

(VIRTUAL) LIONS TRAINING

2021 - CLUB MEMBERSHIP CHAIR



e-PARTICIPANT MANUAL (PM)

The Wind of Change for Membership



What is the future we want to create?

What is the change we want to foster in our clubs?

SESSION OBJECTIVES

At the end of this session, participants will be able to:

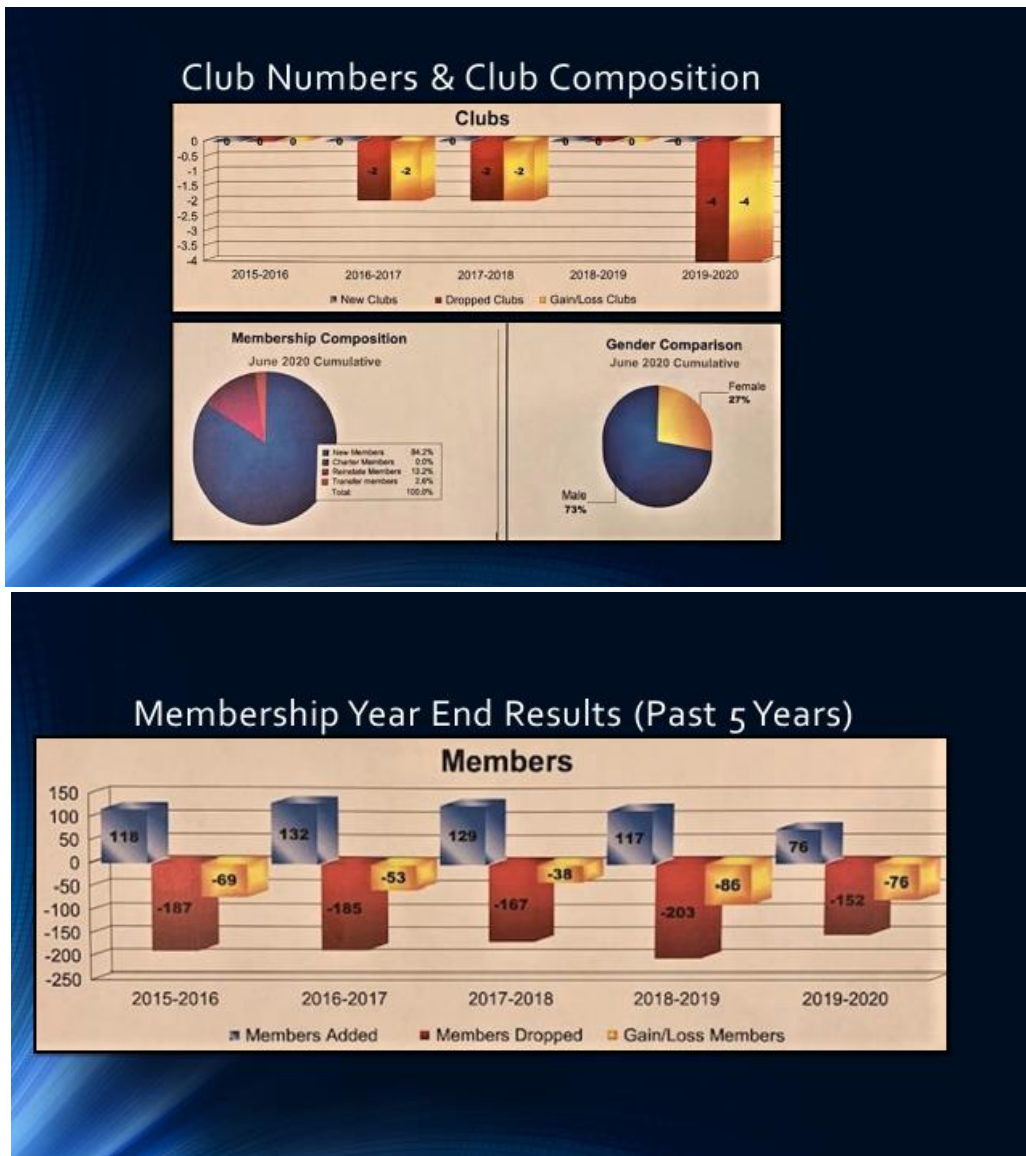
- Explain the role & responsibilities of the Club Membership Chair
- Overcome obstacles to Team Success in order to retain members
- Identify service projects that any Lion can be a part of
- Be able to build a Club Growth Plan
- Know how to hold a Membership Drive

PRE-ASSIGNMENT

1. Print Participant Manual (PM) for note taking.

Section 1: Why we need change

Membership Trends



Global Membership Team (GMT) Club Membership Chairperson



Term

One year elected position as a club officer and member of the board of directors.

