



Club membership chairperson's guide



Lions Clubs International



Introduction

As the club membership chairperson, you play an important role in your club's health, longevity and ability to serve your community. And as a member of your club's Global Action Team, you'll also have opportunities to collaborate with your club's service chairperson and leadership chairperson on leadership development, membership growth and service initiatives. This guide will help you ensure that your members have a meaningful, impactful and rewarding club experience by following the Global Membership Approach process.

Did you know?

You can download materials from the Lions Clubs International website, lionsclubs.org/MembershipChair, or order them by contacting the Membership Division at membership@lionsclubs.org

Club membership chairperson

Global Membership Approach

The Global Membership Approach is an innovative process that helps clubs achieve long-term membership growth and retention. We've outlined the steps below to help guide you in your roles as club membership chairperson.

Build a team: Preparing your club

Your members have many talents and strengths - It is key to identify members who exemplify the three aspects of membership:

- **Recruitment:** Identify and welcome new members
- **Membership Journey:** Improve the membership experience that members are engaged and feel satisfied with their membership
- **Recapture:** Welcome back former members who previously dropped

Build a vision: Creating your club's vision

By setting goals, you give your members something to strive for. Break down your goals into small, manageable objectives and work on targeting milestones for membership growth and membership satisfaction.

Build a plan: Implementing your club's growth plan

Develop and implement your membership growth plan by getting your members involved in the plan and the process for reaching your goals and initiatives.

Build success: Celebrating your club's membership growth

Learn about the process of evaluating, sharing, supporting, recognizing and making necessary changes.

Take action

The best way to achieve your goals is to get started. Be sure to involve your members so they can be part of the process, and your success.

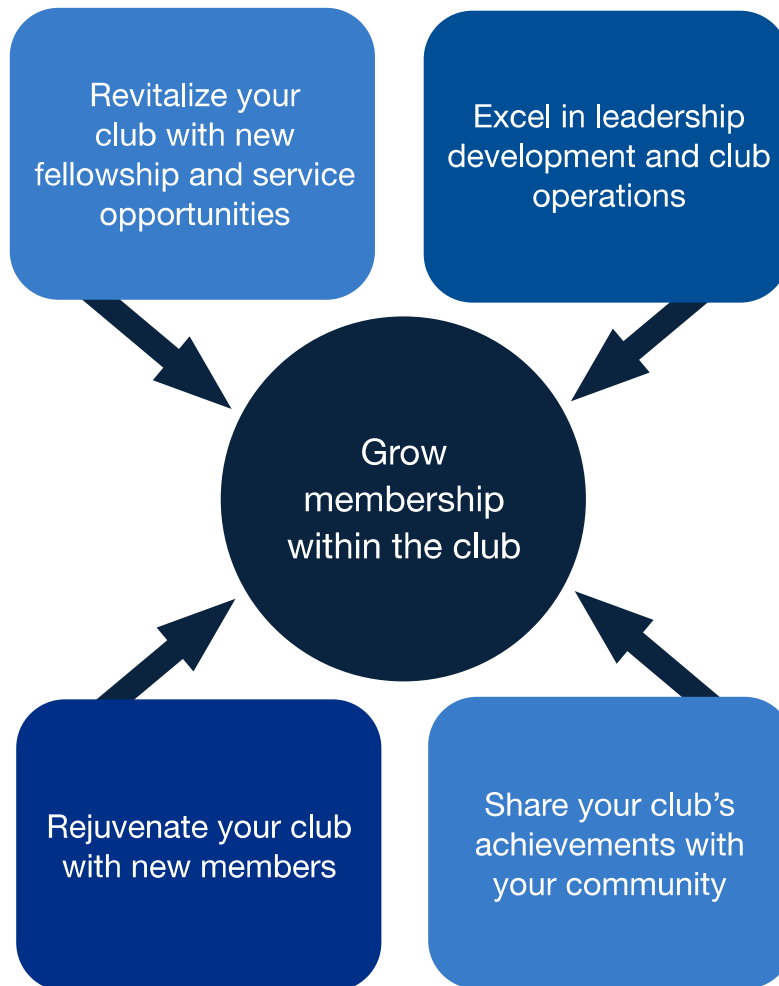
To learn more and access additional resources, visit lionsclubs.org/MembershipChair



Global Membership Approach in action

As Lions, we naturally have a vision. The Global Membership Approach provides a tested process to share your vision, discover new opportunities and develop common goals together.

It starts with you and your club. Consider these objectives:





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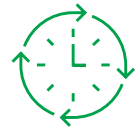
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SPECIFIC
Make sure your objective is clear.

MEASURABLE
Benchmarks and progress should be measurable.

