

**Massachusetts Lions**

**Multiple District 33**

**Membership**

**Resource Guide**



# **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.**

## ***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.

**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](mailto:memberops@lionsclubs.org)

**Website:** [www.lionsclubs.org](http://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.**

**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](mailto:newclubs@lionsclubs.org)

**Website:** [www.lionsclubs.org](http://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](http://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](mailto:retention@lionsclubs.org)

**Website:** [www.lionsclubs.org](http://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](http://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](mailto:memberprog@lionsclubs.org)

**Website:** [www.lionsclubs.org](http://www.lionsclubs.org)

## **TRAINING PROGRAMS**

### **Membership Training Session**

[PowerPoint /transparency, 33K officer training]

### **MERL Training by PID Sid Scruggs**

## **ADDITIONAL RESOURCES**

### **Magazine:**

*The Lion*, published by Lions Clubs International.

[www.lionsclubs.org](http://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](mailto:memberops@lionsclubs.org)

**Website:** [www.lionsclubs.org](http://www.lionsclubs.org)

### **DISTRICT PROGRAMS:**

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

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

**Newsletters:**

*Membership-Retention News and Notes*

[www.lionsclubs.org/EN/content/pdfs/sept05\\_news\\_notes.pdf](http://www.lionsclubs.org/EN/content/pdfs/sept05_news_notes.pdf)

*Extension-New Clubs*

[www.lionsclubs.org/EN/content/pdfs/extnl.pdf](http://www.lionsclubs.org/EN/content/pdfs/extnl.pdf)

*Women's Membership Development*

[www.lionsclubs.org/EN/content/pdfs/women\\_newsletter.0805.pdf](http://www.lionsclubs.org/EN/content/pdfs/women_newsletter.0805.pdf)

*The Leaders Network*

[www.lionsclubs.org/EN/content/pdfs/leadernews.pdf](http://www.lionsclubs.org/EN/content/pdfs/leadernews.pdf)

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

[www.lions-md33.org](http://www.lions-md33.org)

**Refer to individual district website.**

[www.lions-33y.org](http://www.lions-33y.org)

[www.lions-33a-org](http://www.lions-33a-org)

[www.lions-33n.org](http://www.lions-33n.org)

[www.lions-33k.org](http://www.lions-33k.org)

[www.lions-33s.org](http://www.lions-33s.org)

**Membership Related News and Resources:**

[MERL@lionsclubs.org](mailto: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]**

**Lions Clubs International Resources:**

**Membership Publications:**

[www.lionsclubs.org/EN/content/resources\\_broch\\_mem.shtml](http://www.lionsclubs.org/EN/content/resources_broch_mem.shtml)

**Membership Forms:**

[www.lionsclubs.org/EN/content/resources\\_forms\\_mem.shtml](http://www.lionsclubs.org/EN/content/resources_forms_mem.shtml)

[www.lionsclubs.org/EN/content/resources\\_forms\\_other.shtml](http://www.lionsclubs.org/EN/content/resources_forms_other.shtml)

[www.lionsclubs.org/EN/content/resources\\_forms\\_clubs.shtml](http://www.lionsclubs.org/EN/content/resources_forms_clubs.shtml)

**Public Relations Forms:**

[www.lionsclubs.org/EN/content/resources\\_forms\\_pr.shtml](http://www.lionsclubs.org/EN/content/resources_forms_pr.shtml)

**Public Relations Tools:**

[www.lionsclubs.org/EN/content/resources\\_media.shtml](http://www.lionsclubs.org/EN/content/resources_media.shtml)

**News and Events:**

[www.lionsclubs.org/EN/content/news\\_index.shtml](http://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.

## Notes

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**LCI President's Program**  
**2007 - 2008**

**Challenge to Change: Core Programs**

**1. Challenge to Re-Brand Lions Clubs:**

Make our organization dynamic and relevant to the 21<sup>st</sup> Century, by developing quality membership, establishing signature projects for the needs of the community.

**2. Challenge to Grow by 20,000 quality members:**

Use the "Vital 8" concept of quality members.

**3. Challenge to develop Quality Leaders:**

Utilize modern techniques of leadership development, re-learning, conduct innovative leadership institutes and expand pools of skilled instructors.

**4. Challenge to Expand by 1250 clubs:**

We must bring in new clubs with Older and Younger members of both sexes in order to bring in new ideas.

**5. Challenge to enhance LCIF by increased MJF Awards:**

To continue funding LCI global projects which are changing the world by increasing MJF Awards to 350,000.

**6. Challenge to Raise CSF II funds of \$2,000,000**

**7. Challenge to review and Develop Leo Clubs:**

Each club sponsor a Leo club and/or review current Leos to make sure they feel needed and have help.

**8. Challenge to utilize the Lions Quest Program:**

Utilize Quest as it is generally acknowledged to be the most acceptable youth development program in the world.

**9. Challenge to Re-Structure the PR Efforts and Establish a new Brand Image for Lions Clubs:**

Utilize modern technology regarding local initiatives and make sure we are not the best kept secret in the world.

**LCI President's Program**

**2007- 2008**

**Challenge to Change:**

**Regional / Area Specific Programs**

- 1. Eradicate Extreme Poverty and Hunger**
- 2. Achieve Universal Primary Education**
- 3. Promote Gender Equality and Empower Women**
- 4. Reduce Child Mortality**
- 5. Improve Maternal Health**
- 6. Combat HIV/AIDS**
- 7. Ensure Environmental Sustainability**
- 8. Establish Global Partnership for Development**

**Conclusion:**

I have placed before you, the Lions of the world, a program of activities responding to many dire needs of the underprivileged people of the world. My challenge to you is to implement our Core Programs more effectively than before, and initiate one or more Region/Area specific Programs by utilizing the wonderful human resources we possess, the committed Lions of the world. The Lions together with their spouses, Lionesses and Leos, constitute the most powerful humanitarian force capable of changing our world for the better.

**International President Mahendra Amarasuriya**

**The Program has been summarized. For the complete program go to:**

**<http://www.lionsclubs.org/EN/content/pdfs/intprogram.pdf>**

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