



# Club Membership Chairperson

---

e-Book



**Lions Clubs International**



## Table of Contents

<b>Welcome to the Club Membership Chairperson e-Book! .....</b>	<b>1</b>
<b>Prepare to Lead; Prepare to Succeed .....</b>	<b>1</b>
<b>Familiarize Yourself with MyLCI.....</b>	<b>1</b>
Learn How to Access MyLCI.....	2
Create Your Account in MyLCI .....	3
Creating Custom Data Downloads for Communications .....	3
MyLCI Technical Support and Troubleshooting.....	3
<b>Tools and Resources Available to you .....</b>	<b>3</b>
<b>Putting Together a Plan to Support Your Club’s Membership Growth and Vitality.....</b>	<b>3</b>
Review the Club Membership Guide .....	5
<b>Recruiting New Members.....</b>	<b>5</b>
Understanding Membership Types and Categories for Each Member of Your Club.....	6
Special Membership Programs.....	6
Adding Newly Recruited Members.....	8
New Member Orientation .....	8
Mentoring Program .....	6
<b>The First 30 Days in Your Position.....</b>	<b>9</b>
Attend Club Officer Training Offered by Your District.....	10
Know Your Members! Review the Club Roster .....	10
Update all Contact Information for Your Members .....	8
<b>Monthly Tasks .....</b>	<b>8</b>
Prepare for Programs and Meetings .....	8
Maintain the Club Business Records .....	8
Member Document Management.....	8
<b>Quarterly Meetings.....</b>	<b>9</b>
Zone Meetings (District Governor Advisory Committee Meetings) .....	9
<b>Semi-annual Tasks – Focus on December and June.....</b>	<b>9</b>
Review and Update the Club Roster with the Club Secretary .....	9
<b>Annual Events.....</b>	<b>10</b>
District/Multiple District Conventions.....	10
<b>Year-end Check List.....</b>	<b>10</b>
Membership Awards Applications.....	10
Prepare Documents and Orient the Incoming Membership Chairperson.....	10
<b>Legalities and Technicalities .....</b>	<b>11</b>
Governing Documents and Membership Provisions .....	11
<b>Purchase Club Items Online at the LCI Shop .....</b>	<b>11</b>

## **Welcome to the Club Membership Chairperson e-Book!**

This e-Book is designed to support you in your role as membership chairperson for your club. It contains tools and resources for you to be successful not only in your individual role, but as a cohesive team member with your fellow club members and officers.

It's easy to navigate the e-Book! Just click on the various sections contained in the Table of Contents pertinent to the tasks you perform to fulfill your role. From there, you will find useful information and hyperlinks that take you directly to tools, resources and documents that make your job easier.

### **Prepare to Lead; Prepare to Succeed**

You as the Club Membership Chairperson serve in the critical role of facilitating positive membership growth through the addition of quality members to your club. Potential members may be introduced to your club when your fellow club members invite guests to your club events or through club-organized membership drives for larger groups of potential members. More importantly, as a result of local service projects where you will find involved and highly committed fellow citizens, your club has an opportunity to attract new members that share a passion to provide humanitarian service.

If you spend some time studying, attending training and planning to fulfill the responsibilities of your position prior to the start of your term in office, you will better support the membership growth efforts of your club.

### **Familiarize Yourself with MyLCI**

MyLCI is an online portal which connects you directly to the international association. It provides easy access to club member information to help you maximize communications and, report new members to the association through the club secretary.

If you will be using MyLCI for the first time, once you have been reported as the incoming club membership chairperson, you may establish your user ID and password any time after April 1. You will initially have access to the training area until the beginning of your term in office on July 1, when you will gain full access to MyLCI.

### **Learn How to Access MyLCI**

When you [Logon to MyLCI](#), you have access to essential information about your club, district and multiple district which can help to streamline your administrative tasks.

- [Introduction, Basic Features](#) - This short video provides a brief overview of the features of MyLCI.
- [Navigating MyLCI](#) - This short video provides guidance on how to navigate on MyLCI.

## **Create Your Account in MyLCI**

- [Registration and Password Instructions](#) - These easy instructions will aid you in gaining access to MyLCI. Be sure to write down your user ID and password in a safe place once you are set up.