Position Overview

As the GMT club membership chairperson, you will bring Melvin Jones' dream to life - that every need can be met by a Lion or Leo. By bringing new members into your club, not only will you develop new friendships, but you will ensure your club will have stronger foundation to serve your community and the world. You will impact lives!

Actions for Success

- Collaborate with the district Global Action Team on membership initiatives, and participate in relevant district, region and zone meetings and events.
- Develop and lead a membership committee to help implement action plans to achieve the club's membership goals and to positively increase the member experience.
- Encourage all members to participate in membership growth by inviting prospective members to the club. Follow up with prospective members promptly.
- Promote a harmonious club atmosphere by listening to and addressing, with the support of the club board of directors, concerns that prevent a positive member experience. This may include a survey or other opportunities for feedback.
- Engage new members in activities that are of interest to the member.
- Collaborate with the club service chairperson as well as other club committees to promote membership opportunities.
- Understand the different membership types and programs offered and promote membership programs to club members.
- Ensure that new members are provided with an effective orientation so new members understand how the club operates within its district, multiple district and Lions Clubs International, with the support of the Club 1st Vice President/Club Leadership Chairperson.
- Attend the district governor's advisory committee meeting of the zone in which this club is located when appropriate.

Measuring Success

- Conducts at least one more membership drive in the community than the prior year.
- Contacts a minimum of two former members about returning to the club.
- Increases total membership over the previous fiscal year.
- Retains 100% of members.
- New members participate in new member orientation.

Recommended Qualifications

- Passionate about Lions and is invested in the club's future.
- Leads by example; actively sponsoring new members.
- Strong project management, public speaking, and presentation skills.
- Able to use technology (Email, Microsoft Office, MyLCI, LCI website, social media).

Reporting

- The GMT club membership chairperson reports to the GMT district coordinator.
- The GMT club membership chairperson, GST club service chairperson, and the GLT club leadership development chairperson report to the Club Global Action Team chairperson (club president).

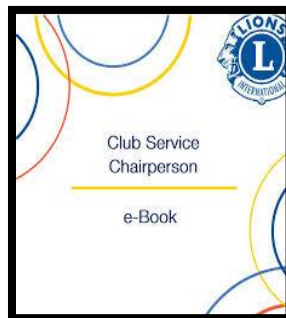


Click this link to take you to a document full of ideas on how to Retain Members. How to handle conflict and how to keep them involved.

[*Membership Satisfaction Guide*](#)

https://cdn2.webdamdb.com/md_IwUqisFwZs46.jpg.pdf?v=

Club Service Chairperson e-book



Click this link to take you to the e-book dedicated to the Club Service Chairperson.

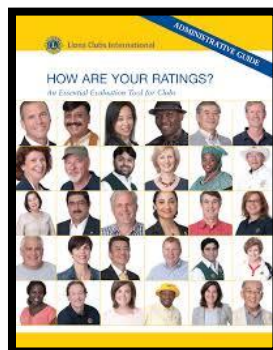
[*Club Service Chairperson e-book*](#)

https://cdn2.webdamdb.com/md_Q5if8pxL85S8.jpg.pdf?v=1

HOW ARE YOUR RATINGS?

[*How Are Your Ratings Guide*](#)

<https://temp.lionsclubs.org/EN/pdfs/me15b.pdf>



Lions Clubs Community Needs Assessment Questionnaire

Name: _____ Date: _____

Field of Expertise (Ex: Education, Recreation, Health, Environment): _____

Job position: _____

Phone: _____ E-mail: _____

Identifying Community Needs:

1. Identify specific community needs in your field of expertise or in general:

Programs and Services:

2. What type of community service projects in your field of expertise have you seen or heard about?

3. What programs and services do you think are needed in the community both presently and in the future

4. Do you feel that residents are aware of the programs and services that take place in the community, and if not, do you have any ideas on how to make them aware?

Area Organizations:

5. What organizations in your field of expertise are currently providing programs and services to help the community?

6. What role do you see Lions clubs having in providing programs and services in the community?

Additional Comments:

Return completed survey to:

<https://temp.lionsclubs.org/EN/pdfs/mk9.pdf>

Recruiting Goals

Club Name: _____ Date: _____

To prepare for new member recruiting, we will: _____

Why do we want new members?