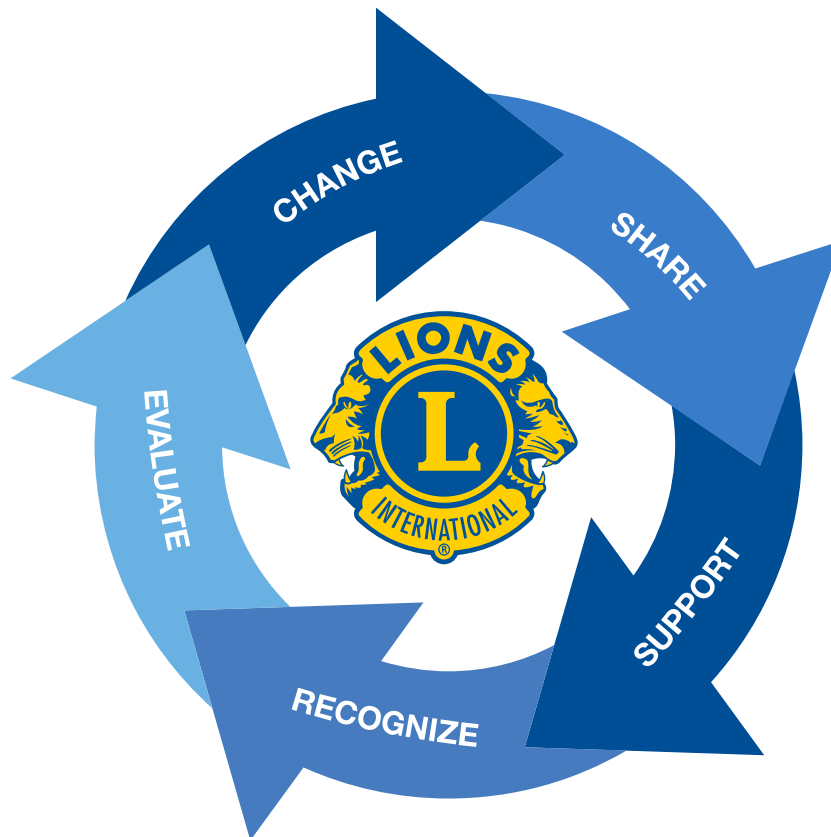
ACTIONABLE
Each goal should be achievable.

REALISTIC
Goals should be challenging but not unrealistic.

TIME-BOUND
Develop a timeline for achieving your goals.

Implement the plan, measure success and don't forget to celebrate!

Your investment in developing a clearly-defined vision will be worth the effort as long as this plan is implemented.



Getting started

Preparing for your role

Before you get started, take some time to understand your new role and get organized. Connect with your last club membership chairperson to learn what worked well and what didn't. Use the *Planning Calendar* at the end of this guide to lay out your plan for the year. Finally, connect with your club secretary to ensure your current email address is correct so you can receive monthly messages from Lions International with tools and resources that can help you achieve success.

Responsibilities

Club membership chairpersons manage their membership growth by recruiting new members and helping to create a great club experience for current members. Responsibilities include the following:

Actions for success

- **Collaborate** with your leadership chairperson, service chairperson and club president (the chairperson for the Global Action Team) on initiatives focused on leadership development, membership growth and expanding community service.
- **Support** member retention by creating a warm and welcoming club environment. Make members feel like they're an important part of your service and your club.
- **Develop** and lead a team focused on creating and implementing membership goals and action plans. Follow the Global Membership Approach process:
 - **Build a team**
 - **Build a vision**
 - **Build a plan**
 - **Build success**



- **Encourage** club members to invite new members and help create a positive club membership experience for all.
- **Ensure** new members are provided with a new member orientation in collaboration with the club leadership development chairperson (vice president).
- **Participate** in region, zone and district meetings and events.
- **Contact** prospective member leads as soon as you receive them.

Top priorities for every club membership chairperson

1. Develop a membership growth plan.
2. Review the Just Ask! A Culture of Recruitment Guide with your club to help prepare them to identify and welcome new members.
3. Make a list of prospective members and follow up to ensure that invitations are being made to join the club.
4. Ensure new members receive orientation.
5. Help create a positive club atmosphere.
6. Ask your club to identify potential members, then repeat steps 1-5.
7. Promote the club at service projects and events by working with the club marketing chairperson.
8. Participate in zone and district meetings.
9. Collaborate within your club, zone and district.
10. Collaborate with your club marketing chairperson to create a Facebook page or build a club website using the e-clubhouse template available at lionsclubs.org.

