aspect shortly)

Thanks you, everyone, I hope that most of the questions you asked have been answered to your satisfaction.

Now, let's spend some time telling you about some of the project activities of the Lions Club of

During the past 12 months we have completed.....

..... projects.

In the coming 12 months we have

.....major fund raising and community related projects.

I will now give you brief details of each:-

(in this section include the clubs own community projects in the local area - e.g. art show, community fair, visits to nursing homes, Christmas carols and so on)

(delete those projects below which are not appropriate)

This year we will again involve senior students from local high schools in the Youth Exchange Programme where we arrange home hosting for overseas youth and also encourage our own young people to participate in youth camps throughout the world. Through schools we also promote peace in the world through the peace poster competition which is also an international project. This club is very aware of the pressures on our young people so we participate in the Lions Drug Awareness Programme which introduces them to the consequences of using substances, alcohol and provides information on illicit drugs. It encourages discussion about why people experiment with substances of any kind.

There are many health issues we are involved in and we will be raising the awareness in the community of diabetes and related causes of blindness. We also support the Lions Hearing Dog programme.

This club is always aware of our environment and participates in environmental community projects.

Lions Clubs International

There have been a number of significant human beings who've played dramatic roles in Lionism's vigorous growth and development, and I would like to briefly tell you about one of those people - Helen Keller.

Helen, from the age of 19 months, was deaf, blind and mute and had to create a world of her own with the help of a sense of touch and a great imagination. The determination and courage of Helen Keller saw her start and complete the difficult journey of learning to speak. She learnt words by placing her thumb on her teacher's throat at the larynx, her first finger on the lips, her second finger on the nose, and her hand resting on the cheek. Having gained the power of speech, Helen Keller commenced a lifetime of working for the blind. In 1925 this brought her to the annual convention of the Lions organisation and I would like to quote you a part of her speech:-

Helen said:-

"I suppose you have heard the legend that presents opportunity as a capricious lady who knocks at every door but once, and if the door isn't open quickly, she passes on, never to return. I am your opportunity, I am knocking at your door and I want to be adopted. Try to imagine how you would feel if you were suddenly stricken blind today. Picture yourself struggling and groping at midday as if in the night, your work and your independence gone. In that dark world wouldn't you be glad if a friend took you by the hand and said, "Come with me and I will teach you how to do some of the things you used to do when you could see". A ray of light touched the darkness of my mind and I found myself, found the world and found God. It's because my teacher learned about me and broke through the dark silent imprisonment which held me, that I am able to work for myself and others. If you care, the blind will indeed triumph over blindness. Will you help me hasten the day when there will be no preventable blindness, no little deaf, blind children untaught, no blind man or woman unaided?"

I appeal to you Lions, who have your sight, your hearing, you who are strong and brave and kind, will you not constitute yourselves as Knights of the Blind in the crusade against blindness."

Following her address, Helen Keller was made an Honorary Lion and became the first lady Lion, but more significantly, in rising above her misfortune, she became a critical catalyst in Lionism's future, which continues today. Her impact is measured in the millions of lives which have been transformed by Lions activities worldwide for the visually handicapped as Lions responded and indeed became Helen Keller's Knights of the Blind. Lions move ever closer to removing preventing blindness from the world with well over 4 million people now having had their sight restored because of Lions programmes. In some parts of the world people can have their vision restored for as little as five dollars.

You may also not be aware that the white cane to identify the blind was a Lions concept.

From what we have said this evening you now know why we consider being a Lion is very special. Even without money in many cases, we can make a difference in the lives of others by giving a helping hand, not only for today, but for tomorrow too.

I would now like to show you a short video entitled "Ordinary People Amazing Things" which will give you further insight into the work of Lions beyond this community. (*present video*)

By accepting our invitation to attend this meeting you have already shown your interest in helping the disadvantaged of our community.

I ask you now on behalf of our club, to join us in our community service.

Lions Clubs International

Ladies and gentlemen, can I please ask you, if you wish to become a member of this club, to please indicate by raising your hand now.

