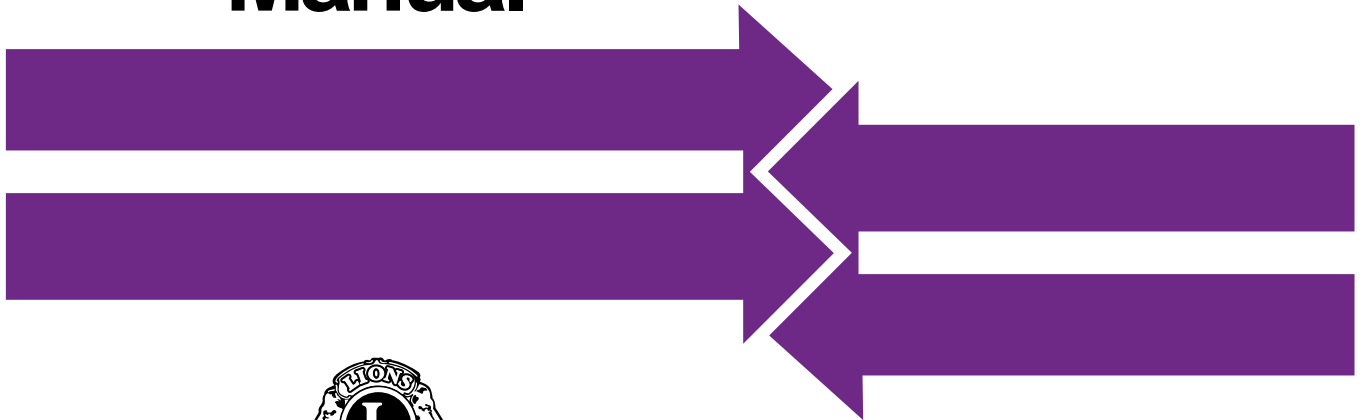


Club Membership Chairman's Manual

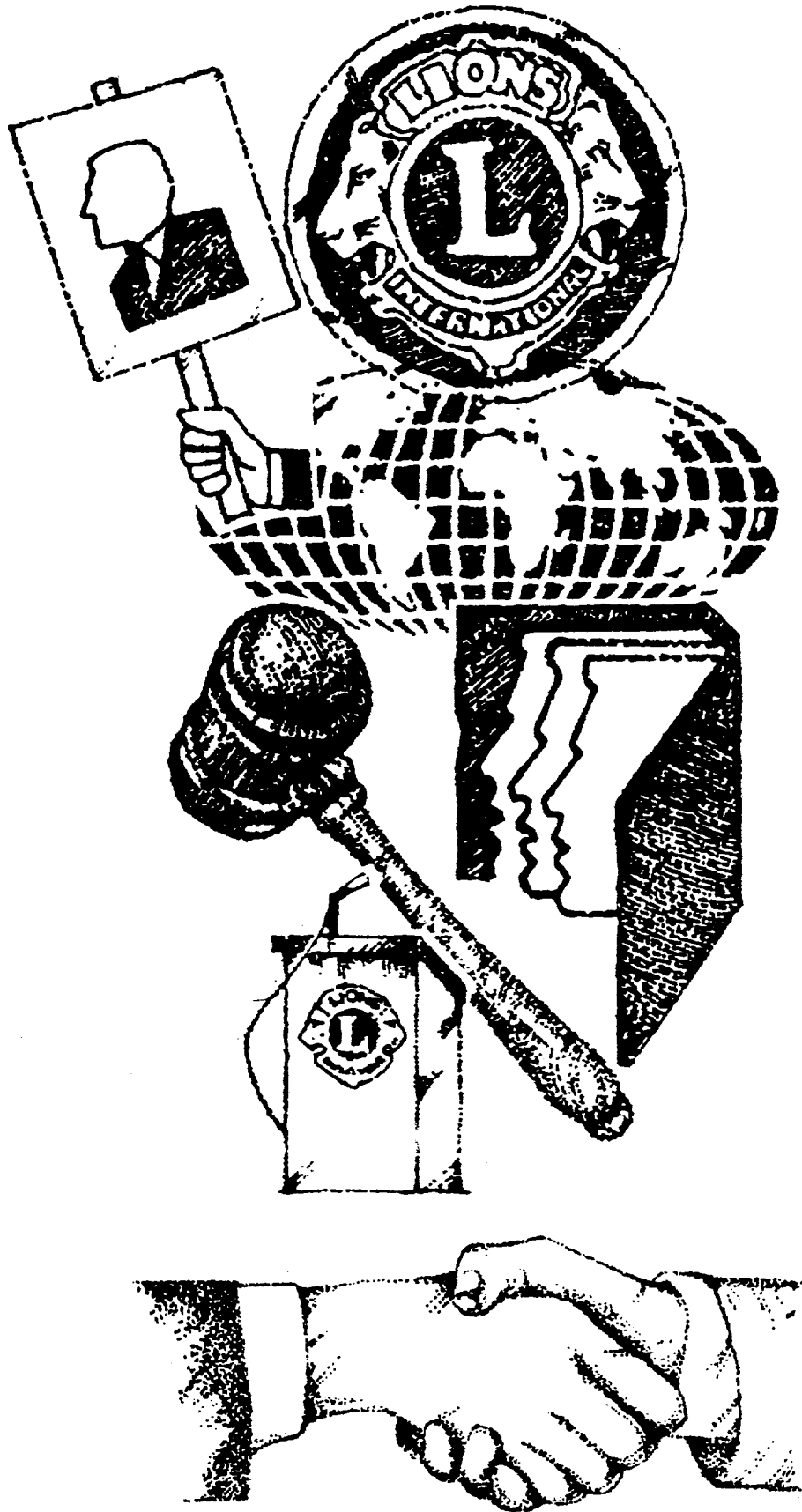


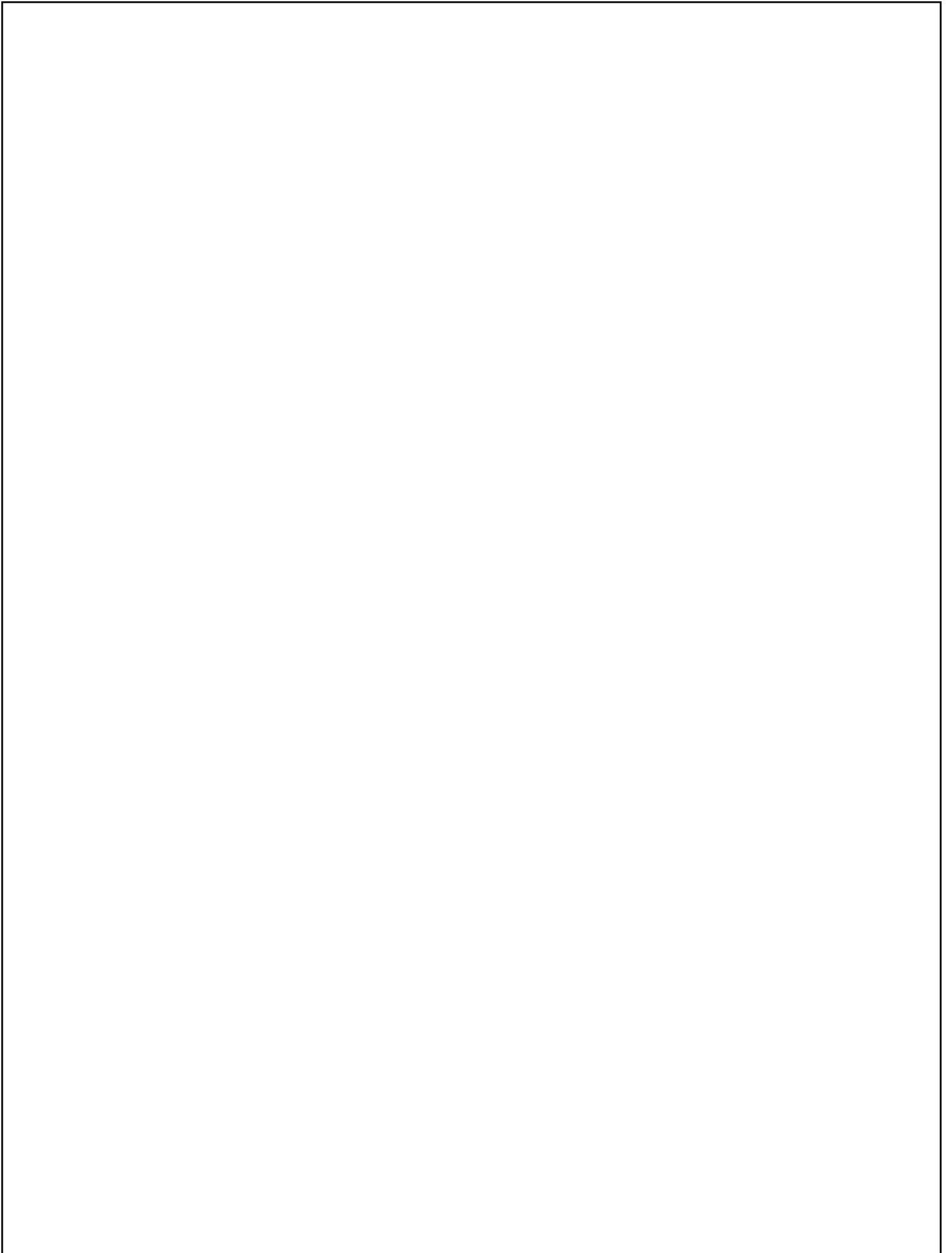
We Serve

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Introduction

Congratulations! You have accepted one of the most important appointments in your Lions club. How you perform during the months ahead will have a definite effect on the success of your club. Your efforts will strengthen your club and reinforce its position and effectiveness in the community. This manual has been prepared to offer you guidelines for your club to follow toward attaining membership growth and membership development and retention. Some of your responsibilities are:

Membership Growth: the addition of new members.

- Selecting suitable membership programs to achieve attainable goals (approved by the board of directors).
- Maintaining the proper procedures for seeking, approving and inducting new members.
- Placing special emphasis on the official membership growth programs of Lions Clubs International through the Key Award Program and the October Growth Award Program.
- Keeping members active in sponsoring new quality members.
- Reporting monthly to the board of directors on progress of programs and other membership matters.
- Attending the district membership seminar.
- Maintaining contact with district officers, especially the district membership chairman, regarding membership problems and ideas.

Membership Development and Retention: education, involvement and stimulation of new members to become quality Lions; vital and continuing process of keeping all members active in the club.

- Giving an impressive picture of the Lions prospects.
- Ensuring that new members are inducted with a dignified ceremony.
- Encouraging new members to attend sessions about Lions conducted by your club and district.
- Keeping club members informed and enthused.
- Keeping all members actively involved.
- Seeing that fellowship among members is maintained at all times.
- Honoring Monarch and Charter Members and keeping them active in the club.
- Reducing resignations by ascertaining reasons for loss of interest and then applying corrective measures.

Always remember that membership is your major goal and that your Lions club will grow wisely with the proper screening of candidates and the development and retention of members.

Should you have any comments, questions, or suggestions about membership, please write to:

Membership Operations Department
The International Association of Lions Clubs
300 22nd Street
Oak Brook, Illinois 60523-8842, USA



Obtaining New Members

New members are vital to the success of any club's program. It is the club membership committee's responsibility to encourage members to seek out potential Lions. New, quality members increase the ability of the club to provide greater service and they unquestionably constitute the future leadership of the club. Therefore, it is important to emphasize that every Lion can be a sponsor.