## **Creating Custom Data Downloads for Communications**

- [Download Club Officer or Member Information](#) - Use this key feature of MyLCI to create mailing address, email address and phone lists for easier communication.

**MyLCI Technical Support and Troubleshooting** – Email: [MyLCI@lionsclubs.org](mailto:MyLCI@lionsclubs.org) or call: 630-468-6900.

## **Tools and Resources Available to you**

If you are new to the position of club membership chairperson, or just want to be sure that you have the most updated position description, tools and resources available, it is good to spend some time exploring the many resources available to help you prepare for the year. Many are located on the LCI website. Start by gathering and understanding the tools and resources available for you.

## **Putting Together a Plan to Support Your Club's Membership Growth and Vitality**

Remember, membership growth comes from two ideas, first you need to keep the members that you already have in your club happy so they keep coming back, second you should have a plan for attracting new members to your club. Below are some useful tools available for your club to assess previous efforts and keep itself focused on a plan for meaningful service, positive membership growth and continual successful leadership succession to keep your club fresh and responsive to its members' and community's needs.

- [Club Quality Initiative](#) - If you are new to your position on the board, check with your club president to see if your club completed a club quality Initiative, which may contain some feedback from members from the previous year's activities. Pay attention to any specific goals that the club set regarding its efforts to grow membership and improve membership satisfaction.
- [Blueprint for a Stronger Club](#) - The most effective Lions clubs regularly identify ways to expand their service impact, develop leaders and meet club members' needs and expectations. Like any worthwhile project, it is important to develop and implement a plan, or "blueprint," to guide your actions.
- [Your Club, Your Way!](#) - Are your club's meetings all that they can be? You have a choice...Your club has the freedom to structure club meetings in a way that best meets your members' needs. This guide includes a number of options to consider and tips to encourage attendance and involvement.
- [How are Your Ratings](#) – This process will help you discover little problems and address them before they become big ones by seeing your club through your members' eyes. It lets you know what is going well and what needs attention so that you can keep your meetings and service projects relevant to your members.
- [Membership Satisfaction Guide](#) – This guide will help you troubleshoot common problems that members have in their experience as a Lion. There are useful templates for quick surveys of club members to get a pulse on what they think of your club. This will help you identify areas that are of concern for your members, as well as step you through the process to improve the club experience.
- [Membership Chair Survey Results](#) – Once you have conducted a survey of your members through the Club Quality Initiative, How are your Ratings, the Membership Satisfaction Guide or others, use this template to help share the results with your club to help ensure

clear communication to all club members about what you learned and what next steps may be.

## **Review the Club Membership Guide**

[Club Membership Chairperson Guide](#) - The position of club membership chairperson is important to the health and vitality of your Lions club and its ability to serve the community. This guide will explain your responsibilities, provide tips and introduce available resources to assist your efforts.

- Create a membership plan.
- Facilitate the recruiting process of new members, working with the club members.
- Ensure that new members receive orientation as appropriate.
- Implement the Club Mentor Program for new members.
- Participate as a member of the District Governor Advisory Committee meeting focused on membership.
- Assist club officers in a Club Quality Initiative workshop.
- Turn over all records to incoming membership chairperson at the conclusion of your term of service.

## **Recruiting New Members**

The [Just Ask! New Member Recruiting Guide](#) is designed to guide your club through the process of recruiting new members and effectively managing club growth. The strength of your



membership and the health of your club will determine your ability to do what all Lions love to do – serve.

## **Understanding Membership Types and Categories for Each Member of Your Club**

Membership types and categories allows flexibility in levels of involvement of an active member so that membership in a club is flexible in today's busy lifestyles.

- [Membership Types and Categories](#) – This quick-reference guide explains the details of various membership programs available:
  - **Membership types** – The association provides both regular membership and special discounted membership programs for families, college students, former Leos and young adults. These types determine international fees and dues levels billed to each Lion.
  - **Membership categories** - There are several membership categories which provide various levels of involvement for regular club members to best fit their needs as volunteers. Local club dues may vary for these categories and those dues levels are provided for in the club's constitution and by-laws.

