

MEMBERSHIP PULSE

Vital Information from the Extension and Membership Division

Volume 1 Issue 1



Lions Clubs International



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Welcome!

I am pleased to announce the first issue of Membership Pulse. This quarterly e-newsletter is developed by the Extension and Membership Division and provides the latest news and information about membership resources, membership programs and new club development. It is our hope you will consider this a “must read.”

The mission for the Extension and Membership Division is to be the principle driver of club and membership growth. The Extension and Membership Division is organized into the following three departments:

Membership and New Club Programs Department – Oversees membership and award programs, targeted new club types, mass-email messages, membership data reports and marketing publications for the Extension & Membership Division.

Membership and New Club Development Department – Oversees the Global Membership Team, the Central Eastern European Initiative, Club Excellence Process, regional extension programs and new country development.

Membership and New Club Operations Department – Oversees the chartering of new clubs, awards, and membership materials.

We've included a pictorial directory of the staff of the Extension and Membership Division. Please know we are here to help you, and if you have any questions please do not hesitate to contact us. We hope that you find this newsletter informative.

Sincerely,

A handwritten signature in black ink, appearing to read 'Susan Haney'.

Susan Haney
Manager, Extension and Membership Division



Extension and Membership Division Staff



Susan Haney,
Division Manager



Cheryl Barsema,
Division Assistant

— We Serve You! —

Membership and New Club Programs



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Membership and New Club Development



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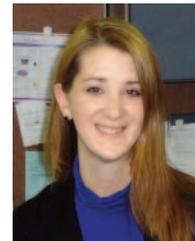
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Club Processor



Recruiting Corner

Think about when you first joined Lions. How were you invited to join? Did a friend, relative, or co-worker invite you to attend a meeting or a Lions service project? Were you recruited at a membership drive? The more important question is WHY did you join Lions? What sparked your interest in giving back to your community? Now, how can you spark that same interest in prospective members to want to give back to those who are in need? As you reflect on your own experience as a Lion, ask yourself, “Who do I know that is community-minded and wants to make a difference? Who do I know that would make a good Lion?” Once you have a few names, invite them to a Lions event such as a service project. Let prospective members see exactly what Lions do – *We Serve*.

“The number one reason why people do not join Lions is simply because they have never been asked.”

5 Tips for Facing Rejection

- 1. Don't take it personally** – Just because you are passionate about service and helping others, unfortunately does not mean that others are.
- 2. Listen to the rejection carefully** – What is the prospective member telling you? Perhaps now is not a good time for them to join due to finances or busy schedules. When appropriate, keep them informed of upcoming club events, and continue to invite them to participate in select service projects until the time is right for them to join.
- 3. Be confident** – Lions Clubs have accomplished so much over the last 95 years. Be proud to be a part of our wonderful organization. Share your enthusiasm with others.
- 4. Know that everyone experiences rejection** – Don't worry, it is not just you. Everyone experiences rejection and in many different circumstances. Smile and move on. Remember, during its first year of business, the Coca Cola Company sold only 400 bottles of soda – the company persisted.
- 5. Try again** – The more “no's” you get, the closer you are to getting a “yes.”

Quarterly Membership Goal

Invite a friend, family member or co-worker to a service project or a Lions club meeting. Offer to provide transportation and be sure to introduce them to all club members in attendance.

Larger Clubs Attract New Members

Recruiting Fact: Globally, 85% of new members join clubs with 20 or more members. 63% of clubs are larger than 20 members.

Conclusion: Clubs under 20 members should consider how both the club and community benefit by inviting and engaging new members.

Pay it Forward

It is widely known to be good karma, positive energy, the right thing to do for a person in a good place to “pay it forward.” In other words, to take action that will allow others to share in good fortunes, whether they are tangible or not. How does this apply to Lions? Clubs with stable or growing membership, productive service days, and good practices should consider sponsoring a club to pay it forward. Clubs aren't the only ones who can sponsor a new club though. According to the **Board Policy Manual** (chapter 10, page 2) a club, zone, region, district cabinet, or a district committee can be sponsors too! If you know an effective zone, an ambitious district cabinet or are a member of a club that wants to help provide more services in your community, consider sponsoring a new club as a way to pass on successful traditions and knowledge.

Membership Reports

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

Register Reports

Missing Club Officers

Summary of Membership

Cumulative Reports

Health Assessment





Family and Women News

Last fiscal year, Past International President Tam put special emphasis on new ways to engage women. His belief was that if 51 percent of the world is women, then we should have a comparable number of women in Lions.