A club membership growth program should be planned and promoted by the membership committee. Every club member must support it; **membership growth is everybody's business.**

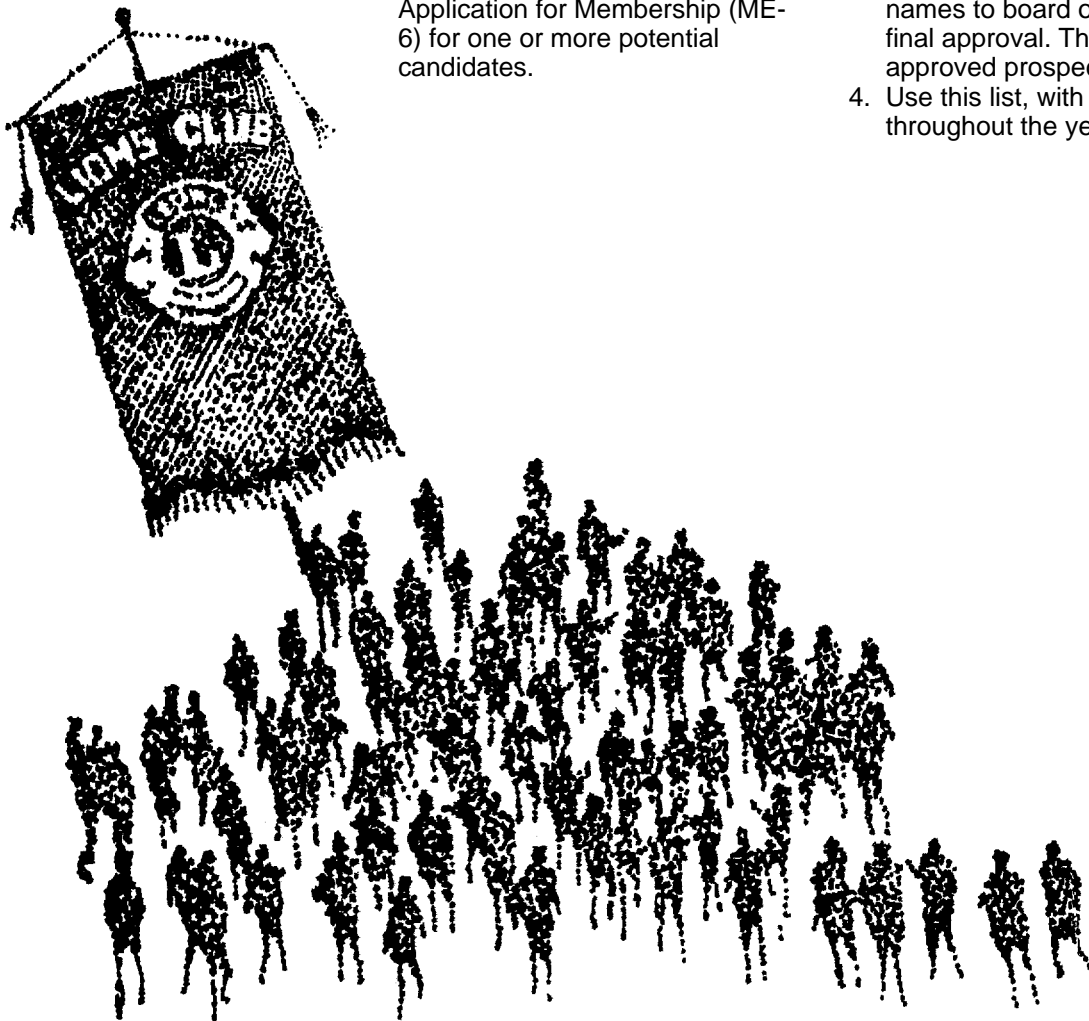
Preparing a Prospect List

- Prepare a list of prospects early in the year.
- Give each club member a blank card with instructions to write the names of persons considered to be good prospects.
- Check on new business in the area. These often bring new persons to the community.
- Assign each member to a small area of the community to check for potential members. (Don't forget schools and other institutions.)
- Combine the lists, eliminate duplication, and make one combined prospect list.
- Present this list to the club membership. Explain that names have not as yet been screened. Ask—and assign—each Lion member to fill out an Invitation-Application for Membership (ME-6) for one or more potential candidates.

Screening Prospects

The reputation of a Lions club is mirrored by the reputation of its members. Selectivity is important because Lions clubs depend upon public support for their activities.

1. Screen each name thoroughly on the basis of
 - a) good moral character and reputation;
 - b) interest in service and
 - c) good credit or financial standing.Remember, your club must grow—but wisely. You need active Lions.
2. Follow procedures strictly to ensure that every prospect is treated fairly and equally; that only qualified and committed prospects are brought into your club.
3. Submit list of recommended names to board of directors for final approval. This is now the approved prospect list.
4. Use this list, with additions, throughout the year.



Obtaining New Members

Preparing the Sponsors

- Give each sponsoring Lion an Invitation-Application for Membership (ME-6). (Each club secretary is provided with a supply of applications at the beginning of each fiscal year. Additional copies can be requested from Lions Clubs International headquarters.)
- Present the sponsor with a one-page history of your club's activities.
- Provide each member with several brochures to be used when contacting prospects (e.g., "The Lions...We Serve" (ME-4), and, if available, a recent issue of THE LION magazine.)
- Develop a one-page summary of "reasons" for joining your Lions club and distribute it among your Lions.

Some advantages are:

1. an opportunity to share in the growth of the community,
 2. the chance to fulfill one's feelings of responsibility to society and to humanity,
 3. a deep satisfaction that comes from helping others.,
 4. the fellowship shared with club members,
 5. membership in the world's largest service club organization,
 6. an opportunity to become a better person and a better citizen,
 7. an opportunity to develop leadership skills,
 8. an opportunity to step up the ladder and hold office at club, district and international level,
- At a club meeting have two experienced Lions demonstrate how to approach a prospect using the above materials.

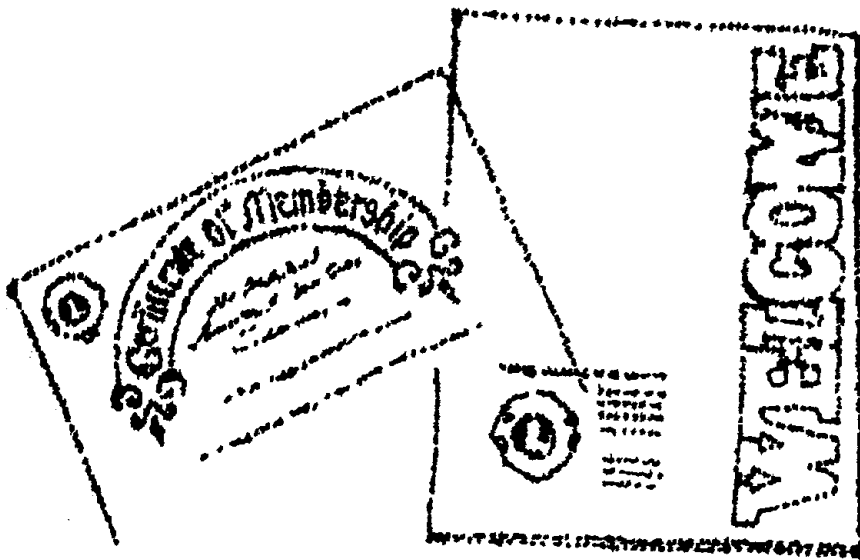
Winning New Members

- The sponsor can sell membership in Lions to the prospect by using available materials.
- The chairman, at least one other member of the committee, and the sponsoring Lion should visit the prospect before issuing an invitation to join the club. (It is beneficial for the prospect's spouse to be present to understand their expected involvement. Gaining the spouse's support will also help ensure future involvement in Lions activities. An alternative is to invite the prospect and spouse for a similar session in conjunction with a club meeting.)
- The prospect should receive a full explanation about joining Lions, including the obligations of time, participation and finance.
- The prospect and spouse may be invited to attend another regular meeting of the club as guests.
- Finally, if the prospect is sold on the Lions, have them sign the Invitation-Application for Membership (ME-6), and collect the prescribed fees and dues.
- Plans should then be made for:
 1. new member's induction
 2. orientation sessions
 3. assignment to an active committee.

The Sponsor's Responsibilities

Sponsoring a new member means helping the club maintain its vitality with new outlooks and a new enthusiasm. Sponsorship of a new member also demands additional responsibilities, i.e., making certain that the new member:

- feels welcome;
- is introduced to all club members and officers;
- has an impressive induction ceremony to enhance pride in joining your club;
- receives a New Member Kit and Lions emblem button;
- is given assignments;
- receives orientation on the Lions conducted by the club and district;
- is accompanied to the first few club meetings;
- receives answers on any questions raised regarding club operations, or any other aspect of the association;
- is encouraged to discuss problems and suggest solutions,
- is given every assistance in developing leadership potential.



Checklist for the Sponsor of New Members

- () 1. The prospect is morally, socially and financially responsible and will become a staunch member of the club.
- () 2. The Invitation-Application for Membership (ME-6) is filled in.
- () 3. The completed application is forwarded to the membership committee for proper investigation and approval. (The candidate should not be told that they are being considered for membership until after approval by the board of directors has been received.)
- () 4. When approved, visit the prospect and spouse (if possible) to thoroughly explain the advantages of being a Lion and what is expected, including time, participation and financial obligations.
- () 5. When sold on the Lions, the membership application (ME-6) is further completed and signed by the candidate.
- () 6. Fees and dues are collected.

Induction Ceremony Suggestions

for an Active Member

The induction of new members into a local Lions club can take a variety of forms depending upon the customs and activities of the club and district. In order to lend dignity and importance to the induction ceremony it should be performed by a well-respected Lion.

Following are suggested items which can be included in the induction ceremony:

- Give a brief history of The International Association of Lions Clubs.
- Present a short history of your club and its current activities.
- Stress that membership is by invitation and that the member being inducted is welcomed by the entire membership.
- Remind the new members of their obligations to the club and the international association.
- Administer the oath (suggestions follow).
- Present a New Member Kit with a description of its contents.
- Explain a sponsor's responsibilities.
- Welcome the new member into the Lions association on behalf of the club and district.

Suggested Oath No. 1

"Since you have expressed a desire to affiliate with this club, and with Lions Clubs International, I now ask that you repeat after me:

"I do hereby accept membership in the Lions Club of _____ knowing that such membership obligates me to participate in all functions of the club. To the best of my ability I will abide by the Lions Code of Ethics, attend meetings regularly, accept such assignments as are given me and contribute my share to the programs of my club, district, and Lions Clubs International."

"You are now a member of the Lions Club of _____."

Your sponsor will now present to you the Lions emblem pin which signifies this membership."

Suggested Oath No. 2

"Since you have expressed a desire to affiliate with this club and with Lions Clubs International, I now ask that you respond to my words with a simple 'I do' or 'I will.'"

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

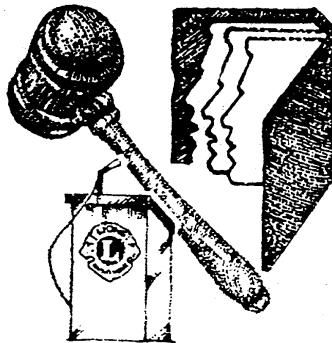
—I do—

"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 _____"

Your sponsor will now present to you the Lions emblem pin which signifies this membership."



Presentation of Pin

(Sponsor present pin to new member.)

"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 your new member feel welcome
- introduce your new member to all club members;
- provide your new member with information about the club, its officers and constitution;
- see to it that assignments are given immediately, thereby enabling the 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—

Closing Statement

"Fellow Lion _____ wear with pride this emblem. Let me congratulate you and welcome you into the greatest of all service club organizations...The International Association of Lions Clubs.

On behalf of the club, I now present you with your official Certificate of Membership and a New Member Kit which will help you get off to a good start in your life as a Lion.

We are all proud and happy to have you as a member of the Lions Club of _____."

Induction Ceremony Suggestions

for an Affiliate Member

The induction of new members into a local Lions club can take a variety of forms depending upon the customs and activities of the club and district. In order to lend dignity and importance to the induction ceremony it should be performed by a well-respected Lion.

Following are suggested items which can be included in the induction ceremony:

- ◆ Give a brief history of The International Association of Lions Clubs.
- ◆ Present a short history of your club and its current activities.
- ◆ Stress that membership is by invitation and that the member being inducted is welcomed by the entire membership.
- ◆ Remind the new member of his or her relationship to the club and the international association.
- ◆ Administer the oath (suggestions follow).
- ◆ Present a New Member Kit with a description of its contents.
- ◆ Explain a sponsor's responsibilities.
- ◆ Welcome the new member into the Lions association on behalf of the club and district.

Suggested Oath No. 1

"Since you have expressed a desire to affiliate with this club, and with Lions Clubs International, I now ask that you repeat after me:

"I do hereby accept membership in the _____ Lions Club knowing that such membership encourages me to participate in functions of the club. To the best of my ability I will abide by the Lions Code of Ethics, and contribute my share to the programs of my club, district, and Lions Clubs International."

"You are now a member of the _____ Lions Club

Your sponsor will now present to you the Lions emblem pin which signifies this membership."

Suggested Oath No. 2

"Since you have expressed a desire to be associated with this club and with Lions Clubs International, I now ask that you respond to my words with a simple 'I do' or 'I will.'"