## **Special Membership Programs**

- [Family Members](#) - The Family Membership Program applies to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage or other legal relationship. To be part of the Family Membership Program, your club secretary must complete the Family Unit Certification Form or file online.
- [Young Adults](#) - Young adult members bring new energy and diverse skills into your club and ensure your club will be in existence in 40 years. Contrary to popular belief, young

adults want to volunteer and are volunteering at a higher rate than normal. We've made it easier to get them involved by providing you with the tools you need.

- The [Young Adult Recruiting Guide](#) and [Young Adult Recruiting Guide PowerPoint](#) teach existing clubs why young adults want to volunteer and provides ideas to revitalize how the club operates in order to attract young adults.
  - [Be Part of Something that Matters Brochure](#) targets young adults for membership and is useful when inviting young members.
  - [Become Involved Become a Lion](#) video highlights young adults speaking about why they became a Lion, the benefits of membership and what types of service projects their club is involved in.
- 
- [Student Member Programs](#) - Students enrolled in an educational institution and between the age of legal majority and through age 30 can take advantage of the Student Member Program and pay only half international dues. They are also exempt of any entrance fees when they join.
  - [Club Branches](#) – This webpage has information and tools about club branches, which could be a way to grow membership in your club if you have a group of people who want to be involved in different ways.
  - [Leo to Lion Transition](#) - Current and Former Leos, between the age of legal majority and through age 35 who have been a Leo for at least a year and a day, can join an existing Lions club or charter a new Lions club. All former Leos receive a charter/entrance fee waiver, and former Leos between the age of legal majority and through age 35 pay half international dues. Plus, all Leo years of service will also be included in your Lions membership record.
  - [Lions Worldwide Induction Day](#) - Lions Worldwide Induction Day is a worldwide event that welcomes new members and gives Lions the opportunity to stimulate membership

growth and increase public awareness. Take action and start planning for Lions Worldwide Induction Day.

- [Worldwide Induction Day Planning Guide](#) - This comprehensive guide includes event planning tips, recruiting ideas and public relations suggestions to help your club, district or multiple district conduct a successful and meaningful event.

## **Adding Newly Recruited Members**

Your club secretary will work closely with you when adding new members to your club. When a new member joins the club, assist the member in selecting the membership category that appropriately matches their chosen level of involvement with the club. In addition, it is important to be aware of the various membership types available through the association that provide a potential member a reduced level of international dues, including family membership, student membership and Leo to Lion membership.

- [Membership Application](#) - This writable PDF form may be emailed directly to a prospective new member. You may use the information from the form to add new members in MyLCI. Be sure to retain a copy of all new member applications with your official club documents and make a copy to give back to the prospective member.

## **New Member Orientation**

- [New Member Welcome Book](#) - This guide explains a bit about the mission of the organization, service projects, structure of the org, etc.
- [New Member Orientation Training Guide](#) - helps the orientation trainer plan for new member orientation and gives trainer tips along the way to successfully conduct new member orientation.

- [New Member Orientation Guide](#) - New members follow the orientation trainer during orientation. Members can also use the guide as a reference during their time as a Lion.
- [New Member Orientation PowerPoint](#) - provides the orientation trainer with a presentation template to follow when conducting new member orientation. Trainers should customize the presentation so it is relevant to their club.
- [The Lions Mentoring Program](#) - can be used in conjunction with new member orientation to ensure the new member successfully completes both programs.

## **Mentoring Program**

The objective of the Lions Mentoring Program is to help every member achieve the goal of better serving his or her community. It does so through a program of personal development that helps members realize the potential that their unique skills and knowledge offer. The Lions Mentoring Program prepares them for leadership in clubs, in the association and in their personal lives as well. For Lions Clubs International, this means more hands and better service for the people who need it most.

- [Basic Mentoring Program Guide](#) - The Lions Basic Mentoring Program is designed to give structure and coherence to help a new Lion begin his or her career of service
- [Advanced Mentoring Program Guide](#) - The emphasis of this level is upon developing accountability for results by focusing on community projects and programs that provide useful and needed humanitarian service.

