

MEMBERSHIP PULSE

Vital Information from the Extension and Membership Division

Volume 3 Issue 1



Lions Clubs International



Welcome to a New Year!

The beginning of a new fiscal year is always exciting. Lions are reenergized with a sense of focus and empowerment to make a difference in the community. As the largest humanitarian organization in the world we are always focused on service, but our strength is directly tied to our members. The more members we have, the more service we can provide.

Ask One!

Imagine if every one of our 1.35 million Lions asked one person to join their club. Imagine the huge impact that would have on membership growth and the amount of service we can perform. It starts by inviting your friend, neighbor or co-worker to your club. Get them involved and let them see the benefits of being a Lion first-hand. What we accomplish today and what we accomplish in the future depends on building and strengthening our membership.

Start the year right! This issue of Membership Pulse has a number of great tools and resources to help you get started.



Welcome International President Joe Preston

Lions Clubs International welcomes its 98th international president, Joe Preston. From Arizona, USA, [President Preston](#) has served as a Lion for 40 years and is a humanitarian at heart. Preston dedicated his tenure to focus on membership growth because he believes there is strength in numbers, and numbers give Lions the ability to provide more service to communities around the world.



Get Ready for Success!



Introduce Family and Friends to Lions Service

There is no one more important in our lives than family and friends. However, many of those closest to us do not know what we, as Lions, do within our communities. Think about undertaking new projects or revisiting existing projects that can involve people outside of your Lions club. There's no better way to introduce what we do as Lions than to invite family and friends to see us in action.

Promote Your Next Meeting

A press release is a fast, effective and inexpensive way to attract new members who want to be part of the great work you do. Spread the word about your club by using this [sample press release](#). It can be quickly and easily customized to include your club's information. Just download the press release, replace the bold sections with your club information and submit it to a local reporter at your community newspaper or broadcast outlet.

Goal setting + Teamwork = Successful Service

Lions are a part of an organization with many members and passionate goals. It's the united strength of these members that results in successful service. Every Lion should be an active and supportive member of their district or club team. Every district and club leader should reach out to team members to ensure Lions experience pride and personal development by making a difference through service.

Membership Tools

Lions Clubs International offers a number of easy to use tools to help you grow your club, keep members satisfied and achieve excellence. Use these tools to guide yourself along the path to success.

Just Ask! Guide - The concept is simple! Use the [Just Ask! Guide](#) to guide your club through the process of recruiting new members and effectively managing club growth.

Membership Satisfaction - To ensure your Lions club remains healthy and vital, you need to consider what members expect from their experiences in your club. The [Membership Satisfaction Guide](#) will help to ensure your members are getting what they need.

Membership Chairperson Guide - The role of the [club membership chairperson](#) is important because they ensure club success in the areas of new member recruitment and member satisfaction. Use this guide to learn how to maintain club growth and effective service!

Club Excellence Process - Encourage clubs to register for the [Club Excellence Process](#) (CEP). CEP helps improve member satisfaction, makes service projects more effective and ensures that clubs stay on the road to excellence.



Awards Corner

Celebrating Sponsorship with Membership Key Awards

Sponsoring new members is an accomplishment worth celebrating! That's why Lions Clubs International recognizes individual Lions who sponsor new members. Each of the 17 Membership Key Awards reflect the number of new members a Lion has sponsored. Recognition begins once a Lion has sponsored two members. Awards are automatically issued after the new members have remained Lions for a year and one day.

Encourage members in your district to invite their family, friends and coworkers to join Lions and help strengthen our organization. Use the [Membership Key Award Program](#) as a motivator and symbol of their achievement.



Chartering New Lions Clubs

New club development is part of every Lion's responsibility, not just the district leaders. If your Lions club cannot service all the needs of the community, or if a neighboring community does not have a club, talk to your district governor team about sponsoring a new club. New clubs exist to help the community and should never be seen as a threat to existing clubs.

District leaders should review the [New Club Development Guide](#) for information on chartering new clubs in their area. Each district should utilize their global membership team (which includes region and zone chairpersons and specialists) to charter a minimum of one new club each fiscal year.

New clubs satisfy the mission of Lions Clubs International to empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding. Getting involved in club development is crucial because new clubs secure LCI's future as the world's largest service organization.



Save the Date!

Upcoming Monthly Membership Webinars

The Extension and Membership division holds monthly membership webinars. These webinars provide an opportunity for Lions to learn about various membership programs and discuss membership topics. Webinars are conducted in English.

Calling All Lions! Strengthen the Pride by Growing your Club
Wednesday, July 30, 2014
10 a.m – 11 a.m. CDT

Find out how President Preston’s Ask One initiative can help grow your club. Learn how to create a plan for membership growth and develop effective recruiting ideas to ensure you start the year out right!

[Register](#)

Keys to Increase Member Satisfaction
Tuesday, August 26, 2014
Noon – 1 p.m. CDT

Keep your members happy by implementing some of our best practices for member satisfaction. You will learn what you can do today to help re-energize your club and keep membership strong.

[Register](#)

Posts, Tweets, Hash Tags? Social Media Works!
Thursday, September 25, 2014
2 p.m. – 3 p.m. CDT

This webinar will show simple and effective ways to use social media to promote your club. Learn how other clubs use social media sites like Facebook, Twitter, LinkedIn, etc., to spread the word about club activities and events and get noticed in their communities.

[Register](#)

Readers Response Survey

Click on the question below to share your answer.

How do you plan to grow your club this year?

- a. Host an informational meeting
- b. Sponsor a new member
- c. Start a branch club
- d. Invite family and friends
- e. All of the above



Membership Reports



Resource Library



Contact Us

If you have any questions, please email us at membershippulse@lionsclubs.org