

December 2005

Revised December 2006

By MD33 Membership Committee

**Produced by the MD33
Membership Committee**

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Massachusetts Lions

Multiple District 33

Membership

Resource Guide



Notes

Solve the Membership Puzzle!

Put the Pieces Together!

The Membership and Extension Division of Lions Clubs International has just the right resources to help you put the pieces together.

All puzzles begin as a jumble of pieces. Each piece is an essential part of the whole picture, but until the pieces are properly assembled, the true potential of the picture cannot be realized.

Like a puzzle, a great Lions club is only as good as its individual parts. Separately, there are many interesting pieces, and when properly working together, the result is an active club making a significant difference in the community.

Putting together the pieces of a successful club is not difficult. It involves taking a good, hard look at your club; creating appropriate, measurable goals; obtaining the needed resources to meet your goals; creating an action plan; and following through with the steps necessary to meet your goals.

The pieces are all right here. Simply choose the ones that are right for your club and assemble a successful membership picture that will benefit your community and your members for years to come.

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MEMBERSHIP

Building a strong membership involves the successful recruitment, timely induction, and proper orientation of new members. The following tools are available:

We Serve [ME-4]:

This brochure gives an overview of Lions Clubs International for potential members.

“I Am A Lion” Brochure [ME-37]:

LCI is making a concerted effort to tap into an underutilized resource by emphasizing the recruitment of women members. This brochure is an innovative publication specifically targeted for potential women members. It is an exceptional tool for clubs to reach out to women in their communities.

Pocket-Size Membership Application [ME-6B]:

This mini version of the LCI membership application contains the entire membership application and a club secretary checklist.

Lions Pocket Card [ME-33]:

This excellent companion piece to the pocket membership application is packed with information about the association's mission, purpose, ethics and history.

Year-Round Growth Program [YR-1-3]:

This program is an outstanding motivational tool for both clubs and individual members. The program emphasizes steady, consistent recruiting efforts throughout the year.

Membership Key Awards Program [ME-36]:

This program recognizes the number of new members recruited and sponsored by individual Lions. Inspire your members to recruit new Lions with this awards program.

Notes

Lions Clubs International Resources:

Membership Publications:

www.lionsclubs.org/EN/content/resources_broch_mem.shtml

Membership Forms:

www.lionsclubs.org/EN/content/resources_forms_mem.shtml

www.lionsclubs.org/EN/content/resources_forms_other.shtml

www.lionsclubs.org/EN/content/resources_forms_clubs.shtml

Public Relations Forms:

www.lionsclubs.org/EN/content/resources_forms_pr.shtml

Public Relations Tools:

www.lionsclubs.org/EN/content/resources_media.shtml

News and Events:

www.lionsclubs.org/EN/content/news_index.shtml

The Members of the Multiple District 33 Membership Committee recommend that all Lions, Lioness & Leo Clubs use this *Resource Guide* and all Lions Clubs International Publications, Newsletters, Forms and Membership Tools found on the LCI Website, some too numerous for listing in this format.

Orientation Guide [ME-13]:

Give your new members the knowledge and confidence they need to become valuable contributors to your club. Research has shown that properly oriented members are more likely to remain members.

Orientation Refreshers [ME-13 B – F]:

These five individual orientation refresher courses are perfect for presentation. These 10-to-15-minute-long courses are designed to refresh knowledge, revitalize enthusiasm, and renew commitment to serving those in need.

New Member Induction Ceremonies [ME-22]:

This excellent resource has all the information needed to plan and conduct a memorable new member Induction Ceremony that properly reflects the significance of the event.

Lions Worldwide Induction Day [MK-61]:

Held annually in April, this program helps launch a membership drive, combines membership recruiting and public relations to provide clubs and districts with a dynamic event. Program materials include a Planning Guide and Commemorative Certificates.

Three-Person Membership Committee [ME-29]:

The importance of membership growth, extension, retention and leadership cannot be overemphasized, as these are essential to a club's health and productivity. This brochure is an indispensable publication for all clubs.

HOW TO ORDER:

All these materials, with the exception of the Worldwide Induction Day Guide, can be ordered as follows:

Phone: Membership Operations Dept. (630-571-5466, x.356)

E-mail: memberops@lionsclubs.org

Website: www.lionsclubs.org

Extension, Recruitment and Retention are all important pieces of the Membership Puzzle.

EXTENSION

Traditional Extension Kit [KITEXT]:

This kit provides all the required documents and guidelines for chartering a new traditional Lions Club.

Campus Lions Club Kit [KITCC]:

Campuses have the resources needed to support a successful Lions Club. Students learn the value of helping those in need and develop a variety of skills that will benefit them in their personal and professional lives.

New Century Lions Club Kit [KITNC]:

Reach out to young adults in your community. Members are empowered to choose service activities based on individual members' interest and community needs.

Lioness Bridge Program [MKLP-1]:

This program makes it possible for Lionesses to honor and acknowledge their proud past while enjoying all the benefits, rights and privileges associated with Lions Club membership.

Club Branch Kit [KITBR]:

Members of Club Branches are full members of their "parent" club. Branch Clubs reach beyond traditional locations to help more people in need.

Leo Lion Program [LL-1-EN-11/04]

This program was designed to provide a way for Leo Club members to continue to serve, yet have the rights and privileges of a Lion.