(pause for reaction)

At this point you may really have to work hard with phrases like:-

- ?? "Come on, don't be shy"
- ?? Who'll be the first to break the ice"
- ?? Perhaps there's a husband and wife who would like to join"
- ?? Now who in the front row would like to join this great club"
- ?? What about someone from the back row"
- ?? That's new members. How about a few more so we can help more in this community"
- ?? You don't have to pay fees tonight"

(as each one joins go to where that person is sitting, sake them by the hand and congratulate them. In doing this you are using up time, which is to your benefit, as well as creating an atmosphere where more may join. Take your time and give the guests sufficient time to come to a firm decision. When you have got to the point where it is unlikely anymore will publicly raise their hand, conclude with the following):-

We appreciate some of you may like a little more time before making a decision, in such cases you may wish to consult a spouse or partner. You may simply wish to ask one or two questions on a one to one basis. We'll now give all guests a handout which covers the major points of the presentation and you'll note the membership application form is at the back.

Those who have agreed to join should now complete that application. Those who are still considering membership, and take the decision to join during refreshments, are also asked to complete the form before they leave.

I concluding, I thank all our guests for attending tonight and I thank you also for the attention you have given me during the course of the presentation.

A special thanks to those who have decided to join this club. This thanks is extended on behalf of existing club members, and, in particular, on behalf of the community who depend on assistance given by people like you and I.

President

Before we adjourn for tea and coffee, or perhaps something a little stronger, I ask all present to tank our presenter Lion

Thanks to everyone who came along this evening, a hearty and warm welcome to our new members, and now let's have a little something to eat.

Answering questions and just being social after the information meeting is also very important as many of the undecided make the commitment to join during this period. Also ensure that you have obtained the names, before they leave, of those guests who remain undecided plus thank and mark any who have decided not to join.

Lions Clubs International

Post Information Meeting

After the conclusion of the information meeting, have a Board meeting to approve the applications as quickly as possible.

Forward a confirmation letter (*copy below*) and advise them that they will be inducted into the club at the next meeting.

Follow Up Required

To maximise the number of new members recruited from the information meeting, it is important that the following procedures be undertaken:-

- ?? A letter of congratulations and welcome, signed by the Club President, should be forwarded to all new members within 48 hours of the information meeting. The date and time of the induction meeting should be detailed. The letter should also include an invitation to the new members partner to attend the induction ceremony.
- ?? The attendance sheet should be perused for those who indicated that they need a little more time to decide about joining and follow up with telephone call within 48 hours.
- ?? Start planning the Induction Ceremony.
- ?? Those people who apologised for not being able to attend the Information Meeting should be contacted by telephone.

Letter to New Member

Mr John Smith
26 High Street
Highfields
LN1 2AB

Dear John,

It was pleasure to meet you at our Information Evening, and I take this opportunity on behalf of our members, to thank and congratulate you on your decision to join the Lions Club of Highfields. You are certainly a most welcome addition to our club.

It is our intention to formally induct you as a member at our next meeting, details which are as follows:-

Date: 18th March
Venue: The Lodge Hotel
Highfields
Time: 7.30pm

We would be very pleased if you would like to invite your partner along for the evening to observe the Induction Ceremony.

Once again, congratulations on your decision to become a Lion and we look forward to a long, happy and satisfying association with you in assisting our community.

Yours in Lionism

William Stooks
PRESIDENT
LIONS CLUB of HIGHFIELDS

Induction Ceremony

The Induction Ceremony is a very important component of how a new member sees our organisation and, if possible, the following should occur:

- ?? The Induction Ceremony should be as impressive as you can make it
- ?? Make certain the new member kit, lapel badge, and fully signed certificate incorporating the new members name are on hand before commencement of the ceremony.
- ?? On completion of the Induction Ceremony ask each member present to come forward to personally congratulate and welcome the new member.
- ?? If possible invite the new member's partner to be in attendance for the Induction Ceremony. It is appropriate to have the partner stand with the new member during the ceremony. At all times the new member and their partner must feel comfortable with the ceremony.
- ?? A letter of congratulations and welcome signed by the President should be posted to the new member within 48 hours of the Induction Ceremony.