"Do you hereby accept membership in the _____ Lions Club knowing that you are encouraged to participate in functions of the club?"

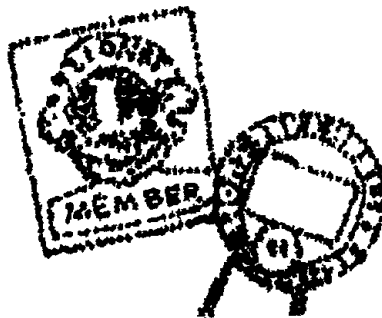
—I do—

"To the best of your ability, will you abide by the Lions Code of Ethics, attend meetings whenever possible 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.

Your sponsor will now present to you the Lions emblem pin which signifies this membership."



Presentation of Pin

(Sponsor present pin to new member.)

"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 your new member feel welcome;
- ◆ introduce your new member to all club members;
- ◆ provide your new member with information about the club, its officers and constitution;
- ◆ 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—

Closing Statement

"Fellow Lion _____ wear with pride this emblem.

Let me congratulate you and welcome you into the greatest of all service club organizations...The International Association of Lions Clubs.

On behalf of the club, I now present you with your official Certificate of Membership and a New Member Kit which will help you get off to a good start in your life as a Lion.

We are all proud and happy to have you as a member of the _____ Lions Club."

The New Member's Orientation

Proper orientation of new members is absolutely vital to the club's success and future growth. A properly instructed member is one who is most likely to remain in Lions through the years.

Three orientation sessions should be held for new members, covering highlights of the structure and history of the club, the district, multiple district, and, of course, The International Association of Lions Clubs.

The sessions should be conducted by a special orientation team consisting of club officers or other qualified Lions, such as past club presidents, and should last 1-2 hours. This can be the function of the club's Lions information committee.

The meeting sessions should be informal and consist of talks by members of the team, followed by general discussion and questions from the new members.

Depending on the size of the group, the sessions may be held at a member's home or your regular meeting site. But even if there is only one new member to orient, don't fail to get the job done.

Seasoned members may attend these sessions to refresh or update their knowledge on the Lions.

Session 1: Our Lions Club

History of the Club

This information may be provided by charter members or past club officers.

Major Project of the Club and its Funding

Briefing on club's current activities and fund-raising projects. (Use visuals if available.)

Organization, Duties of Officers, Directors, Committees

A Lions club is governed by a board of directors, normally consisting of a president as chief executive officer, the immediate past president, three vice-presidents, a secretary, treasurer, Lion tamer (custodian of club property), a tail twister (fun master and "pepper-upper") and four or more directors and a membership director. Officers are elected annually for a term coinciding with the association's fiscal year; directors are elected for two-year terms. Meetings of the board are usually held once a month. (Give schedule of when your club board meets.)

Club projects and activities are originated and conducted by club committees under the direction of a committee chairman. The chairman and committee are generally appointed by the president immediately after his election.

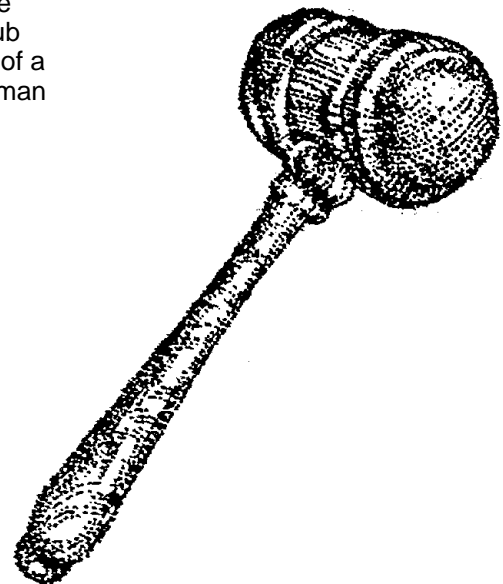
There are two types of committees: administrative and activities.

The administrative committees include: attendance, constitution and by-laws, convention, finance, greeter, leadership development, Lions information, membership, program and public relations-bulletin editor.

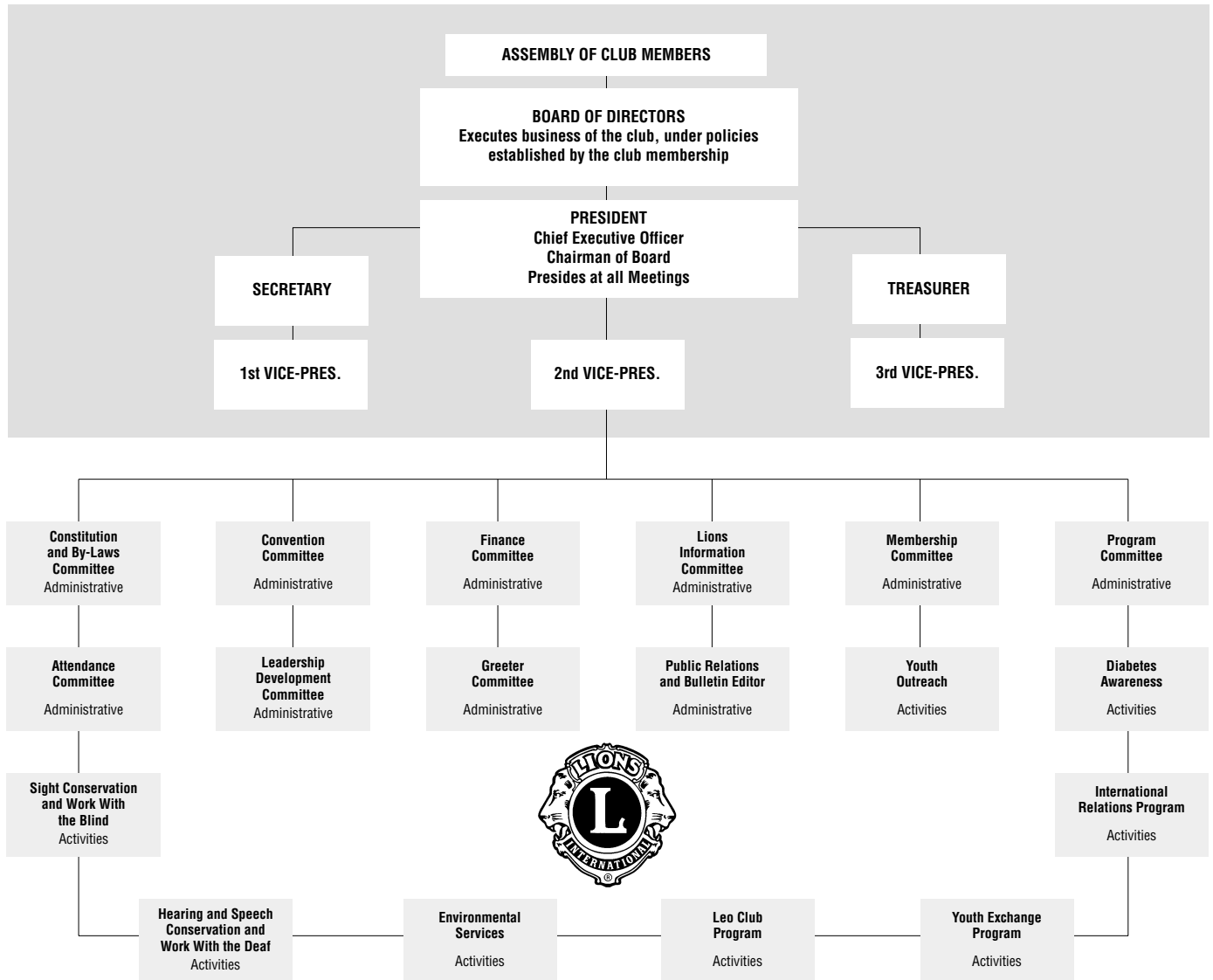
The activity committees are set up to meet community needs or problems as well as to provide international services.

The vice-presidents are normally given the supervision of the various committees.

The chairmen of the committees call periodic meetings of their groups, and are frequently asked to attend board meetings to report plans and progress to the officers and directors. They also present reports to the general membership.



CLUB ORGANIZATIONAL CHART



Other activities of Lions for which Committees may be appointed are: Citizenship Services; Educational Services; Health Services; Social Services; Recreational Services; Public Services; and International Youth Camps.

The New Member's Orientation

The **President** is the chief executive officer of the club and as such,

- a) presides at all meetings of the board of directors and the club;
- b) issues the call for regular and special meetings of the board of directors and the club;
- c) appoints the standing and special committees of the club and cooperates with the chairmen thereof to effect regular functioning and reporting of such committees;
- d) sees that regular elections are duly called, noticed and held,
- e) cooperates with and is an active member of the District Governor's Advisory Committee of the zone in which the club is located.

The **Immediate Past President** and the other past presidents officially greet members and their guests at club meetings and represent the club in welcoming all new people in the community served by the club.

Vice-Presidents: If the president is unable to perform the duties of office for any reason, the vice-president next in rank shall occupy the position and perform the duties with the same authority as the president.

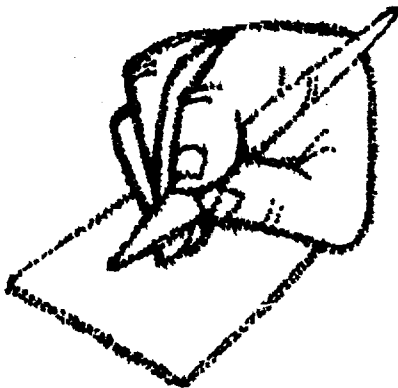
Each vice-president, under the direction of the president, oversees the functioning of such committees of the club as designated by the president.

The **Secretary** is under the supervision and direction of the president and the board of directors and acts as liaison officer between the club and both the district, and the international association. The responsibilities include:

- a) submitting regular monthly and other reports to the international office of the association containing such information as may be called for by the board of directors of the association;
- b) submitting required reports to the district governor's cabinet, including copies of regular membership and activities reports;
- c) cooperating with and being an active member of the district governor's advisory committee of the zone in which the club is located;
- d) having custody of and maintaining general records of the club, including minutes of club and board meetings, attendance, committee appointments, elections, classifications (if any), addresses and telephone numbers of members and members' club accounts;
- e) issuing statements to each member for dues and other financial obligations owed to the club, collecting and turning the same over to the club treasurer and obtaining a receipt therefor,
- f) being bonded in amounts and with the insurance company as determined by the club's board of directors.

The **Treasurer's** responsibilities include:

- a) receiving all monies, and depositing the same in a bank or banks recommended by the finance committee and approved by the board of directors;
- b) paying out monies in payment of club obligations only on the authority given by the board of directors, (all checks and vouchers are signed by the treasurer and are countersigned by one other officer determined by the board of directors);
- c) having custody of and maintaining general records of club receipts and disbursements;
- d) preparing and submitting monthly and semi-annual financial reports to the international office of the association and board of directors of the club;
- e) being bonded in amounts and with the insurance company as determined by the club's board of directors.



The New Member's Orientation

The **Lion Tamer's** responsibilities include:

- (a) having charge of and being responsible for the property and belongings of the club including flags, banners, gong, gavel, song books and button board;
- (b) putting each of the above items in its proper place before each meeting and returning same to the proper storage area after each meeting;
- (c) acting as sergeant-at-arms at meetings;
- (d) seeing that those present are properly seated;
- (e) distributing bulletins, favors, and literature as required at club and board meetings.
- (f) giving special attention to assure that new members sit with a different group at each meeting so that they can become better acquainted.

The **Tail Twister** promotes harmony, good fellowship, life and enthusiasm in the meetings through appropriate stunts and games and the judicious imposition of fines on club members. The tail twister may not be fined except by the unanimous vote of all members present. All monies collected by the tail twister are immediately turned over to the treasurer and a receipt is given. The money collected is used for whatever purpose as agreed upon by the club's board of directors. Fines are an excellent way to defray administrative expenses.

The **Membership Director** is the chairman of the membership committee, whose responsibilities include:

- (a) development of a growth program specifically for the club and presented to the board of directors for approval;
- (b) regular encouragement at club meetings to bring in new quality members;
- (c) ensuring proper recruitment procedures;
- (d) preparation and implementation of orientation sessions;
- (e) reporting to the board of directors on ways to reduce the loss of members;
- (f) coordination with other club committees in fulfilling these responsibilities, and
- (g) serving as a member of the zone level membership committee.