The growth in membership that Lions Clubs International has experienced over the last several years is largely attributable to an increase of women members. Therefore, inviting dedicated and energetic women must be a focus of our clubs.

In the latest edition of *Family & Women's News*, First Vice District Governor Karen Sell, District 21 B, Tucson, Arizona, USA, offers 50 dynamic and effective strategies for bringing more women into Lions clubs.

Number three on her list says:



“Form a team of women within your club to come up with a new service idea that works for your community, and then get behind that idea this year. If it appeals to your own female members, it is likely to appeal to other women too.”

Read the rest of the “50 Ways to Woo a Woman” and consider which ideas clubs in your area can use to grow women’s membership.

Expand Your Knowledge - Tips from the Women’s & Family Membership Development Task Force

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

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

1. When inviting women to join Lions, share the skills being a Lion provides. For example, one woman became less introverted, learned PowerPoint and became a better communicator because she joined Lions.
2. Spread the word about encouraging Lioness clubs to become Lions. Lionesses have been serving faithfully since their official recognition in 1975. Many Lionesses have continued their Lioness participation long after the affiliate program was dissolved in 1991. Seeing the value of their membership, Lions Clubs International instituted the [Lioness Bridge Program](#) in 1996. As Lions, Lionesses can receive the rights and privileges of Lions membership, expand their network, receive recognition from International for their achievements and gain a larger voice.
3. Encourage the women in your area to take on leadership roles and participate in [Leadership Development Programs](#). To grow women leaders, we need more visibility. When women see other women serving as leaders, they are inspired to participate and take on leadership roles themselves.
4. Initiate service projects that have a focus on women and children, or start a [Cub Program](#). Projects that are close to a woman’s heart and can teach their children compassion and responsibility are great motivators for involvement.

Do you have other ideas? Please share them. International President Wayne Madden is continuing the Women’s & Family Membership Development Task Force to chart the road ahead, growth in women and family membership, and more importantly, to promote engagement as key team members. Send your ideas for growing women and family membership to the Task Force at memberprog@lionsclubs.org.



Global Membership Team/Global Leadership Team

The Global Membership Team/Global Leadership Team is served globally by Lions leaders appointed to specific constitutional or geographical areas. Stay in contact with your area leaders and capitalize on their support.



Building Your GMT District Success Teams

Successful membership development and healthy clubs requires teamwork. GMT district coordinators are supported by the Membership and New Club Growth Team and Club Success Team. These membership enthusiasts are appointed by the GMT district coordinator together with the district governor team to help motivate and support the district in achieving their membership goals. Review the [GMT District Coordinator Guide](#) for more details on these teams.

Global Membership Team Spotlight

The 2011-2012 Lions fiscal year launched the first of a three-year term for Global Membership Team multiple district and district coordinators. It was a year of transition and planning. The GMT at the multiple district and district levels have reviewed data and established action plans to meet service and membership goals, and emphasis on [club health and success](#) has been encouraged.

As the GMT continues to evolve and develop, Lions Clubs International will continue to cultivate online resources, hold informational webinars ([GMT/GLT webinar](#)) and [seek input](#) from the GMT to enhance and improve [materials, procedures and communication](#). Thank you to GMT coordinators and teams for your commitment to service. We look forward to supporting you in the months ahead!

GMT District Coordinator Checklist

Kick off of fiscal year 2012-13:

- Meet with 2012-13 GMT district team members and action teams/district specialists
- Communicate goals and action plans to district, zones and clubs
- Motivate and execute



Resource Library

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



Club Excellence Process

Watch Clubs Go from Average to Awesome!

Club Excellence Process is the ticket! The (CEP) - begins with a four-step workshop. During the workshop, club members rate their current club experience, ask the community how Lions can help, set improvement goals and learn about resources they can use to accomplish their goals.

If you are interested in learning more about CEP for your club:

- Show the [CEP overview](#) and [CEP PowerPoint](#) to your club at a club meeting and view the [CEP Frequently Asked Questions](#).
- Contact a member of the GMT/GLT district team in your area to let them know about [your club's interest](#). They will help you find a facilitator and apply for CEP.
- Have you already participated in CEP? Share your success story with LCI and other Lions by e-mailing clubexcellenceprocess@lionsclubs.org.

A Club Type for Every Need

The first quarter is the best time of the Lions' year to [start a new club](#). It creates momentum that can be carried on throughout the year and helps districts avoid the last-minute crunch to start a club when they are so busy at the end of the year. There are many types of clubs and you can find one to suit your needs.