## **The First 30 Days in Your Position**

The beginning of the fiscal year is a crucial time to complete many tasks. This includes working with the club secretary who will be maintaining the roster of the club and setting the calendar for events and projects. Another important task is to set up a system to retain business records; especially those that pertain to membership.

### **Ensure that you have a valid email address on file**

Lions Clubs International will send monthly communication directly to membership chairpersons to help provide support, guidance and ideas for your success. New tools and resources are always being developed, and there may be awards and recognition for which you may be eligible. Ensuring that your email is up to date will help ensure that you are made aware of all opportunities.

### **Attend Club Officer Training Offered by Your District**

The training offered through your district is designed to assist your entire team of club leaders to be more effective as a leadership team and provides an opportunity for each officer to learn the basic skills to complete the most important tasks.

### **Know Your Members! Review the Club Roster**

Stay engaged with your club secretary while reviewing your membership roster immediately in July.

- To find a good report of member information in MyLCI, under the My Lions Club/Reports, run the Club Roster of Membership Data Report to be sure all who are listed are still active in the club.
- Use the [Membership Application](#) to collect new member contact information. Add any new members not yet reported to LCI
- Along with your club secretary, prepare a list of members who may no longer be active in the club for the board to review for potential removal from the roster.

- The club secretary will make final roster adjustments in MyLCI prior to June 30 and December 31 to ensure your club is not invoiced for dropped members. Be sure to confirm with the previous club secretary any membership changes that occurred at the end of the fiscal year.
- Your club secretary can use MyLCI to print membership cards once dues have been received from members or [order membership cards](#) from the Member Service Center.
- Take note of any Lions in your club who are new to Lions. Lions within their first 3 years are more likely to leave your club than those that have been around longer. Make sure that they have visited the [Welcome!](#) page for new members, and that they understand the benefits and perks of being a Lion.

## **Update all Contact Information for Your Members**

Current contact information for your members helps to ensure good communication within the club. Use the **Member Information Update Report** in MyLCI to gather current contact information for all club members.

- [Lions Clubs International Calendar of Events](#) - This online calendar provides important information and dates of major service, leadership and membership programs, initiatives and events, including the International Convention.

## **Monthly Tasks**

As club membership chairperson, you will complete a set of tasks on a monthly basis. You will be preparing for both club and board meetings.

### **Prepare for Programs and Meetings**

- Your club may determine the level of protocol that you wish to follow for all visitors. Be sure to communicate your club's traditions and level of formality when welcoming guests so that the guest understands what to expect when visiting your club.
- [New Members Induction Ceremonies](#) - This guide contains suggested wording to induct new members into the club.
- Utilize a sign-up sheet for guests for the purpose of recruitment and potential member list.
- Create a monthly birthday and club anniversary list by member and date (month and date only), send to the marketing communications chairperson to include in the newsletter and the club president to announce at each club meeting.

- You may be asked to assist with distribution of service and membership chevrons, etc. Awards are often provided to the club president for presentation.

## **Maintain the Club Business Records**

Maintain full documentation of all key membership support functions, including membership applications, to provide to the club secretary for record retention of general membership, committee and board meetings.

## **Member Document Management**

- [Membership Application](#) - This writable form may be emailed directly to a new prospective member. Give a copy of the application to the club secretary for reporting the new member on the club's roster in MyLCI.
- [Application for Life Membership](#) - This application is for members that meet the criteria to become Life Members of the Association.
- [New Membership Dues Billing and Fees](#) - This chart shows the international dues and fees that will be billed to the club for members based on the month in which the new member is reported.

## **Quarterly Meetings**

### **Zone Meetings (District Governor Advisory Committee Meetings)**

The District Governor Advisory Committee is made up of a zone chairperson and officers from the four (4) to eight (8) clubs that make up the zone. The club officers from these clubs meet on a quarterly basis, usually during the first three quarters of the fiscal year, led by your zone chairperson.



- [The Model District Governor Advisory Committee Meeting](#) - This guide assures that both the zone chairperson and club officers understand what to expect at the quarterly zone meetings. You can expect to be a key participant during at least one meeting, which will focus on membership. The zone meetings provide you and opportunity to share your club's best practices and to learn from fellow club membership chairpersons.