What Membership Means

Membership in a Lions club means that members have the opportunity to meet and work with other individuals in a spirit of fellowship, striving towards a common idea or goal. Through this "concern for others" members have the opportunity to make suggestions, give opinions and, often, take the initiative and show their capacity for leadership.

What is Expected of New Members

New members are expected to give freely of their time and energy whenever possible, attend all club meetings (unless they are ill or out-of-town), be available for committee assignments, be knowledgeable about the objectives and aims of the Lions and support all club officers at all times.

Attendance Requirements

All active members are required to attend meetings regularly.

Attendance Awards

Annual 100% perfect attendance awards may be purchased by the club and given to members who maintained perfect attendance.

Chevrons

Lion members who have served their clubs for ten or more years may request that their club secretaries purchase, through the club supplies official catalog, Charter Monarch or Monarch Chevrons recognizing their years of service. Chevrons are issued in multiples of five years after ten years of membership. Club secretaries are responsible for maintaining the records and presenting the Chevrons to deserving Lions. This change was made at the October 1998 International Board of Directors meeting.

Guests at Meetings

Meals for guests at meetings are generally paid for by the Lions who extend the invitation, unless previously agreed upon by the club to absorb the expense, especially in the case of a speaker or a prospective new member. The guest must be introduced by the Lion member at the time of the general introductions.

The New Member's Orientation

Elections

A meeting for the nomination of club officers and directors is held in March of each year. The president appoints a nominating committee which submits the names of candidates for the various club offices to the membership at the nominating meeting. At this meeting, nominations for all offices can also be made from the floor. The election is held in April of each year.

All officers of the club are elected annually, taking office on July 1st. They hold office for one year (directors, two years), or until their successors are elected and qualified.

Every club should elect a three-person membership committee, i.e., a chairman, who would automatically become a director on the board, a vice-chairman, and a member. After the first year, only one Lion is elected to replace the member of the committee who would step up to become the vice-chairman, while the current vice-chairman would move up to the position of chairman and membership director. In essence, every Lion would serve for a total of three years, thereby maintaining continuity in the membership efforts of the club.

Dues

Each club has an entrance fee and annual dues. Lions clubs use their entrance fees and dues for administrative purposes and to defray international and district dues.

Activities funds must be separate from administrative funds. The activities funds of a Lions club, consisting of funds raised from the public through club projects, may be expended only to satisfy some community or public need. Under no circumstances may such funds be used for any administrative purpose.

Preferably, dues should be collected in advance from the individual member semi-annually. Statements of dues should be mailed on January 1st and July 1st of each year.

The club annually pays to Lions Clubs International "per capita and convention fund tax" for each member.

The club is billed in advance semi-annually on January 1st and July 1st.

Club Calendar

This information may be provided by the program committee which is responsible for maintaining a calendar of events, as well as for the preparation of Family Night meetings.

Club Bulletin

A copy of the Lions club bulletin should be presented to the new member informing them that this is the way all Lion members are kept informed on the club's activities.

Special Membership Programs and Awards

Explain club and district membership programs and awards.

The official membership programs from Lions Clubs International are:

Key Award Program.

Membership Key awards appear on page 34.

Membership October Growth Award Program

Each Lion who sponsors one or more new members during the month of October, and is reported on the October M&A, is entitled to receive a lapel pin. This pin, redesigned each year to reflect the International President's theme, is sent automatically to the club secretary or president for presentation. The October Growth Award program is an excellent way to kick-off a year-long effort to bring in new members.

Session 2: Lions in the District, Multiple District and Country

History of the Lions in the District, Multiple District and Country

Information about the history of Lions in your district, multiple district and country can be obtained from your single or multiple district. (This would be an excellent time to show slides of district and multiple district activities.)

District

Most clubs are part of a district normally composed of at least 35 clubs with more than 1,250



The New Member's Orientation

District Governor

The district governor, who is elected at the district convention to serve for one year, is the executive officer for the district. The new governor takes office at the close of the international convention.

Under the general supervision of the International Board of Directors, the district governor represents the association in the district. In addition to being the chief administrative officer in the district, the governor has direct supervision over the vice district governor, the cabinet secretary and cabinet treasurer (or secretary-treasurer), the region chairmen, the zone chairmen and other such cabinet members.

The governor's specific responsibilities are:

- (a) further the purposes and objectives of the association;
- (b) supervise the organization of new Lions clubs;
- (c) preside, when present, over cabinet, convention and other district meetings. If during any period the governor is unable to perform the duties of office, the presiding officer at any such meetings will be the Lion designated by the respective district constitution and by-laws;
- (d) perform such other functions and acts as required by the International Board of Directors through the district governor's manual and other directives.

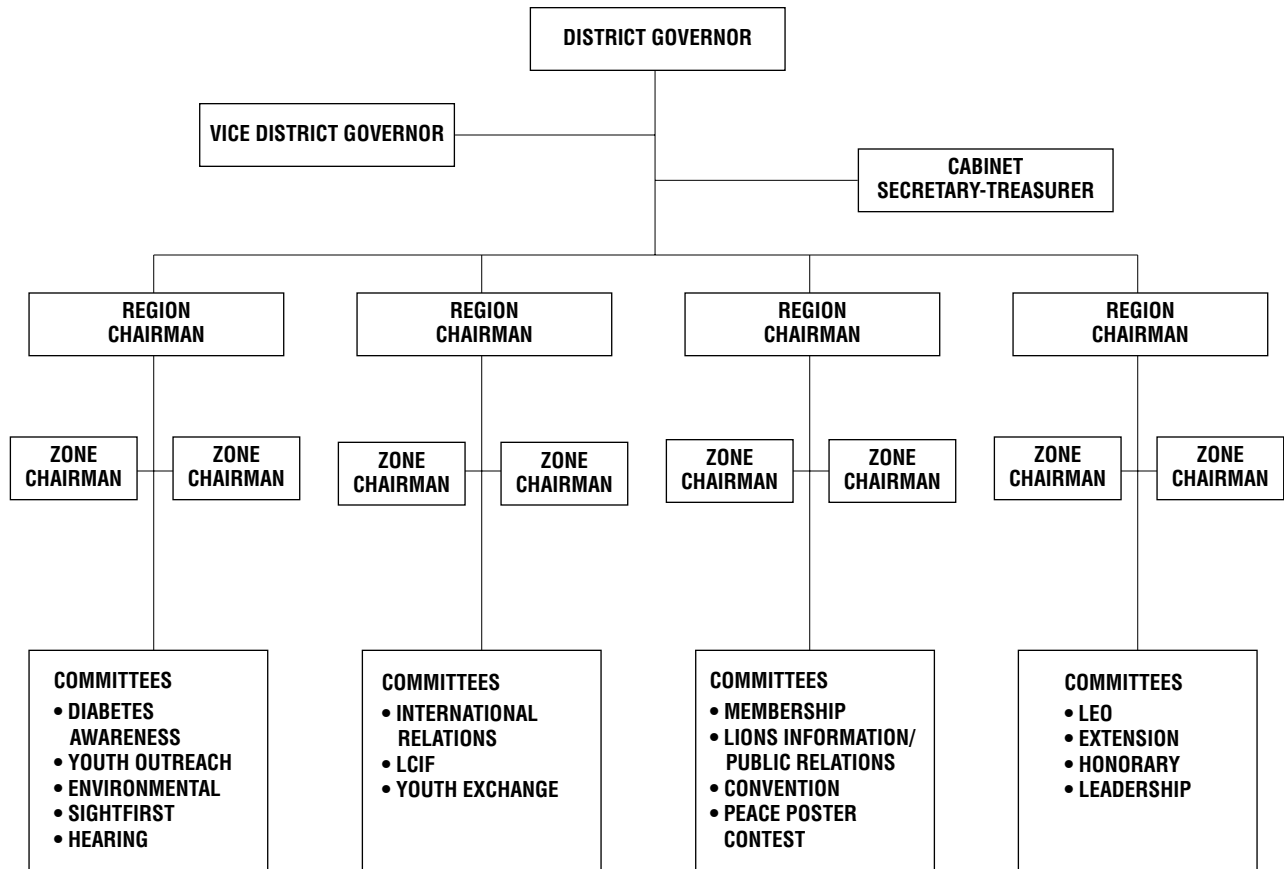
Vice District Governor

The vice district governor shall assist the district governor, subject to the supervision and direction of the governor.

The vice district governor's specific responsibilities are to:

- (a) familiarize themselves with the duties of the district governor to be able to discharge the duties of this office if called upon by the district governor to do so;
- (b) assist in administrative duties as assigned by the district governor;
- (c) work closely with the district governor on special projects as requested,
- (d) perform such assignments as given from time to time by the district governor.

DISTRICT ORGANIZATIONAL CHART



The New Member's Orientation

Cabinet Secretary and Cabinet Treasurer (or Secretary-Treasurer)

Each one acts under the supervision of the district governor.

The specific responsibilities of each are:

- (a) further the purposes and objects of this association;
- (b) perform such other functions and acts as may be required of each by the International Board of Directors through the Cabinet Secretary-Treasurer's Manual and other directives.

District, Region and Zone Organization

Normally, a district or sub-district is divided into regions (composed of no more than 16 and no less than 10 clubs), each headed by a region chairman. In turn, each region is broken down into zones (with no more than 8 clubs and no less than 4), presided over by a zone chairman. Region and zone chairmen work under the leadership of the district governor.

Region Chairman

The region chairman, subject to the supervision and direction of the district governor, is the chief administrative officer in the region.

The specific responsibilities of this office are to:

- (a) further the purposes and objects of the association;
- (b) supervise the activities of the zone chairmen in the region and such district committee chairmen as may be assigned to them by the governor;
- (c) play an active role in organizing new clubs and in strengthening weak clubs,
- (d) perform such other functions and acts as may be required by the International Board of Directors through the Region Chairman's Manual and other directives.

The region chairmen are members of the district governor's cabinet. They are usually appointed by the governor; in some districts they are elected.

Zone Chairman

The zone chairman, subject to the supervision and direction of the district governor and/or region chairman, is the chief administrative officer in the zone.

The responsibilities of this office are:

- (a) further the purposes and objects of the association;
- (b) serve as chairman of the district governor's advisory committee in the zone and, as such, to call regular meetings;
- (c) play an active role in organizing new clubs, and keeping informed on the activities and well-being of all clubs in the zone,
- (d) perform such other functions and acts as many be required by the International Board of Directors through the Zone Chairman's Manual and other directives.

The zone chairmen are members of the district governor's cabinet. Usually they are appointed by the governor; in some districts they are elected.

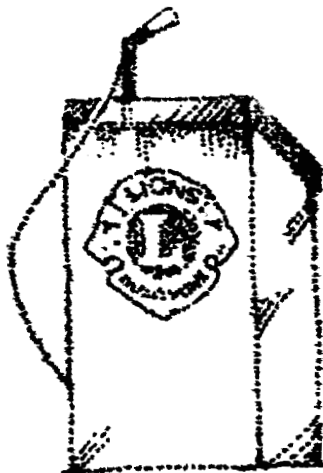
District Chairmen

Sixteen district chairmen are officially recognized by Lions Clubs International: Membership, Extension, SightFirst, Public Relations-Lions Information, Diabetes Awareness, Peace Poster Contest, International Understanding and Cooperation, Youth Exchange, Leo Club, Lions Clubs International Foundation (LCIF), Youth Outreach, Leadership Development, Hearing and Speech Action and Work with the Deaf, Environmental, Convention and Honorary.

The district committee chairmen assist the district governor, region chairmen and zone chairmen in working with their clubs.

District Conferences

The district conference is held for the purpose of conducting training seminars for club officers. These conferences are attended by club officers and committee chairmen, as well as by district cabinet members.



The New Member's Orientation

District Conventions

The annual district convention, sometimes held as part of a multiple district convention, is the chief deliberative body of the district.

District conventions are held to:

- conduct general district business;
- take action on district matters in accordance with the Constitution and By-Laws of Lions Clubs International and the district;
- adopt resolutions;
- elect the district governor and other district-elected officers;
- vote on convention sites;
- conduct seminars;
- provide events important to the district,
- develop friendship among the Lions of the district.

District Contest and Awards

District contests, conducted over a period of several months, are very effective in stimulating interest among the clubs.

These contests are based on a point system for various categories according to district needs. They normally are: prompt submittal of reports, membership increases, attendance, etc.

Appropriate prizes are regularly awarded.