Measuring success

- Conduct at least one more community membership drive than the previous year.
- Increase the number of new members over the previous year.
- Contact a minimum of two former members about returning to the club.
- Increase total membership over the previous Lions year.
- Retain 85% of members.
- Hold a new member orientation and encourage new members to participate.



Your role as club membership chairperson

As the membership chairperson, you will implement the Global Membership Approach process to revitalize membership and motivate current members. You should also continually look for ways to improve and evaluate your club's recruitment and member engagement strategies.

Revitalize your club with new members

Support and guidance

Build your team

The best way to get started is by forming a membership-focused team to help you get the job done. Consider including the following club members:

- Last year's membership chairperson
- Next year's potential membership chairperson
- Any club members interested in recruitment or member satisfaction

This team can help you prioritize membership satisfaction and achieve growth in your club. By including the previous and future club membership chairpersons in your team, you're helping to ensure that membership efforts flow smoothly from year to year and that you have insight on what has and hasn't worked for your club.

Global Action Team

The district Global Action Team is there to support you in your membership efforts. This team is your go-to point of contact if you have any questions or concerns about membership, so be sure you know who these members are and reach out to them when needed.

Other Lions clubs

Clubs also benefit from other clubs by sharing their Global Membership Approach best practices. As a club membership chairperson, you can quickly increase member satisfaction and reach membership growth goals by utilizing the support network that has been established through the Global Action Team.

Lions International

We gather and share best practices and success stories, so let us know what works in making your new members feel more welcome and celebrating the long-time members of your club! Email the Membership Division at membership@lionsclubs.org.



Membership recruitment

Every club needs members to achieve its service goals, and recruiting these members is everyone's responsibility. New members provide clubs with fresh ideas, new projects and additional ways to make a difference in your community.

Here are some ways you can kickstart your efforts.

- Review the *Just Ask! A Culture of Recruitment Guide* located at lionsclubs.org/MembershipChair.
- Create a plan for your club's membership growth.
- Prepare your club to start your member recruitment by identifying why your club needs new members and what kind of members your club needs.
- Understand the different membership types and programs Lions International offers, and figure out which ones may apply to your club. Learn about the district and multiple district dues for different membership types.
- Encourage new member recruitment and promote award programs to your club members.
- Make sure new members have a valid email address to help them receive helpful communications from Lions International.
- Review the *New Member Orientation* guide and conduct sessions with new members to complement the New Member Experience emails they receive.
- Encourage participation in the Lions Mentoring Program.
- Promote membership during service events. Fun events that invite community members to participate are excellent recruitment tools.

⇒ Did you know?

New members receive emails from Lions International designed to educate, inspire and encourage engagement in Lions activities. Share with us what your club is doing at the local level to help contribute to the overall success of Lions worldwide.

Just Ask! A Culture of Recruitment Guide

This helpful, step-by-step guide, available at lionsclubs.org/MembershipChair, is designed to help your club recruit new members and effectively manage club growth. Although the concept is simple – just ask friends, family and community members to join – this guide will help you prepare an effective outreach plan by leading your club through the four-step Global Membership Approach process:

1. Build a team: Preparing your club
2. Build a vision: Creating your club's vision
3. Build a plan: Implementing your club's growth plan
4. Build success: Welcoming your new members



Membership options

When members are invited to join your Lions club, share the international dues, programs and membership types with them so they can choose the one that best fits their situation.

The *Membership Opportunities Flyer*, available at lionsclubs.org/MembershipChair is a great resource to help you and your club learn about our current membership types.

Expanding your membership

A club branch is an extension of your club, made up of five or more members. This is an excellent opportunity to expand your club's membership and get more people involved and engaged with Lions International — especially for those unable to attend meetings because of timing, distance or other reasons. Club branch members count toward your club's overall membership and service reporting. You can learn more about this creative way to expand your membership at lionsclubs.org/Club-Branch.

Tracking prospective members

Use the *Membership Recruiting Event or Invitation Report* at the end of this guide to track the number of participants at events, prospective member information, and notes or follow-up information. Submit this report to club officers each month to inform them of the club's recruiting efforts and successes.

⇒ Did you know?

It is essential to prepare your club before you begin your recruiting efforts so you're ready to welcome and keep new members. Use the *Just Ask! Guide* to get prepared.



Recruiting Wheel

The Recruiting Wheel is an effective way to develop lists of people who could be invited to join your club. Distribute this page at a regular meeting. For each category of the wheel, have an experienced Lion ask: “Who is the one?”

Example: Who is the one relative you feel would like to contribute to improving 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.

Please see pages 16 to 22 in the *Just Ask! Guide* for examples of how to foster a culture of recruitment.