Newsletters:

Membership-Retention News and Notes

www.lionsclubs.org/EN/content/pdfs/sept05_news_notes.pdf

Extension-New Clubs

www.lionsclubs.org/EN/content/pdfs/extnl.pdf

Women's Membership Development

www.lionsclubs.org/EN/content/pdfs/women_newsletter.0805.pdf

The Leaders Network

www.lionsclubs.org/EN/content/pdfs/leadernews.pdf

MD33 Bulletins, Newsletters (Y,A,N,K,S) and Public Relations

www.lions-md33.org

Refer to individual district website.

www.lions-33y.org

www.lions-33a.org

www.lions-33n.org

www.lions-33k.org

www.lions-33s.org

Membership Related News and Resources:

MERL@lionsclubs.org

Membership Handbooks & Manuals:

Club Membership Chairperson's Handbook [ME-12]

Club Membership Chairperson's Manual

[\[09-14-05ClubMembershipChairManual1stdraft.doc](#)

Member Orientation Guide District 33-Y [www.lions-33y.org]

District 33-Y Training Modules [www.lionsclubs.org]

ADDITIONAL RESOURCES

Magazine:

The Lion, published by Lions Clubs International.
www.lionsclubs.org

Brochures & Pamphlets:

Teamwork [ME-14]

Sponsorship In An Important Responsibility [ME-21]

Lions: People Just Like You [ME-26]

Unwrap a Gift for a Better Tomorrow [ME – 34]

Lions Community Needs Assessment [ME-96-M]

25 Marketing Ideas [ME-97]

Member-Get-A-Member Referral Form [EX-515B]

HOW TO ORDER:

All these materials can be ordered as follows:

Phone: Membership Operations Dept. (630-571-5466, x.356)

E-mail: memberops@lionsclubs.org

Website: www.lionsclubs.org

DISTRICT PROGRAMS:

”ROAR” Program 33-A [www.lions-33a.org]

“Blue Badge” Program 33-K [www.lions-33k.org]

Certified Guiding Lion Program Kit [KITCGL]:

To become certified, a Lion must complete a self-study course that strengthens his or her ability to serve and support newly chartered clubs. The course provided in this kit adds a vital new dimension to the traditional Guiding Lion Program.

Certified Guiding Lion CD-Rom:

This CD-Rom is an essential resource for Lions offering Certified Guiding Lion instruction to others. It contains a PowerPoint presentation and course instruction guide.

HOW TO ORDER:

All these materials, INCLUDING the Worldwide Induction Day Guide, can be ordered as follows:

Phone: New Clubs & Marketing Dept. (630-571-5466, x.306)

E-mail: newclubs@lionsclubs.org

Website: www.lionsclubs.org

RECRUITING

Recruiting and New Club Extension Video [PR36V or TBV]:

Two video programs address the critical areas of membership –

Recruiting members and new club extension.

RECRUITMENT: “Building A Better Tomorrow” – appeals to prospective new members by telling true-to-life stories about five outstanding Lions from around the world.

EXTENSION: “River Lions” – a documentary-style video showing how a new Lions Club was created from a civic need.

HOW TO ORDER:

These videos can be ordered as follows:

Phone: Club Supplies Division (630-571-5466)

E-mail:

Website: www.lionsclubs.org

RETENTION

How Are Your Ratings [ME-15 & ME-15B]:

This program is the first step to identifying your club's concerns and needs. This club management tool consists of a survey and a guide for evaluating and interpreting the survey results and putting them into action.

President's Retention Campaign [PRC-1-5]:

This Campaign offers smart solutions and advice for handling retention challenges. The program features helpful resources such as a promotional brochure and four "clinics" that individually address the top retention challenges.

Lions Mentoring Program [MTR-1 – 5 & MTR-10]:

This program pairs an enthusiastic Protégé Lion with an experienced Mentoring Lion and is designed to develop future Lion leaders. Participants are recognized for their achievements at each of the four levels of the program.

HOW TO ORDER:

These tools can be ordered as follows:

Phone: Membership Operations Dept. (630-571-5466, x.356)

E-mail: retention@lionsclubs.org

Website: www.lionsclubs.org

HEALTHY CLUB

Healthy Club Toolbox [HCTB1]:

Keep your club in tip-top health with this full-service kit. Specifically designed for clubs encountering membership development and retention issues, this "box" is packed with the best tools ever offered by Lions Clubs International.

Family-Friendly Lions Clubs Guideline

[www.lionsclubs.org]

This Membership initiative promotes the benefits of family involvement in local clubs. *The Guideline* provides family-focused and family-friendly strategies for club meetings and service projects

HOW TO ORDER:

This toolbox can be ordered as follows:

Phone: Membership Programs Department (630-571-5466, x.390)

E-mail: memberprog@lionsclubs.org

Website: www.lionsclubs.org

TRAINING PROGRAMS

Membership Training Session

[PowerPoint /transparency, 33K officer training]

MERL Training by PID Sid Scruggs

Lions Clubs International
President's Program
2006 - 2007

Paradigm Shift Program:
Three Pillar Program--

1. EXPANSION OF LIONISM:

By concentration on service, not just new members. If we build the opportunity for service, members will come. More focus on family club initiatives, a women's initiative to add and additional 50,000 women worldwide in 2006-2007, and a Lions emergency management team that would provide quick mobilization in case of an emergency.

2. AWARDS AND RECOGNITION:

In additional to many awards, which have been available in the past, there will be a diamond presidential challenge for a net membership and a special award for new club development.

3. PUBLIC RELATIONS:

International will take a "new" approach by placing more tools and resources in local Lions hands and obtaining publicity for service projects.

International President Jimmy Ross

Lions Clubs International
President's Program
2006- 2007

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