Multiple Districts

When a district is too large, it is sub-divided, along geographical lines, to form two or more districts. Each has its own letter or number. Where there is more than one district in a defined area such districts form a "multiple district."

Each multiple district has its own constitution, based on a standard form provided by Lions Clubs International. These constitutions may be amended by a vote of the delegates to the multiple district convention, provided that such amendments do not run counter to the provisions of the international constitution or policies of the international board.

Subject to the association provisions, each multiple district supervises the administration of its own affairs, and may choose officers, hold meetings, administer funds, authorize expenditures and exercise other administrative powers as provided in its respective multiple district constitution and by-laws.

Council of Governors

According to the International Constitution, the governors of districts constitute a council of governors for each multiple district. The district council may include one or more immediate past district governors, provided that the total number of immediate past district governors does not exceed one-half the number of district governors. Each member has one vote on each question requiring action of the council. A district council may also include past and present international presidents, vice-presidents and past and present directors of the association as advisory, but non-voting members.

Session 3: The International Association of Lions Clubs

Who Are The Lions?

The Lions are men and women dedicated to serving those in need, whether in their own community or half-way around the world. They are members of clubs organized in an international organization. In addition to humanitarian service, they enjoy fellowship and develop leadership qualities. Long the largest service club organization, Lions were also the first to admit women worldwide.

The Name Lions

The official name of "Lions" is: "The International Association of Lions Clubs" or simply "Lions Clubs International."

Aims and Accomplishments of the Lions

The primary aim of the Lions is service: first to the club's own community, second, to those in need wherever they may be.

Each year Lions clubs perform services and provide goods to thousands of persons throughout the world. We can proudly say that Lions clubs perform far more activities and help more people than any other service organization in the world today. (Give several examples from your knowledge. Refer to THE LION Magazine for examples from other parts of the world.)

The New Member's Orientation



LIONS Code of Ethics

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end and not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS to bear in mind my obligations as a citizen to my nation, my state and my community, and to give them my unswerving loyalty in word, act and deed. To give them freely of my time, labor, and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not destroy.

History of Lions Clubs International

Lions Clubs International began in June, 1917, when a young Chicago insurance agent, Melvin Jones, presented to a group of separate business clubs the idea of consolidating the individual clubs into one strong influential club with the goal of helping the community and serving humanity.

The first annual convention was held in Dallas, Texas, at the Adolphus Hotel, October 8-10, 1917. Twenty-three clubs participated. There are now more than 40,000.

Colors and Motto of Lions

The colors of purple and gold were selected as the official colors of the association in 1917. To Lions, purple represents loyalty to country, friends, to one's self and to the integrity of mind and heart. It is the color of strength, courage and dedication to a cause. Gold symbolizes sincerity of purpose, liberality in judgement, purity in life and generosity in mind, heart and purse towards mankind.

The Lions motto is "We Serve."

The New Member's Orientation

International Constitution, Objects and Code of Ethics

The International Constitution of Lions Clubs International provides a structure around which the international association functions. It also serves as a guide for the Standard Form Constitution and By-Laws under which individual clubs function.

The Lions Clubs International Objects outline the aims and goals of the Lions organization. It is up to the individual clubs to use the general Objects for specific purposes.

The Code of Ethics is a guideline for the personal values that each Lion should exemplify.

International Fellowship and Understanding

It may appear that the language barrier would make international understanding almost impossible. But international understanding and friendship (or fellowship) is a matter of spirit rather than language. Thousands of Lions clubs throughout the world communicate with each other through activities that involve the clubs in creating and fostering a spirit of understanding among the peoples of the world.



Lions Clubs International OBJECTS

TO CREATE and foster a spirit of understanding among the peoples of the world.

TO PROMOTE the principles of good government and good citizenship.

TO TAKE an active interest in the civic, cultural, social and moral welfare of the community.

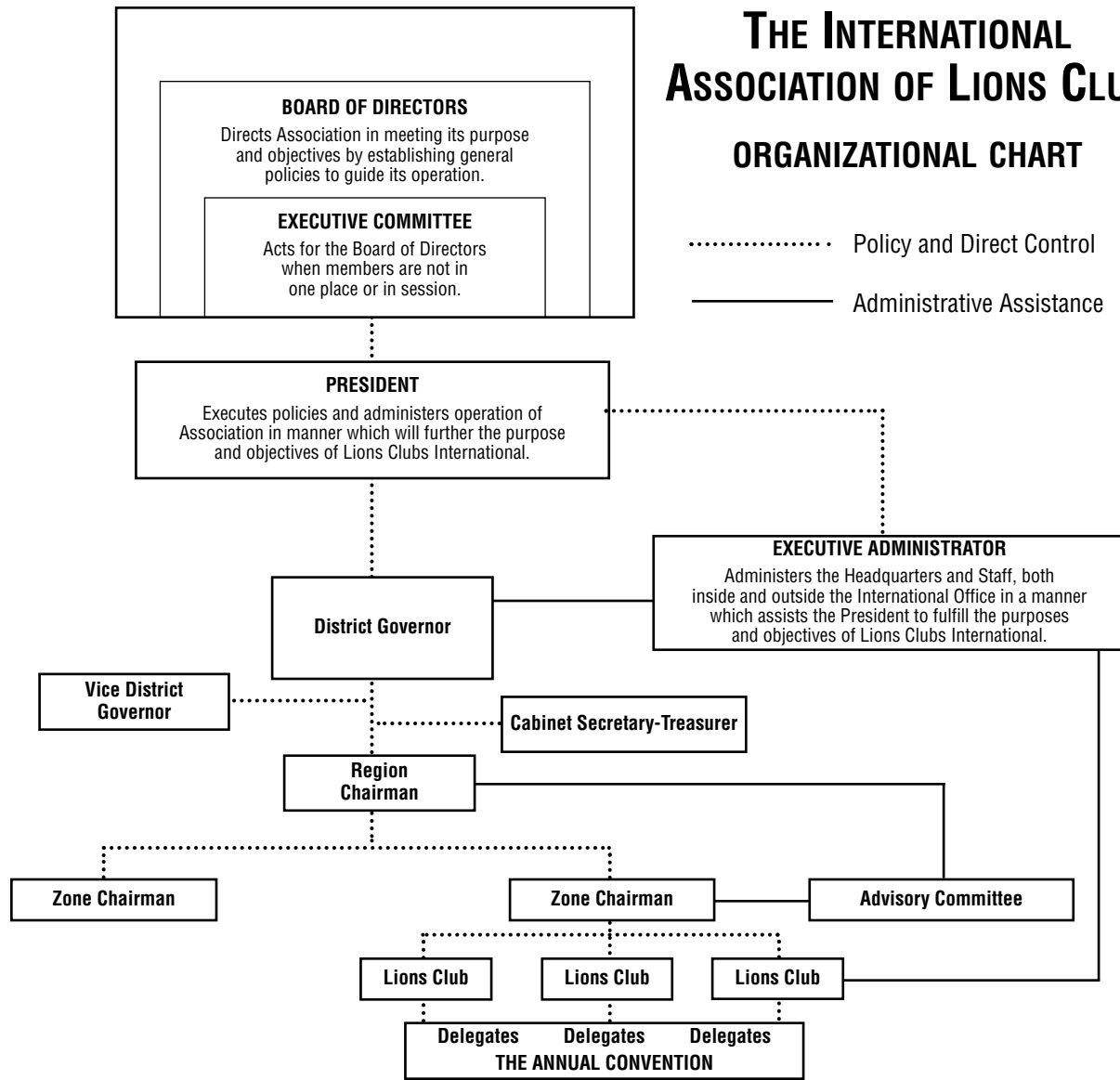
TO UNITE the clubs in the bonds of friendship, good fellowship and mutual understanding.

TO PROVIDE a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

TO ENCOURAGE service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

The New Member's Orientation

THE INTERNATIONAL ASSOCIATION OF LIONS CLUB ORGANIZATIONAL CHART



The International Organization

The officers of The International Association of Lions Clubs include: the president, immediate past president, first vice-president, second vice-president, third vice-president and 31 directors representing various areas of the world.

International Headquarters

The International Headquarters, with a staff of more than 300 full-time employees, is located in Oak Brook, Illinois, U.S.A. Offices are also maintained in several countries in the world.

Records of Lions activities are kept in the Oak Brook office. This office is also responsible for the printing and distribution of materials to individual districts and clubs.

The New Member's Orientation

International Convention

The annual international convention, held in late June or early July, constitutes the annual meeting of the members of the association.

Some of the activities held during the convention include:

- voting on constitutional subjects;
- election of new members to the board of directors;
- election of the third vice-president;
- seminars of interest to all Lions;
- district governors-elect seminars;
- general sessions,
- international parade.

Official Directory of Lions Clubs

The Directory of Lions Clubs contains a listing of all active clubs worldwide. The listing includes the name, address and phone number of the club president and the meeting time and place for each club. It also provides information on the executive officers, including the International Board of Directors, as well as the names and addresses of all district governors, cabinet secretary-treasurers, council chairmen and extension representatives.

(Show sample, if available. Clubs may purchase a copy for a fee, plus postage.)

Service and Information from The International Association of Lions Clubs

The international headquarters provides a variety of brochures and manuals that will be of help to Lions at both the club and district levels. (Show typical samples.)

Merchandise items are also available through the club supplies and distribution division. These items can be seen in the Lions supply catalog, a copy of which every new club secretary receives every year from the international headquarters. (Show catalog.)

International Membership Statistics

There are Lions clubs in as many as 185 countries and geographical locations throughout the world, with a membership of over 1,400,000 in more than 40,000 clubs.

THE LION Magazine

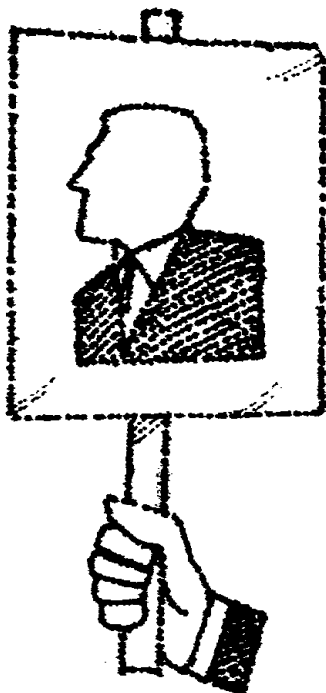
The official magazine of Lions Clubs International is THE LION, which was established as the official organ of the association in November of 1918 and has been published continuously ever since. It is received regularly by every member of the association. The annual subscription price is included in the International dues.

THE LION is published in English and in other official language editions: Spanish, Swedish, French, Flemish-French, Italian, Finnish, German, Japanese, Portuguese, Dutch, Korean, Danish, Chinese, Norwegian, Icelandic, Turkish, Greek, Hindi and Thai.

All of the Lions magazines have four major functions:

1. to publish official notices for the information of the membership;
2. to serve as trading posts of ideas and project methods that have proven successful;
3. to supply information about all countries and areas of the association, enabling all Lions to better understand and serve International's programs, world understanding, world brotherhood and world peace;
4. to present the story of Lions Clubs International in the best possible manner so that not only Lions, but the casual reader will receive a favorable impression of our association.

(Pass around recent issues of THE LION for inspection.)



Service Activities



Lions Clubs International Foundation (LCIF)

Lions Clubs International Foundation (LCIF) is the charitable arm of Lions Clubs International. Funds donated to LCIF are channeled to well-planned, well-controlled projects which are essentially Lionistic in character. LCIF funds SightFirst, Lions global initiative to curb the rapid growth of preventable and reversible blindness.



Leo Club Program

Leo clubs are an official activity of Lions Clubs International that encourages young men and women to serve others in their community and around the world. Leo clubs are sponsored by local Lions clubs and may be either school-affiliated or community based.

Leo club activities include regular meetings, service projects and social functions. The Leo motto – Leadership, Experience, Opportunity—is fulfilled as members work together in response to the needs of others.

Youth Outreach Program

The Lions Youth Outreach Program focuses on clubs helping and challenging young people to learn, to achieve and to serve.

The program provides opportunities for Lions clubs to work together with young people to help them become socially responsible adults. Special emphasis is placed on drug abuse prevention, community, educational, environmental, health, international, and recreational services.

Information on activities that clubs can conduct in the above categories is available through the Programs Youth Department at international headquarters.