Traditional club – A traditional club is composed of 20+ members. They live, work, play, and serve in their community.

Campus club – A campus club unites college students, faculty and business leaders to solve problems in on campus and the surrounding community.

Branch club – A branch club is composed of at least five members. They work in their community and have the opportunity to grow into a traditional club.

Specialty club – A special interest club is formed in a traditional way, but its members share passions in addition to service. They may want to be a [cyber club](#), be a [Champions club](#) that supports the Special Olympics or even share a love of motorcycles!

No matter what the needs of your community are, there's a type of club to meet them.

Monthly Membership Netcasts

Held every 4th Wednesday of every month

July 25, 2012

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

Topics: President Madden's Theme "In a World of Service" The Importance of Forming New Clubs and Inviting New Members

Presenters: PID Ed Lecius, PCC Joel Gomez, PCC Carl Harrell, Lion Russ Connolly

[Register for this netcast](#)

August 22, 2012

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

Topics: Learn All About Campus Clubs, Student Members, and Young Adults

Presenters: PDG Paul Baker, Lion Erik Krumins, Lion Amy Yu

[Register for this netcast](#)

September 26, 2012

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

Topics: October Growth and Retention Share Your Story of when you became a Lion and why you are still a Lion

Presenters: PID Yamandu Acosta, PID Terry Graham, Lion Carol Alderson

[Register for this netcast](#)

October 24, 2012

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

Topics: Global Membership Team

Presenters: PID Drs. Ton Soeters, PIP Judge Brian Stevenson, PID Dana Biggs

[Register for this netcast](#)

Each month netcasts will focus on specific membership topics and will allow for open discussion and questions from Lions.

Netcasts will be conducted in English and will be posted on the [LCI Web site](#).

The "World of Service" Awards

International President Wayne Madden will be honoring Lions service through a variety of awards recognizing achievement by clubs and districts. Complete details can be found on the LCI website. Search words: [World of Service](#)



New Club Member Update

The following was implemented at the July, 2011 International Board Meeting to ensure viable active clubs: *An active club may add up to 30 new members in a fiscal year. To ensure viable clubs, any additional new members in the fiscal year would require the approval of both the district governor and the first vice district governor.* Click to access the [Report of Over 30 New Members](#).

LCI's Membership Programs

Knowing the membership programs available at LCI may make the difference in a prospective member's ability to join a Lions club. Below is a list of the programs offered. Be sure you know them!

- [Family Membership Program](#)
- [Student Member Program](#)
- [Leo to Lion Program](#)
- [Branch Conversion](#)

Tips to Quicker New Club Approvals

Review documents carefully before sending to them to Membership & New Clubs Operation Department for processing. Unanswered questions or missing documents such as prepayment documents, family forms and student member forms will delay the approval of you club.

If an existing clubs adds 30 or more members in one fiscal year. They are obliged to complete the [Report of Over 30 Members form ME 100](#).

You can find all the [documents necessary to form a new club online](#).

Year Round Growth Outreach Strategy

A calendar is a great tool for focusing your membership invitation efforts. Each month can present a new opportunity for reaching potential members in your community. Consider the following sample calendar:

- August/September**Students & Leo Lions
- October**Traditional membership growth
- November/December**Family members
- January**Target demographic groups (i.e. baby boomers, young professionals, ethnics groups, etc.)
- February/March**.....Women members
- April**.....New member induction
- May/June**Club development

Reader Response

What does being a Lion mean to you? Any Lion can talk about the wonderful things their club does in the community, but there is always one significant memory that fills their heart with joy. It could be a "thank you" or receiving a smile because they were able to provide some measure of comfort, or it could be the knowledge that the swimming pool or ice skating rink Lions helped to build started someone on their way to the Olympics. We want to hear your story! It may be featured in our next issue or even on the LCI web site. Email your responses to:

membershimpulse@lionsclubs.org

Service Credit

Be sure returning Lions receive credit for their previous years of service which will enable them to be eligible for a Milestone Chevron Award. Please refer to the [Reinstated Lions Service Credit](#) program and form on the LCI website.

Congratulations to Carly Armstrong, Coordinator, Membership and New Club Development Department. Carly submitted the winning title for our new publication. The name *Membership Pulse* was selected for its reference to membership as the lifeblood of the service offered by our association.



Contact Us

- [Membership Pulse](#)
- [Extension and Membership Division](#)
- [Membership and New Club Development](#)
- [Membership and New Club Programs](#)
- [Membership and New Club Operations](#)
- [Global Membership Team](#)
- [Club Excellence Process](#)