## **Semi-annual Tasks – Focus on December and June**

### **Review and Update the Club Roster with the Club Secretary**

Your club members will be invoiced twice a year by the international association. Most districts and multiple districts also invoice dues twice a year. Your club secretary may ask that together, you two review the roster of members twice a year to make sure that it accurately portrays a list of all members including those recently added to the club.

- [New Membership Dues Billing and Fees](#) - This chart shows the international dues and fees that will be billed to the club for members based on the month in which the new member is reported.

## **Annual Events**

### **District/Multiple District Conventions**

Conventions offer great opportunities to share best practices and ideas with other fellow club membership chairpersons. It is an even better way for you and your fellow club officers to bond together as leaders committed to leading your club in improving its quality in service, membership and leadership growth.

### **Year-end Check List**

### **Membership Awards Applications**

- [Chevron Award Program](#) - The Chevron Award Program recognizes Lions for their long-term service, beginning at 10 years and continuing in five year increments until 75 years of service. Chevron awards for the current fiscal year are automatically sent to district governors in the first quarter for presentation to the recipients at an appropriate event, such as a district convention or other celebration.
- [Club Excellence Award](#) - Your success as a membership chairperson directly contributes to your club earning this award by achieving excellence in the four main components of LCI Forward; improving membership, community service, marketing communications and effective club management. The best clubs earn this year after year. Work with your club president and secretary to complete this application immediately following the close of your fiscal year.
- [Membership Satisfaction Awards](#) - Clubs that end a fiscal year with a net gain can earn the Membership Satisfaction Award banner patch in two ways.

- [Membership Key Awards](#) – All Lions in your club are eligible to earn membership keys for sponsoring a new Lion that stays active for at least a year. These awards are shipped on a monthly basis to your club secretary. Work with your club secretary to help arrange a meaningful presentation for the members who earn these awards.
- [Extension Awards](#) – All Lions are eligible to earn extension awards. These are presented to Lions who help organize new clubs that remain active and in good standing for at least a year.

### **Prepare Documents and Orient the Incoming Membership Chairperson**

A notebook is often used to retain documentation of agendas, minutes, membership rosters and reports, new member applications, committee reports and important correspondence for the year. If this is maintained on a monthly basis, it will be ready to serve as a reference for the incoming membership chairperson. If the club choosing to retain files electronically, all items that pertain to the documentation of all membership and business proceedings should be included.

## Legalities and Technicalities

- [Lions Clubs International Privacy Policy](#) - Lions Clubs International (LCI) recognizes the importance of protecting the private information of our members.
- [Lions Clubs International Foundation Privacy Policy](#) - Lions Clubs International Foundation (LCIF) is committed to protecting the privacy of our website visitors, donors and Lions. Personal information is not sold, rented or shared with any individual or organization.

## Governing Documents and Membership Provisions

- [Standard Club Constitution and By-Laws](#) - Your club may have its own constitution and by-laws. If not, your club comes under the *Standard Club Constitution and By-Laws*. Be sure to keep the most current edition available for references needed regarding the privileges and obligations of different membership categories. Your club secretary should provide you and each new member added to the club a current version.

## Purchase Club Items Online at the LCI Shop

The Club Supplies Store is an easy way to order the most commonly used supplies and Lions Clubs International branded merchandise. Your club president, secretary or treasurer may be able to assist placing orders to be charged to the club account.

Here are some quick links to the most frequently requested items:

- [Club Meeting Supplies](#) - This section of the club supplies online catalog contains gavels, gongs, meeting forms, and member name badges.
- [New Member Kits](#) - The items contained in the New Member Kit welcome a Lion into the organization and recognizes the new member's sponsor as well.

- [Lions Apparel](#) - This area contains club vests, shirts, caps and other popular clothing items; many that may be customized with your club's information.
- [Peace Poster Kit](#) - Please note that these kits are available for purchase only from January 15 through October 1 each year.
- [Awards and Medals](#) - Browse this department for various medals and certificates.
- [Plaques, Awards and Recognition](#) - This section contains a wide variety of products to help you recognize outstanding Lions.
- If you have further questions regarding club supplies, please email [orderdetails@lionsclubs.org](mailto:orderdetails@lionsclubs.org).