Club Communication Wheel

The Communication Wheel is another method for identifying and listing ways to promote club activities and engage prospective members who may be invited to join your club. Distribute this page at a club meeting and have a member of your recruitment team, either the promoter* or outreach coordinator**, go over the engagement strategy with your club for each category on the wheel.



*Promoter: Tech-savvy and creative members can create brochures, issue press releases, and update your website and social media networks.

**Outreach coordinator: These are your Lions who are comfortable talking to new people about your club. Please encourage them to promote Lions Clubs International to your target group via community groups on social media, email, and community-based events to begin engaging with prospective new members.

Motivate members

Membership satisfaction

To ensure that your club remains healthy and vital, you must consider the experience and expectations of your members. If your club members feel that their time is well spent at club activities and they're building friendships, they will remain part of your club for a long time. That's why it is essential to keep members engaged by incorporating multiple member satisfaction strategies and resources into your meetings and service activities. These tools focus on club cooperation, member morale and running great meetings to keep members involved.

Here are some ways to get started:

- Create a plan for membership satisfaction and present it to the club's board of directors and your members for approval and support.
- Assist club officers in organizing a *Club Quality Initiative* to examine your community's needs, assess your current membership satisfaction and develop an action plan.
- Partner with your club's service committee to ensure service projects are meaningful to each member's humanitarian interests.
- Improve current club membership by conducting an Exceeding Expectation survey with your active members to identify your strengths and challenges.
- Promote membership awards programs to your club to recognize members for their efforts and achievements.

Remember, a positive member experience is the foundation for keeping members.

⇒ Did you know?

There are several tools and resources online. Check out lionsclubs.org/MembershipChair for a variety of membership satisfaction resources to find what works best for your club.

New member checklist

Use the following new member checklist to make sure new members feel welcomed and valued by your club:

- Have I introduced them to everyone in the club?
- Have I encouraged them to attend club events?
- Have I given them a new member orientation?

Member Satisfaction Guide

The [Member Satisfaction Guide](https://lionsclubs.org/MembershipChair) is available at lionsclubs.org/MembershipChair, along with the following resources referenced in the guide, to help ensure your members are having a great experience in your club:

- [Exceeding Expectations](#)
- [New Member Orientation](#)
- [Lions Mentoring Program](#)
- [Community Needs Assessment](#)

Member Satisfaction Report

Use the Membership Satisfaction Report at the end of this guide to track the steps you're taking to increase your membership satisfaction. Submit this report to club officers monthly so they can see your progress.



Awards and recognition

Lions International offers membership awards and recognition opportunities to highlight the achievements of Lions and clubs. So be sure to share these opportunities with your Lions to encourage them to invite new members and keep current members happy.

- **Sponsor Certificate:** Lions who sponsor a new member anytime in the Lion year receive a certificate of sponsorship signed by our international president.
- **Membership Key Awards:** Lions earn their first membership key by inviting two new members and may earn up to 17 keys for member invitations.
- **Member Satisfaction Award:** Lions clubs that maintain 90% of their membership or reverse long-term membership loss in a fiscal year will receive the Member Satisfaction Banner Patch.
- **Chevron Awards:** Beginning at 10 years and continuing in 5-year increments, Lions are recognized with a Chevron Pin for their long-term service.

Finally, there may be special initiatives from our international president. Be sure that your email on file at Lions International is correct to receive updates on these initiatives.



Club Membership Recruiting Event or Invitation Report

Club Name: _____ Event Date: _____

Event Type: Meeting Project Fundraiser Membership Drive Member Invitation

Other: _____

Description: _____

Participants (if applicable)

Number of Lions: _____ Number of Non-Lions: _____ Total Participants: _____

Prospective Members

Name: _____ Phone: _____

Email: _____

Notes/ Follow-Up: _____

Name: _____ Phone: _____

Email: _____

Notes/ Follow-Up: _____

Name: _____ Phone: _____

Email: _____

Notes/ Follow-Up: _____

Comments: _____

Club Membership Satisfaction Report

Club Name: _____ **Month:** _____

The following initiatives have been completed to help ensure club members are satisfied.

- | | |
|--|-----------------------|
| <input type="checkbox"/> Created, reviewed or modified a club satisfaction plan. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a member questionnaire. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a former member questionnaire. | Date Completed: _____ |
| <input type="checkbox"/> Completed the Club Quality Initiative. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a Community Needs Assessment. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a How Are Your Ratings? Survey. | Date Completed: _____ |
| <input type="checkbox"/> Addressed a reason members leave. | Date Completed: _____ |
| <input type="checkbox"/> Other. | Date Completed: _____ |

Description: _____

What was learned? _____

Comments: _____





Lions Clubs International

Membership Division

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