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

Lions Clubs International

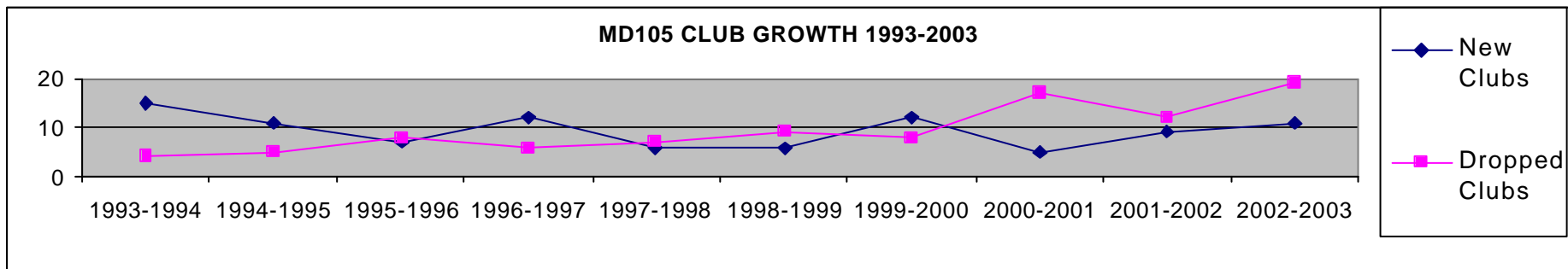
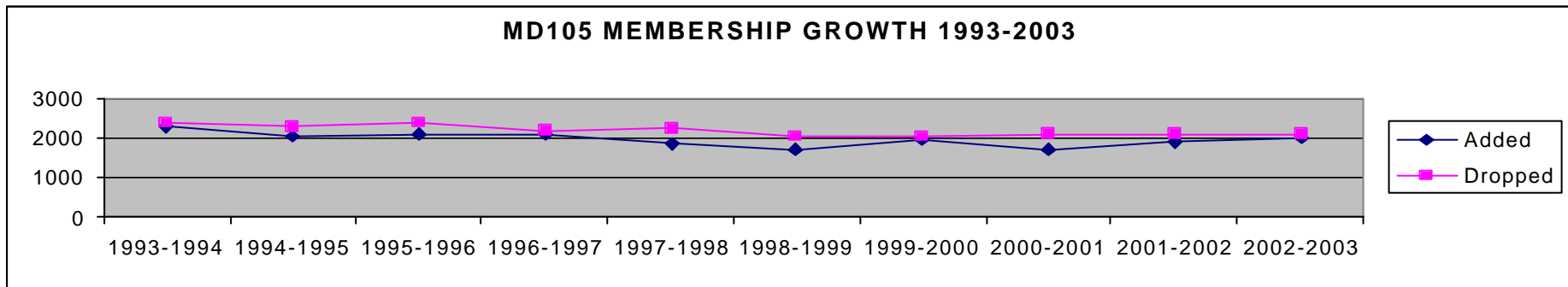
Appendix

Membership Statistics

Lions Clubs International

MD105 CLUB & MEMBERSHIP GROWTH 1993-2003

Year	New Clubs	Dropped Clubs	Charter Members	New Members	Rein	Trans	Year	Added	Dropped	Gain/Loss	Total	% Change	Clubs	Average Club Size
1993-1994	15	4	362	1715	57	147	1993-1994	2281	2378	-97	20759		937	22.15475
1994-1995	11	5	304	1565	41	152	1994-1995	2062	2279	-217	20542	-1.05%	943	21.78367
1995-1996	7	8	181	1727	41	140	1995-1996	2089	2363	-274	20268	-1.33%	942	21.51592
1996-1997	12	6	301	1588	31	170	1996-1997	2090	2168	-78	20190	-0.38%	948	21.29747
1997-1998	6	7	198	1426	49	165	1997-1998	1838	2231	-393	19797	-1.95%	947	20.90496
1998-1999	6	9	135	1414	44	144	1998-1999	1737	2045	-308	19489	-1.56%	944	20.64513
1999-2000	12	8	343	1434	33	152	1999-2000	1962	2040	-78	19411	-0.40%	948	20.47574
2000-2001	5	17	130	1403	41	142	2000-2001	1717	2118	-401	19010	-2.07%	936	20.30983
2001-2002	9	12	233	1479	41	167	2001-2002	1920	2097	-177	18833	-0.93%	933	20.18542
2002-2003	11	19	273	1484	44	198	2002-2003	1999	2093	-94	18739	-0.50%	925	20.25838