SightFirst

SightFirst, Lions Clubs International's service program, is the most ambitious blindness prevention initiative ever implemented. The mission of SightFirst is to mobilize Lions resources, at all levels, in responding to worldwide needs for the prevention and cure of blindness. Grants are awarded through the Lions Clubs International Foundation for projects that target major causes of blindness at national or large regional levels. SightFirst projects serve the poorest of the poor, those who would otherwise have no access to eye care. Through Campaign SightFirst, Lions raised over US\$143.6 million to be used exclusively for LCIF SightFirst-funded projects.

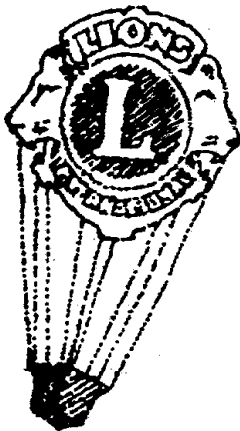
Developing and Retaining Members

Many Lions drop out for perfectly understandable reasons: death, sickness, economic hardship, transfer to an area without a Lions club. Others lack the commitment required of a true Lion. But most leave for reasons that could have been prevented by a club with a strong membership development and retention program—a club determined to retain them.

An effective membership retention effort doesn't just happen. It has four equally working parts:

1. the cooperation of your club's officers and directors;
2. the work of the members of your own committee;
3. the understanding and cooperation of all club members,
4. a well-planned, efficiently executed annual membership development and retention program.

The first step is to analyze the reasons for the membership losses and then take the necessary measures to overcome them.



Most mentioned reasons for dropped members

1. Poor club leadership.
2. Lack of proper screening for quality members.
3. Improper induction ceremony.
4. Inadequate orientation of the new member.
5. No participation or involvement.
6. Non-fulfillment of sponsor's responsibilities.
7. Insufficient attention to members (new and old).
8. Lack of friendship or fellowship.
9. Cliques.
10. Misjudgment in committee appointments and improper use of talents.
11. No meaningful club projects.
12. Clubs do not measure up to expectations.
13. Boring meetings—too formal and inflexible.
14. Wrong meeting time and/or place.
15. Poor order, planning and objectives. Lack of individual and collective discipline in reaching a common purpose.
16. Complacency, indifference and apathy on the part of some club members and officers. Loss of faith.
17. Lack of proper recognition.
18. No motivation, enthusiasm or dedication.
19. Poor communication between officers and members.
20. Excessive cost—too many parties and social events.
21. No follow-up on transfer members.
22. Lack of encouragement to members (new and old) to attend district and international affairs, such as forums, conventions, zone meetings, regional meetings, etc.
23. Inadequate publicity to gain community support.
24. Lack of continuing membership growth and development programs.

—From a survey of past
International Officers and Directors

Basic Solutions to Minimize Drops

1. Leadership training at club level.
2. Concentration on quality members through proper screening.
3. Impressive and meaningful induction ceremonies.
4. Education or orientation of new members.
5. Involvement of all members (new and old).
6. Family involvement. Spouse should be included in the new member's induction and orientation.
7. Sponsors should carry out their responsibilities toward the new members.
8. Members must feel needed and wanted.
9. More emphasis on service and quality fund-raising projects.
10. Meetings should start on time and close on time.
11. Meetings with free, creative spirit; tolerance and flexible moral sense; abundant good will and quick wits.
12. Improved attendance through good and interesting programs.
13. Better planning and establishment of objectives and goals.
14. Proper recognition.
15. Reorientation and motivation of old members.
16. Improvement on communications between officers and members.
17. More teamwork.
18. Cost of meals and social events should be low to keep dues reasonable.
19. Transfers should be followed up. Keep them in Lions!
20. Members should be encouraged to attend district and international affairs.
21. Prestige and image of Lions should be maintained through good public relations.
22. Advice and counsel from the district cabinet members should be sought to solve individual problems as soon as they arise.
23. A year-round membership growth and development program.

—From a survey of past
International Officers and Directors

Developing and Retaining Members

Development and Retention Ideas You Can Use

1. New Member Round Table

Discussion: Club has a round table discussion with the sponsor and prospective member. The group consists of five or six members, including the president, secretary, directors and regular Lions. The discussion centers on what is expected of the prospective member, the cost of being a Lion, club goals, as well as planned events. The round table discussion takes place immediately following the regular meeting attended by the prospective member. This method of introduction into the Lions thoroughly involves new members.

2. Involvement Ideas:

- a) After the induction ceremony, assign the new members to active committees or give them tasks of their own choosing. They should be tasks through which meaningful contributions to their club and the association can be made. New members should be teamed with their sponsors or veteran members, but should not be overwhelmed with duties.
- b) Create a **Rookie Committee** consisting of all new members. They are asked to develop new projects for their group as well as participate in other club activities.

- c) Involve all members (new and old) with responsible and accountable tasks. The three vice-presidents should be constantly involved in overseeing committee activities to ensure adequate performance with necessary changes to accomplish their goals.
- d) Assign senior members tasks commensurate with their years and capabilities. Care should be exercised not to demand more of them than they can give.
- e) Rotate committee members every year for different projects with specific job responsibilities. This encourages members who become more active because of their involvement.
- f) Involve the Lions families. This gives the membership an extra boost and encourages members to remain active. There should be activities for members and their families that are not club projects but a time to relax, such as a picnic, Christmas party, Valentine's Day dinner, etc. Further, plan projects where the Lions family members work side by side with the club members.

3. Social Gathering With Club Officers:

The new member meets with the club president and other officers in an informal way, outside of the club environment, thereby having a chance to get acquainted and ask questions regarding club operations.

4. New Members Acting as Greeters:

New Lions stand at the entry for the next six weeks to greet the members, thereby getting to know them better.

5. Integration:

Make a very special effort to integrate new members into social aspects of the club. Members should try to socialize with new Lions during and outside of meetings. In this way, members feel a strong attachment to the group. Also, share personal experiences with your fellow Lions: a birthday, an anniversary, a son's or daughter's marriage should be known by the whole group. Members should be at a fellow Lion's side on happy occasions, as well as on those of sadness.



Developing and Retaining Members

6. **Recognition:**
 - a) Club secretary should order all the awards that Lion members are entitled to, such as 100% Annual Perfect Attendance Pins, Chevrons, and any other awards from Lions Clubs International, as well as those offered by the district.
 - b) Since awards represent recognition the members earned, they should be presented at
 - 1) a regular meeting in front of the whole membership,
 - 2) during a family night, or
 - 3) on occasion of the installation of new officers where the installing officer, usually the district governor, will do the honors.
7. **Communications:**
 - a) Send a regular newsletter or bulletin to every Lion's home and, if requested, another copy to the member's place of employment. Members need to be informed and reminded of what is happening with their club.
 - b) Club treasurer reports at each regular meeting.
 - c) Club secretary reads the minutes of regular and board meetings.
 - d) The committee chairmen report on the progress of tasks assigned to them.
8. **Tail Twisting:** The tail twister provides the fun at regular club meetings, thereby loosening up the members and promoting fellowship.
9. **Lions Information:** Include Lions information at every club meeting, where a Lion gives a two-minute talk on some aspect of the Lions, both local and international. It is a great way to inform new members and keep older members up-to-date on what's happening in the association.
10. **Attendance Ideas:**
 - a) Club board of directors reviews attendance regularly. When a member is absent from four consecutive regular meetings without acceptable cause, the sponsor or the attendance committee is notified and asked to call on that member and find out the reason for non-attendance. If there is a complaint or grievance, immediate action is taken to correct the situation. A report on the results of the call is submitted to the board, and in most cases the member can be retained.
 - b) **Phone Squads** call members encouraging them to attend the meeting that day. Inactive members attend meetings as a direct result of the phone squads method and afterwards seem to regain enthusiasm about club projects.
 - c) **Stuffed Lion** reactivates members. At each meeting an inactive member is selected and a stuffed lion is dropped off at the member's home or business place. It becomes the member's responsibility to return the lion in person at a regular meeting, where the returning member is properly greeted and recognized. The stuffed lion is then sent along on its next assignment. The whereabouts of the stuffed lion should be regularly publicized in the club bulletin.
 - d) **Buddy List** (with phone numbers) is prepared at the beginning of the fiscal year by the club secretary and distributed to all members, so that every member is responsible for another to ensure 100% membership attendance.
 - e) **Desk Calendar** for each member reminds members and their spouses about the club's scheduled meetings.
 - f) **Roll Call** is taken at every meeting by the secretary or the chairman of the attendance committee. The Lions present are then asked to call those absent, saying that they were missed while encouraging them to attend the next meeting, and to inform them of any upcoming committee or board meeting so that they could arrange a make-up.
 - g) **Fete System** begins by dividing the entire club into various groups. Each group has a leader who ensures that at every meeting the whole "group" attend. One point is given for each member in attendance at each meeting. At the end of the year the group with the most points is announced and the leader of that group gets a certificate issued by the club president. The losing groups have to fete the entire club.

Developing and Retaining Members

11. **Club Meetings:**
 - a) Some basic ingredients for successful meetings are good programs of interest to the majority of club members, good meals, and fun.
 - b) Prepare and follow a proper agenda.
 - c) Plan meetings to be interesting, entertaining and informative. Start on time and end on time.
 - d) Create a congenial atmosphere.
 - e) In a meeting, seating arrangements become important. Some members, especially new members, may not be outgoing. By changing the seating arrangements from time to time, members will get better acquainted and feel more at ease. Furthermore, changing the seating arrangements eliminates cliques.
12. **Board Meetings:** Encourage all members to attend even though only board members have voting privileges. It is particularly valuable for new members to attend and learn the business operations of the club.
13. **Leadership:**
 - a) Proper leadership is essential for the club's success and contributes to every member's development. Each club should ensure that a definite chain of command exists and that problems arising at a lower level are handled at that level. This increases the leadership abilities of the members involved and will, in turn, develop them into better leaders.
 - b) Club president should encourage respect among members, maintain a harmonious atmosphere, allow fresh ideas to be tried, and let members present their ideas even if contrary to tradition.
14. **Problem Solving:**
 - a) If a problem arises, the club president meets with the parties involved to discuss it and reach an amicable solution. It is important not to let problems brew.
 - b) Club officers hold informal coffee or dinner sessions where any member, committee, or group can come and discuss problems, make suggestions or get advice.
15. **Keeping Activities Fresh:** Encourage members to attend other clubs' meetings, thereby creating bonds of friendship and cooperation among neighboring clubs, while exchanging ideas on fund-raising projects and service activities.
16. **Programs:**
 - a) To ensure interesting programs for the whole fiscal year, the program committee divides the membership into groups of two. Each pair is assigned the responsibility for one program during the year.
 - b) The program chairman keeps a good program or two available that can be substituted on short notice; also advises in advance of the program for the following meeting.
17. **District Functions:** All members, especially new members, are encouraged to attend regional and zone meetings, as well as district, multiple district and international conventions. The convention fund consisting of the tail twister's fines and raffle proceeds are used to cover the room expense for the members.
18. **Club Dues:** For members with financial difficulties, a dues installment payment plan is developed allowing them to continue in the club.
19. **Public Relations:** Inform news media about special events whenever possible to let the public know about club activities and community benefits. This way, public support for fund-raising projects can be ensured.
20. **Transfer Memberships:** Club secretary acts promptly in initiating transfers and transfer applications where appropriate.
21. **Younger Members:** A nucleus of officers and members under the age of 40 makes the club attractive to younger members. Younger members are encouraged to propose prospects and friends their own age.
22. **Installation of Club Officers Dinner:** A past district governor or district cabinet member is invited to install the new officers. This gala event is always well planned and attended by members and their spouses. It's an ideal opportunity to present the deserving Lions with their yearly awards.

Developing and Retaining Members

23. Signs of Trouble

There are three sure signs that an active Lion member is thinking about resigning:

1. Failure to attend meetings.
2. Failure to pay dues.
3. Failure to participate in club's service or fund-raising programs or social activities.

The membership chairman is responsible to frequently contact the club secretary and attendance committee chairman to learn when these "trouble signs" are present.

- Contact the delinquent member's sponsor or close associate to determine the problem.
- Discuss possible actions to correct the problem.
- Make every effort to keep the member.

The board of directors should only decide to drop a member after all attempts to develop and retain the member have been exhausted.