(Example: If we had 5 more members, we could screen 100 more children for vision problems each month.)

Who are the new members our club wants? Why?

(Example: We want to invite younger members who are 10 years younger than our current age to revitalize our membership and extend the life of our club.)

Membership Development Team

This team guides your club’s recruiting activities and exercises their individual talents to maximize your club’s efforts. There are four key roles on this team:

Organizing: Organizing the recruiting program, planning activities and prioritizing tasks.

Name: _____ **Phone:** _____

Email: _____

Name: _____ **Phone:** _____

Email: _____

Promoting: Creating brochures, recruiting materials and press releases; managing photos; and updating your club’s Internet presence

Name: _____ **Phone:** _____

Email: _____

Name: _____ **Phone:** _____

Email: _____

Reaching Out: Talking to target members, community members and family members; reaching out and following up with prospective members.

Name: _____ **Phone:** _____

Email: _____

Name: _____ **Phone:** _____

Email: _____

Welcoming: Conducting the New Member Induction Ceremony, coordinating with new member sponsors to offer new member orientation and the Basic Mentoring Program.

Name: _____ **Phone:** _____

Email: _____

Name: _____ **Phone:** _____

Email: _____

Recruiting Wheel

The Recruiting Wheel is an effective method to compile lists of people who could be invited to join your club. Distribute this page at a regular meeting. For each category on the wheel, have an experienced Lion ask: "Who is the one?" Example: Who is the one relative you feel would like to make a contribution to improve the community? Give your members a brief time to think about their choices, and fill in the Build a Lions' Network Form as thoroughly as possible.



* May include but is not limited to elected officials, school principals, police and fire chiefs and hospital administrators. ** May include but is not limited to doctors, accountants, dentists, lawyers and bankers.

LCI Club Brochure Template

<https://temp.lionsclubs.org/EN/pdfs/mk20a.pdf>

LCI Be a Lion Brochure

https://temp.lionsclubs.org/EN/pdfs/pr3_brochure_ltr.pdf

Kansas Be a Lion Brochure

<https://kansaslions17k.org/wp-content/uploads/2021/02/Kansas-Lions-Club-Brochure.pdf>

<https://kansaslions17k.org/lions-training/>

(Check here for the Word Document Brochure you can change.)

LCI e-clubhouse Webpage

<https://www.lionsclubs.org/en/resources-for-members/resource-center/create-e-clubhouse>

Build a Lions Network

Serving as a Lion is an honor. That’s why we invite people to make a commitment to our cause. Research shows that over 40% of Lions joined because a friend was already a member. Do you know anyone interested in joining a Lions club? If you don’t know of anyone now, maybe your friends, family or co-workers do.

Name: _____ Relationship: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

LCI 30 Marketing Ideas Brochure
<https://temp.lionsclubs.org/EN/pdfs/mk97.pdf>

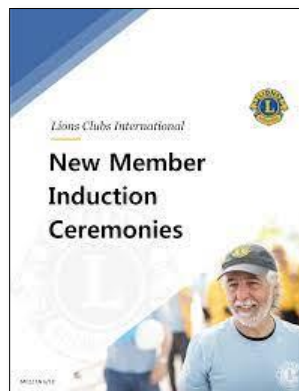
Just Ask: New Member Recruiting Guide



Click this link to take you to discussions from today's training.

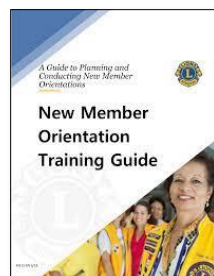
<https://temp.lionsclubs.org/EN/pdfs/me300.pdf>

New Member Induction Ceremonies



<https://temp.lionsclubs.org/EN/pdfs/me22.pdf>

New Member Orientation Guide



<https://temp.lionsclubs.org/EN/pdfs/me13a.pdf>

New Member Questionnaire

Club Name: _____ ***Date:*** _____

Why did you join our Lions club? _____

What are you looking for in your involvement with our club? _____

What personal skills do you have that might be an asset to our club? _____

What club activities would you like to be involved in? _____

What ideas do you have to improve our club experience? _____

What ideas do you have for service projects that we are not currently involved in? _____

Is there anything else you feel is important? _____

Club Service Chairperson e-book



Club Membership Chair e-book

https://cdn2.webdamdb.com/md_EbcjGMmK6k04.jpg.pdf?v=4

Please be sure to complete your survey and return to DG Rick Dodson.