Lions Clubs International

MD105 Clubs 1993-2003

NUMBER of CLUBS

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Inc/Dec
A	81	80	81	81	85	85	84	86	86	86	87	6
BN	61	61	61	60	60	60	61	62	62	62	59	-2
BS	61	63	64	64	64	64	64	66	65	66	66	5
C	59	60	60	59	60	61	61	58	56	56	55	-4
D	65	65	65	65	66	66	65	66	67	68	67	2
E	59	62	63	62	63	64	66	67	63	63	63	4
EA	78	78	78	78	77	76	75	75	75	76	75	-3
I	104	106	109	113	116	117	118	117	116	115	116	12
M	62	64	64	65	65	65	64	64	66	65	67	5
NE	64	63	63	62	61	60	59	58	56	56	53	-11
SE	86	89	89	88	88	89	88	88	86	82	80	-6
SW	69	69	69	68	69	69	68	69	69	69	69	0
W	77	77	77	77	74	71	71	72	69	69	68	-9
MD TOTAL	926	937	943	942	948	947	944	948	936	933	925	-1

AVERAGE CLUB SIZE

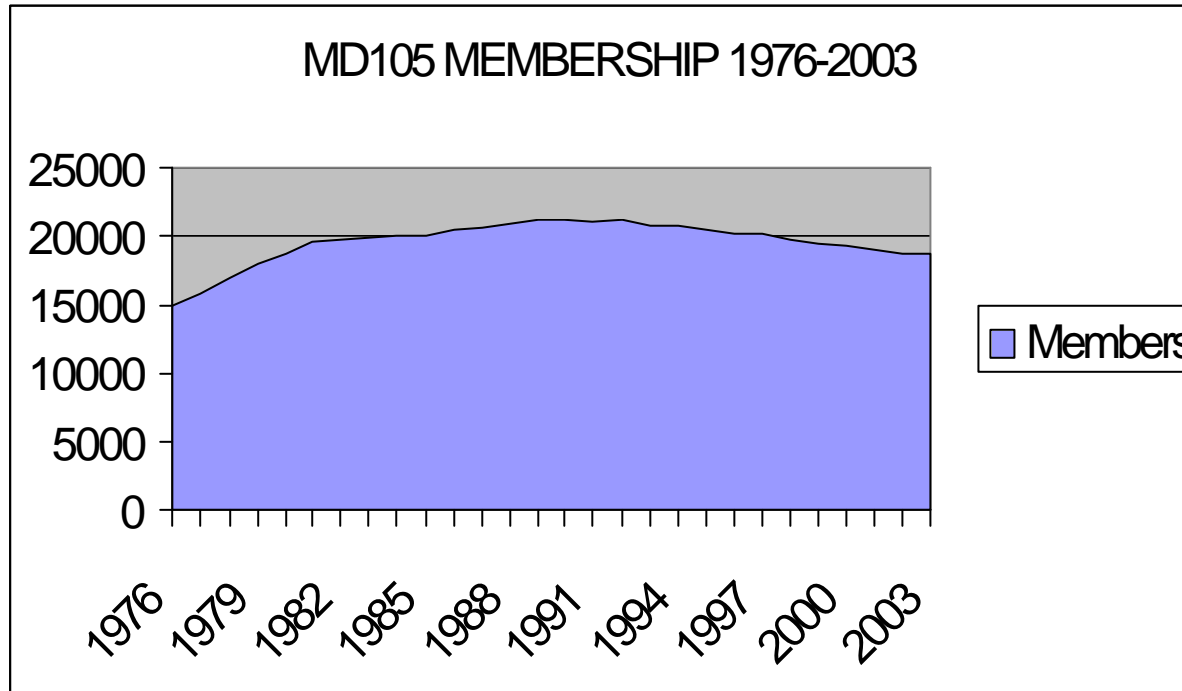
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Inc/Dec
A	23.2	22.8	23.0	22.3	22.4	22.2	21.9	21.8	21.4	21.3	21.4	-1.7
BN	19.5	19.4	19.1	18.6	18.8	18.6	18.2	17.7	17.3	16.4	17.0	-2.5
BS	23.6	23.0	22.1	21.3	21.2	20.9	20.3	19.9	19.2	19.8	19.3	-4.2
C	22.0	22.0	21.3	21.2	20.8	19.7	19.8	20.4	20.4	20.1	19.7	-2.3
D	24.2	23.4	23.2	22.7	22.2	21.8	21.7	21.6	21.4	21.0	20.9	-3.3
E	23.3	23.2	22.2	22.4	22.2	21.3	20.8	20.2	20.8	21.1	21.4	-1.8
EA	20.7	20.7	20.1	19.7	19.6	19.3	19.1	19.4	18.8	18.0	17.7	-3.0
I	25.8	25.4	24.8	25.6	25.4	25.2	24.6	24.6	24.1	24.2	24.4	-1.5
M	22.5	21.5	21.3	20.7	19.6	19.0	18.5	17.7	18.1	18.2	18.9	-3.6
NE	19.3	19.8	19.4	19.0	18.6	17.8	17.6	18.0	17.8	17.0	17.4	-1.9
SE	24.4	23.4	23.0	22.6	22.6	22.0	21.9	21.9	22.0	22.5	22.5	-1.9
SW	24.1	23.7	23.9	23.8	22.4	22.2	21.5	21.2	21.2	21.2	21.0	-3.2
W	18.3	17.8	17.7	17.0	17.4	17.7	18.3	17.5	17.6	17.3	17.2	-1.1
MD TOTAL	22.5	22.2	21.8	21.5	21.3	20.9	20.6	20.5	20.3	20.2	20.3	-2.3