Checklist for Membership Development and Retention

- () 1. Choose potential members who have the qualities found in dedicated Lions.
- () 2. Inform prospects of challenges, responsibilities and rewards awaiting them in the service of others through the Lions.
- () 3. Initiate the new member in an appropriate ceremony.
- () 4. Make the new member feel important through immediate involvement in club activities.
- () 5. Urge the sponsor to encourage the new member to maintain a sense of responsibility.
- () 6. Make certain deserving Lions receives awards with proper ceremony and recognition.
- () 7. Keep all members involved in club activities.
- () 8. Enforce attendance requirements.
- () 9. Maintain harmony and fellowship among members.
- () 10. Have good programs at club meetings.
- () 11. Be aware of and investigate signs of trouble that may indicate a member's dissatisfaction.
- () 12. Do not try to hold a member who wishes to leave for a valid reason, making sure the loss isn't through a fault of the club.

If each of these points have been completely integrated, the membership chairman has given a new strength and vitality to the club.

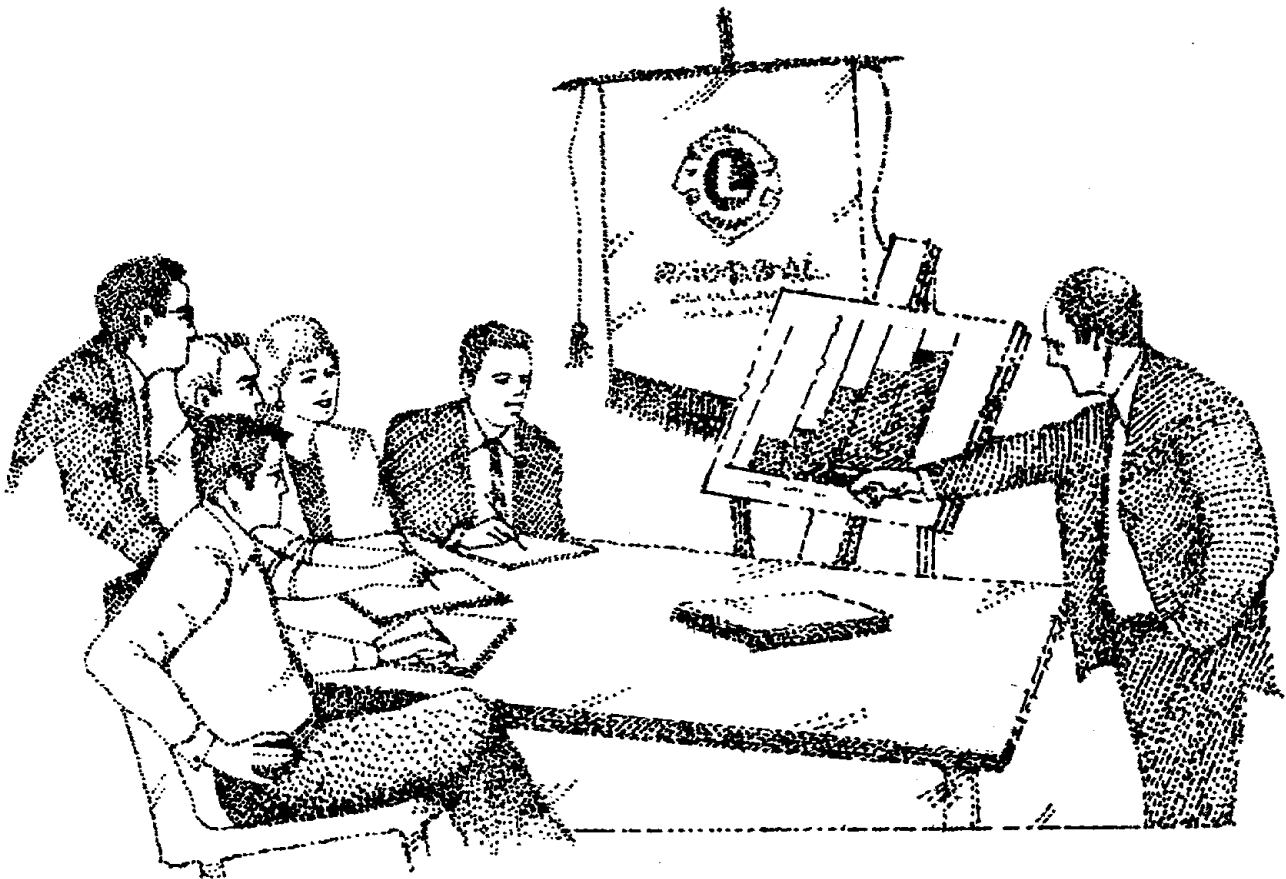
Improving Your Club's Operation

There is always room for improving a club's operating structure. The only sure way to attain this objective is through the total cooperation of the entire membership of the club.

The first step is to have the members give an honest and sincere evaluation of club meetings, membership programs, club activities, etc. Such an evaluation can be made using the ME-15 club evaluation (See pages 26-30).

The second step is to evaluate the members' constructive criticism and/or suggestions.

The third step is to have the board of directors come up with a plan of action to implement the necessary changes to improve the club's operation.





How
Lie
your
Ratings?

Lions Clubs International

Evaluate

your Club...

...at least once each year, check to see how your club is doing. An annual or semi-annual assessment will help keep your club strong . . . and growing.

Do not be surprised if your evaluation uncovers a problem or two. It only represents an opportunity to make your club even better.

Your club evaluation can be handled as follows:

- Pass out the evaluation form to all club members for completion. This evaluation can be done at a regular meeting of club members.
- Collect forms, tally all responses.
- Note the most frequent response for each question and fill out a master assessment form.
- Present results to the club.
- Meet with your board to discuss future steps.

Evaluation *and* assessment form

Please rate your club on a scale of 1 (very weak) to 5 (very strong) on the following criteria:

Club meetings

1. Attendance at club meetings1 2 3 4 5

Tip: Are your meetings well-attended? Do most of your club members regularly come to most meetings? You may want to figure the percentage of your members who usually attend each meeting. If 70-80% usually come to each meeting, then you would circle 5. If only 20-30% attend, then you would circle 1.

2. Quality of programs at club meetings1 2 3 4 5

Tip: If you and your fellow club members agree that the vast majority of meetings offer interesting and stimulating programs, then circle 5. If you believe that the vast majority of meetings do not, then circle 1.

3. Order and organization of club meetings 1 2 3 4 5

Tip: Are your meetings well run? Do they usually start on time and not go over? Do you follow an agenda? Does everyone have an opportunity to participate and communicate? If you are particularly strong in this area, circle 5. If you are very weak, circle 1.

4. Comfort of meeting place1 2 3 4 5

Tip: Ask members if they like their usual meeting place...and if club members are doing their best to make the place as good as it can be. If it rates very high, circle 5. If it isn't adequate, circle 1.

1 = very weak
5 = very strong

continued

Other Lion meetings

1. Attendance at board meetings1 2 3 4 5

Tip: Do your board members regularly attend the meetings? You may want to figure the percentage of those who usually attend. If 75-85% of board members attend each meeting, then circle 5. If only 20-30% attend, then you would circle 1.

2. Participating in other club, district, multiple district and international meetings and conventions1 2 3 4 5

Tip: Do your club members attend other Lions' meetings? Again, you may want to see where you stand with percentages. If at least 20% of your club attend these functions, circle 5. If no one or close to no one attends, circle 1.

3. Participating in zone meetings1 2 3 4 5

Tip: Do your president and secretary attend most or all zone meetings? If so, circle 5. If participation is particularly meager, circle 1.

Membership

1. Getting new members1 2 3 4 5

Tip: Do you usually meet your new membership goals and objectives? If so, circle 5. If you usually are way off, then circle 1.

2. Making new members welcome1 2 3 4 5

Tip: Ask the newest members how they feel. Do you have an impressive induction ceremony? Do you make sure new members are involved from the very beginning? Are you particularly strong in this area? If so, circle 5. If you are very weak, circle 1.

3. Orientating New Members1 2 3 4 5

Tip: Do you have a strong orientation program? Do all new members receive a comprehensive orientation about the club and its activities? If you excel in orientation and indoctrination, circle 5. If you are poor in these areas, circle 1.

4. Keeping current members1 2 3 4 5

Tip: Are you holding on to your members? If you lost only 5% or less of current membership (don't include new recruits here) in the last year, circle 5. If you have lost 20% or more, then circle 1.

5. Giving support to all members1 2 3 4 5

Tip: Are club members supportive of each other? Are some members who need extra attention given it? If your club is very strong in giving support, circle 5. If you are very weak, circle 1.

Community service

1. Conducting community service projects1 2 3 4 5

Tip: Are you particularly active in your community? If your club does five or more community service projects a year, then circle 5. If you only do one or none, circle 1.

2. Participating in community projects1 2 3 4 5

Tip: Are many of your members joining in with each project? If half to three-fourths of your club members are involved in each project, then circle 5. If 10-15% of your club participate in each project, then circle 1.

Protocol

1. Observing Lions OBJECTS1 2 3 4 5

Tip: Review the objects again. Are club members following them? If you make every attempt to follow, then circle 5. If your club has lost sight of the objects, then circle 1.

2. Observing Lions ETHICS.....1 2 3 4 5

Tip: Review the ethics again. Are club members following them? If you make every attempt to follow, then circle 5. If your club is particularly lax, circle 1.

3. Making decisions1 2 3 4 5

Tip: Before making a decision on a major issue, are club leaders asking the entire club for opinions? And, once a decision is made, does everyone make every attempt to support it? If your club is very good in this area, circle 5. If your club is very weak in this area, circle 1.

General

1. Developing leaders1 2 3 4 5

Tip: Are members who want to become leaders given every chance to achieve their goals? If your club is particularly strong in this area, circle 5. If your club is very weak, circle 1.

2. Operating on budget1 2 3 4 5

Tip: Does your club stay on budget? Do you separate accounts that are club-related and those that involve fundraising within your community? Do you track and monitor each account? If you do and do it successfully, circle 5. If your club consistently has financial problems, then circle 1.

Were
you
a five?

Membership Award Programs

Making Awards Meaningful

When members are entitled to receive a Lions award, it is because they've earned it. But, the awards themselves—whether pins or patches or certificates—are really only symbols of achievement. What is far more important is their meaning. Awards represent a special effort by the member, and recognizes the fulfillment of special responsibilities.

One sure way to sustain members' involvement is to publicly recognize their contributions to club growth and programs. Award presentations should take place before the entire club. Some clubs hold an awards night during which special recognition is given to award-earning members. It is also appropriate to present awards to members during a special meeting where the spouses are invited.

The club president, the secretary and the chairman of the membership committee should be aware of the importance of recognition. An award presentation is always something very special.

Key Awards

Membership key awards appear on page 36.

October Membership Growth Award Program

(For Individual Lion Members)

Each Lion who sponsors one or more new members during the month of October (and is reported in the October M&A) is entitled to receive one award pin.

Awards are sent automatically to the club for presentation to award recipients.



Worth Repeating . . .

Putting Six Steps to Work

Every good Lions club has six basic characteristics. The more firmly these qualities are embedded into the club's operating structure, the more success and growth the club enjoys, thereby becoming stronger. The membership committee chairman has the responsibility to thoroughly know these six steps. By understanding how they work and imparting this knowledge to both new and old members, all Lions will get the inspiration they need to remain active and involved in the club programs.

The six steps are:

1. Creating a major service activity that involves every member of the club.
2. Holding a major fund-raising project in which the community can participate and to which it can contribute.
3. Having a strong public relations program that provides a continuous, unending line of communication between all members of the club and between the club and the community.
4. Holding well-organized club meetings that are stimulating, informative, and enjoyable.
5. Maintaining a team spirit—a condition that exists when members know they are an important part of an organization that is truly dedicated to humanitarian service.
6. Devising strong membership growth and development programs which provide immediate orientation and involvement of new members in club projects and a continuing involvement of current members in club activities.

These six qualities—as they exist in your club—can become your most effective “selling tools.” If they are at work in your club, your membership development program has a solid foundation for success.

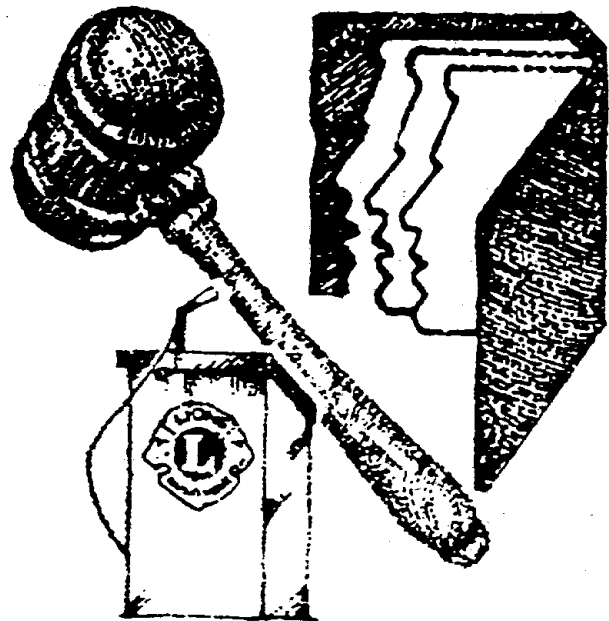
Stimulating Enthusiasm

1. Remember the services a club performs are worthwhile; every Lion should be proud of these accomplishments:
 - a. keep the club informed on current projects and community needs;
 - b. participate in major service commitments of the international association;
 - c. award keys and chevrons with proper ceremony,
 - d. use the club bulletin to play up the three B's of your members: birthdays, babies and business.
2. Make use of all publicity available to you:
 - a. local papers, articles on special events and speakers,
 - b. radio and television when ever possible,
 - c. highway signs—keep them in good repair,
 - d. identify projects as activities of a Lions club,
 - e. slogans help to get ideas across to members and community,
 - f. Members should wear their Lions pin.
3. Consider the meetings themselves. Are they interesting, well-planned and fun?
 - a. Is the meeting place attractive and centrally located?
 - b. Good and reasonably priced food?
 - c. Programs of interest to everyone?
 - d. Meetings begin and end on time?
 - e. Constant encouragement to attend?
4. Choose service projects which will be of interest to all members.
 - a. Select strong committee chairmen and distribute committee materials to them.
 - b. The Program Development Department of Lions Clubs International has an outline of suggestions for each committee, which is available upon request.
 - c. Be sure that each member has a part in the activities, either in fund-raising or the service work.
 - d. Have the committees, in turn, give the programs at meetings, either showing the need for an activity or the progress made.
5. Is there a community near you that needs a Lions club? Why not have your club organize one there?
 - a. Contact your district governor for approval.
 - b. The governor will give you the details on how to go about it.
 - c. No project could be more worthwhile, and it will do a lot to enthuse your own club as well.
6. Use the club evaluation questionnaire (ME-15).
 - a. Get input from the total membership on possible improvements in the operations of the club.
 - b. Additional copies of the questionnaire can be requested from Lions Clubs International.

Worth Repeating . . .

Correcting Trouble Spots

1. Meetings—are they as effective as they should be? Do they offer:
 - a. An attractive, centrally located meeting place?
 - b. Good and reasonably priced food?
 - c. Interesting programs?
 - d. Constant encouragement to attend?
 - e. Effective club bulletins to announce special events, etc.?
2. Membership—how effective is the membership growth? Perhaps some revisions in methods would be of help:
 - a. Have all members keep their eyes open for quality prospects.
 - b. See that each Lion is equipped to answer questions about membership. A poorly informed Lion can do as much harm as good.
 - c. Add new members to make up for those who are deceased and those who move away.
 - d. Set a membership growth goal, and make it a point of pride to achieve the club's objectives.
 - e. Emphasize the district governor's membership goals.
 - f. Exchange visits and ideas with other clubs.
3. Service—does your community know of your accomplishments?
 - a. Recognition is a basic factor in keeping your members eager to serve.
 - b. Make use of all media opportunities available.
 - c. Keep up with community needs.
 - d. Participate in international service projects.
4. Leadership—strong leaders are the backbone of your club.
 - a. Don't be completely dependent on a few strong members.
 - b. Divide responsibility.
 - c. Prepare younger members for the tasks of the future.
 - d. Consider the future and review your plans.
5. Younger members—bring in new ideas, a fresh outlook, and a true cross-section of the community.
 - a. Increases amount of service work possible.
 - b. Eases the workload of already active members.
 - c. Builds for future leadership by providing the years of education necessary to fully understand the association.



Worth Repeating . . .

6. Orientation—means a thorough education on everything the word LION means.
 - a. Be sure each Lion who sponsors a new member becomes a PRACTICAL sponsor.
 - b. Provide good understanding of the association at club, district and international levels.
 - c. Advise members of recent happenings at these levels, via club bulletins.
 - d. Make the Lions information committee well established and functioning.
 - e. Have each member on an active committee.
7. Sources of help—are available outside the club.
 - a. District officers, in particular, your zone chairman.
 - b. International headquarters.
 - c. A variety of printed materials, on request from the international headquarters.
 - d. Club evaluation questionnaire (ME-15).
8. Lions—those who are actively involved, who are enthusiastic about its projects and who feel the warmth of good fellowship with other members, will not become lazy or drop out. They will form a strong unit, working toward a better community and a better world. It is up to you as to what the future of your club will be.

NOTE: The use of the club evaluation questionnaire (ME-15) is recommended to get input from the total membership on possible trouble spots in the operation of the club. Additional copies of "How Does Your Club Rate?" can be requested from international headquarters. (See sample on pages 25-28).

Strengthening A Lions Club

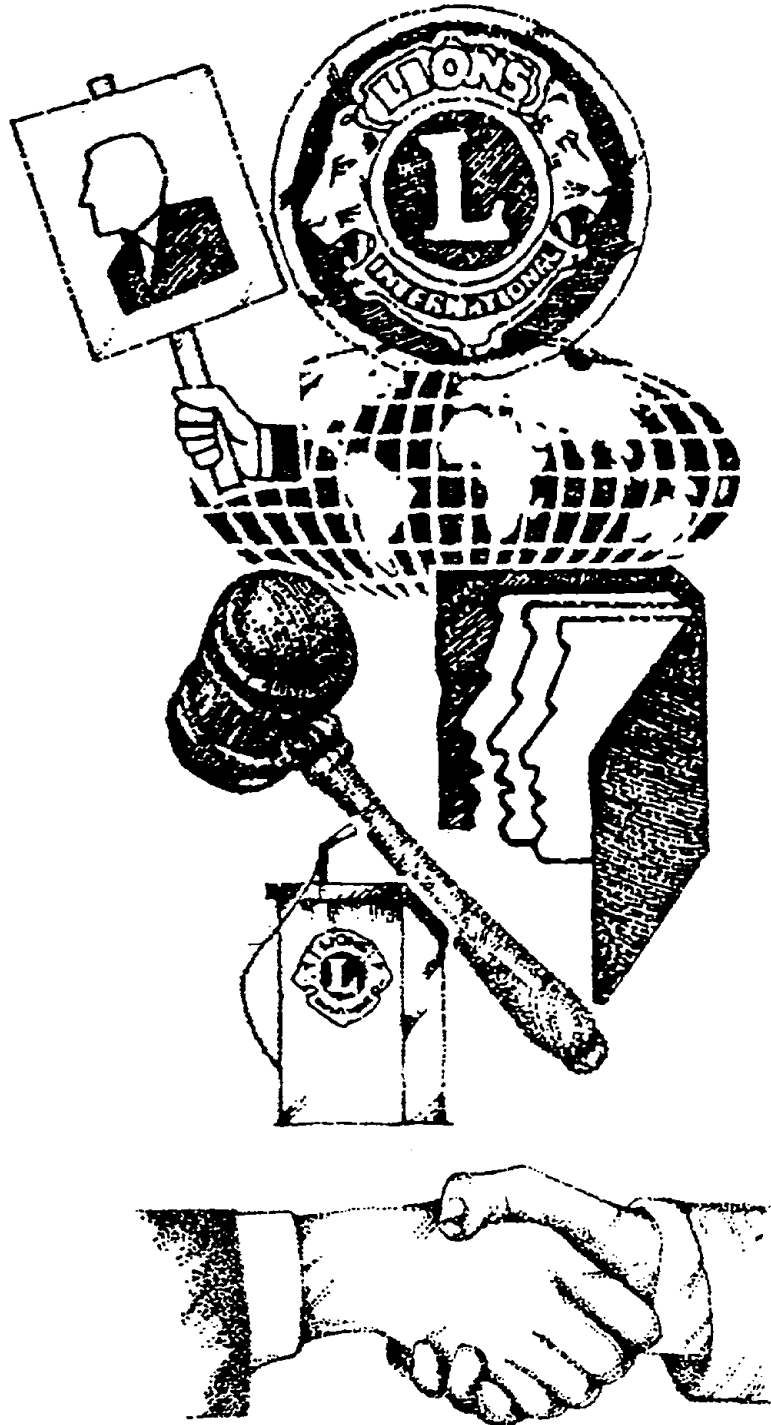
1. Call a meeting of all members interested in building the club.
2. At this meeting outline the following:
 - a. Show the need for the Lions club.
 - 1) Mention situations in the community and elsewhere in which other organizations are unable to cover all needs.
 - 2) Discuss the way Lions club members are able to accomplish service work which one or two persons could not do alone.
 - b. Show the need for growth in a club.
 - 1) Discuss the club's record of past service work.
 - 2) Show that more service projects are possible with more members.
 - 3) Point out that members who continually do most of the work need help.
 - 4) Stress that new members would provide future club leadership.
 - c. Build enthusiasm.
 - 1) Review the purposes, objects and ethics of Lions.
 - 2) Outline some future projects as goals.
 - 3) Suggest a flyer be printed showing the club's history and service record. These can be given to each prospective member.
 - d. Emphasize the importance of proper selection of new members
 - 1) Enthusiasm for Lions is essential.
 - 2) Involvement in club activities and projects.

- e. Have the membership committee assemble a list of quality prospects.
 - 1) Members should fill out Invitation-Application for Membership (ME-6) for each friend and business acquaintance who is service-minded.
 - 2) New residents or businesses in the community should be contacted.
 - 3) Telephone directory lists the businesses in your area.
- f. Have the membership committee study each prospective member and make recommendations to the board of directors for approval.
- g. Send a letter or call each prospective member for an appointment several days before they are contacted.

NOTE: Only contact the number of prospects you will be able to visit within a few days.

Worth Repeating . . .

- h. Divide members into pairs to visit each prospective member.
 - 1) See that each pair has pamphlets to leave if prospect is interested, and that they discuss growth and service.
 - 2) They should explain the purposes of the club and what it has accomplished.
 - 3) The prospective member should be invited to the next club meeting as a guest of the club or the sponsor.
- i. Plan an impressive induction ceremony.
 - 1) Use knowledgeable Lions to conduct the ceremony.
 - 2) Invite district officers to attend and assist in the ceremony.
 - 3) Present each new member with a New Member Kit, Lions lapel pin, Certificate of Membership and a name badge.
- j. Plan to develop the new members into ACTIVE Lions.
 - 1) Appoint them to active committees.
 - 2) See that member attends meetings and club affairs and takes an interest in Lions.
 - 3) Check new members periodically. Be interested in them and work with them on any problems they may have.
- k. Membership committee should make periodic reports at club meetings on the progress of membership growth and development.



MEMBERSHIP KEY AWARDS



Key awards are earned for the total of new members sponsored, who have met the requirements for eligibility. Keys are available in the following increments:

2 Member Key	100 Member Key
5 Member Key	120 Member Key
10 Member Key	140 Member Key
15 Member Key	160 Member Key
20 Member Key	180 Member Key
25 Member Key	200 Member Key
30 Member Key	220 Member Key
35 Member Key	240 Member Key
40 Member Key	260 Member Key
45 Member Key	280 Member Key
50 Member Key	300 Member Key
60 Member Key	350 Member Key
70 Member Key	400 Member Key
80 Member Key	450 Member Key
90 Member Key	500 Member Key

The awards are issued automatically, each time a sponsor reaches the next level. They are sent thirteen months after the date the new member was reported on the Membership and Activities Report, for the sponsor listed on the report.

All keys are of the same design, identical in shape and size, except for the number designating the total of new members sponsored. An appropriate card will accompany each key award which is sent to the club secretary.

RULES OF ELIGIBILITY

1. A new member must remain a Lion for one year and a day before the name may be used as credit toward a key, except where the sponsored member dies, transfers, or moves from the community before the expiration of a year and a day.
2. The name of the new member and the sponsor must be reported on the Membership and Activities Report of the club, with the **sponsor's member number and club number**.
3. No sponsor shall receive more than one key of the same type.
4. Charter, transfer and reinstated members cannot be used as credit for a key.
5. Only one sponsor can receive credit for a new member.

THE INTERNATIONAL ASSOCIATION OF LIONS CLUBS