Lions Clubs International

MD105 MEMBERSHIP 1993-2003

MEMBERSHIP

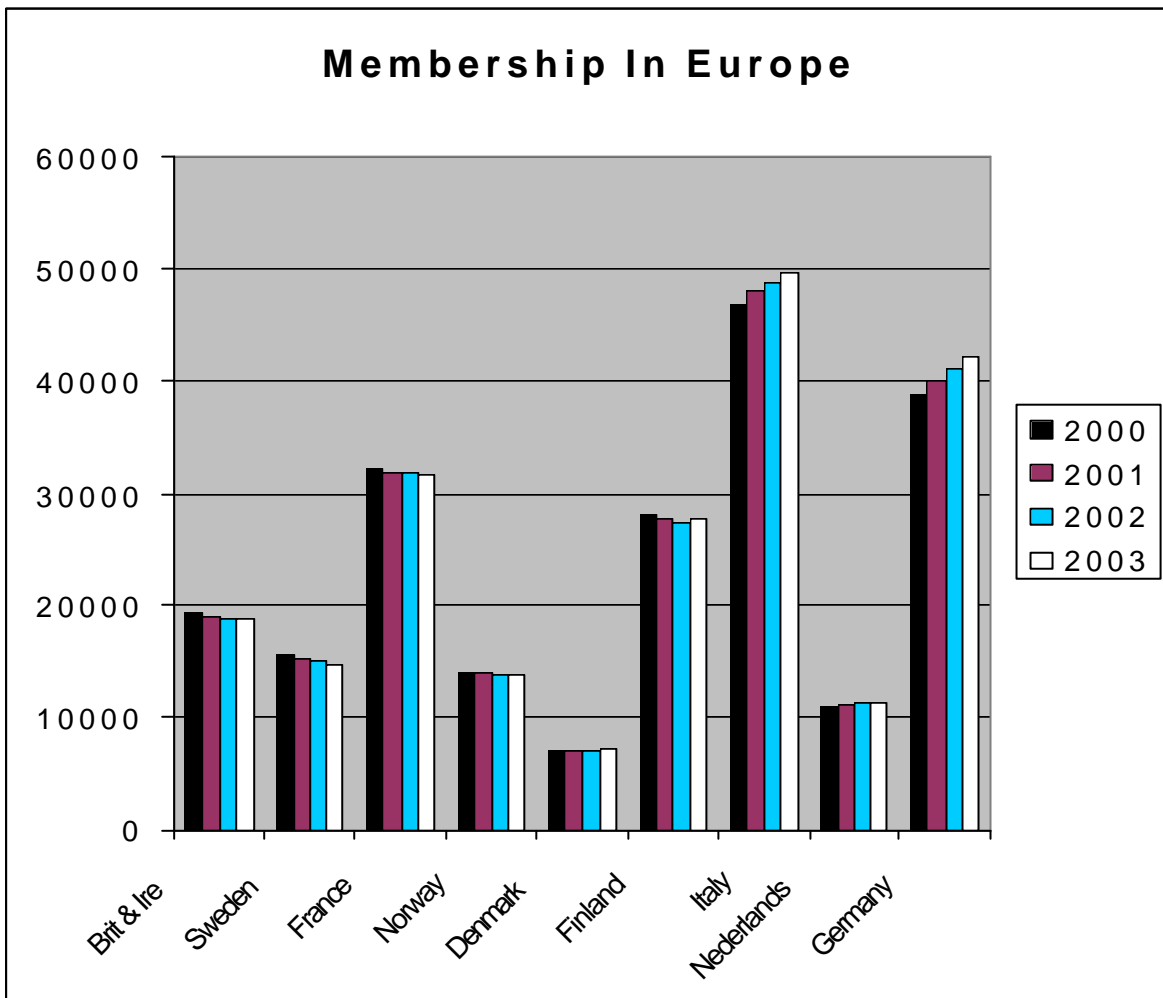
	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	Inc/Dec
A	1878	1827	1864	1803	1903	1885	1839	1871	1840	1835	1865	-13
BN	1187	1185	1164	1114	1125	1115	1112	1097	1071	1017	1001	-186
BS	1437	1449	1413	1364	1358	1335	1301	1314	1246	1305	1275	-162
C	1299	1319	1280	1253	1246	1199	1208	1186	1143	1125	1085	-214
D	1570	1520	1509	1473	1463	1437	1412	1428	1437	1430	1399	-171
E	1373	1438	1399	1388	1401	1361	1372	1356	1312	1328	1351	-22
EA	1616	1612	1571	1538	1513	1463	1433	1453	1411	1367	1331	-285
I	2686	2692	2705	2890	2952	2948	2901	2874	2794	2786	2825	139
M	1394	1378	1363	1347	1273	1233	1183	1135	1192	1183	1268	-126
NE	1238	1248	1220	1179	1133	1066	1040	1042	994	954	924	-314
SE	2102	2086	2044	1993	1987	1961	1927	1929	1889	1847	1802	-300
SW	1666	1635	1649	1619	1549	1535	1463	1464	1464	1461	1446	-220
W	1410	1370	1361	1307	1287	1259	1298	1262	1217	1195	1167	-243
MD TOTAL	20856	20759	20542	20268	20190	19797	19489	19411	19010	18833	18739	-2117



Lions Clubs International

Membership Growth in Europe

		2000	2001	2002	2003
MD105	Brit & Ire	19411	19010	18833	18739
MD101	Sweden	15560	15273	14969	14717
MD103	France	32156	31906	31818	31700
MD104	Norway	14112	14045	13912	13773
MD106	Denmark	7038	7048	7061	7211
MD107	Finland	28104	27674	27412	27576
MD108	Italy	46757	48025	48887	49696
MD110	Nederlands	11015	11207	11338	11302
MD111	Germany	38863	40064	41152	42221
TOTAL	EUROPE	267879	269644	271070	272728



Lions Clubs International

Go Forward

In Strength



**Through Membership
Growth**

Let's Make Waves