



A-12 MEMBERSHIP NOTES

September 2007

Prepared by A-12 Membership Chair PDG Dave Durant and distributed to District Officers, Club Membership Chairs and Club Presidents in A-12

A-12 MERLO MISSION STATEMENT

We serve our District Lions by seeking to expand knowledge through information and support to help all Clubs grow and prosper.

DISTRICT MEMBERSHIP STATISTICS

During the 2006/2007 Lions year, we inducted 135 new Lions, but dropped 173 Lions and another 27 Lions passed away. As a result, our District membership declined to 1303 members at the end of June.

MERLOgetti EVENINGS

For the past two years, the topics at the MERLOgetti evenings were membership and retention. As a result of feedback from those attending, it was felt that ORIENTATION was lacking at both the Club and District levels.



As a result, the District MERLO team will be putting on three orientation MERLOgetti evenings this year:

October 9 in Emsdale

October 16 in Tiny Township

October 23 in Alliston.

Although there is no charge to attend, it is requested that those attending register with Orientation Chair Lion Barry Jaynes to ensure there will be enough food for all. Let Lion Barry know which evening you will be attending and how many will be coming from your Club. Lion Barry will provide you with details of the location of the meetings.

Lion Barry can be reached at 905-775-5634 or orientation@a12liosn.org

The evenings are open to any Lion wishing to learn more about Lionism – but will be especially interesting to new Lions and prospective members.

Please encourage your new Lions to attend.

MEMBERSHIP CONTEST

The attached flyer outlines the methods of “How to share the benefits of Membership in Lions and Earn Rewards”. As you will note on the last page, there is a new contest in District A-12 this year.

The Lion who sponsors the greatest number of Lions, as reported on the MMRs from July 1, 2007 until the end of March, 2008 will be eligible to become a Knight of Lake Joseph, an Honourary Guardian of Camp Huronda or a Lions Camp Dorset Honourary Director. In the event of a tie, there will be a drawing at the A-12 convention at Taboo resort in Gravenhurst.

Why not make some copies of the attached brochure and circulate them around your club meetings - perhaps even give one to your Club Bulletin editor so it can be included in the bulletin. A copy of the brochure can be downloaded from the District A-12 website at www.a12lions.org. Click on “Documents” then “Membership”. If you do not have access to the internet, then your Zone Chair, Governor or Vice-Governor will have copies of the flyer with them when they make their official visit to your club, or they can be obtained directly from me. My contact information is on the next page.

CHARACTERISTICS OF A PRODUCTIVE CLUB

1. A major service activity that involves every able bodied member of the Club
2. A major fund-raising activity in which the community can participate.
3. A strong public relations programme.
4. Hold well organized, interesting, informative and productive meetings.
5. A feeling of teamwork, cooperation and cohesiveness among club members.
6. A strong membership growth, orientation and retention programme.

LIONS LEARNING CENTER

The Lions Learning Centre is available through the LCI web page at www.lionsclubs.org. It has several good topics and as Club Membership Chairs you should be encouraging the Lions in your Club to use the Centre. The more Lions know about our Organization, the easier it is for them to talk to non-Lions and ask them to join.

PEOPLE DON'T LEAVE LIONISM

While reading an article on employee retention in a company, it stated that "people don't leave companies, they leave managers." I felt the same is true in Lionism – that people don't leave Lionism – they leave Clubs.

This is the reason that Leadership development is so important. Studies have shown that improperly run Clubs with uninteresting meetings are one of the main reasons stated that people leave our organization.

What can we, as Club Membership Chairs or District Leaders do to overcome this problem?

- Encourage all club Presidents and Vice-Presidents to attend the Lions Learning Weekend or the USA/Canada Forum to improve their "meeting skills"
- Offer to assist Club leaders who are obviously having problems running meetings.

The Lions Learning Weekend will be held at the Bayview Wildwood Resort on March 29 and 30, 2008 and the USA/Canada Forums will be held in Grand Rapids, Michigan September 6-8, 2007 and Saskatoon September 18-20, 2008.

FINDING MEMBERS

1. Chose potential members who have the exceptional qualities found in existing dedicated Lions.
2. Fully inform prospective members of the challenges, responsibilities, and rewards awaiting them in the service of others through a Lions club.
3. Induct new members in an impressive ceremony.
4. Get to know the new Lions and introduce them to other members.
5. Make the new members feel important by immediately involving them in the club's activities and programmes.
6. Urge the sponsoring Lions to encourage the new members and maintain a sense of responsibility for the persons they sponsor.

7. Make certain deserving Lions receive awards with due ceremony and recognition.
8. Be aware of and investigate signs that may indicate a member is close to dropping out of the club.
9. Do not try to hold a member who wishes to leave for a valid reason. But be sure you are not losing that member through the club's fault.
10. Make sure the Membership Chair is included in any decision concerning dropping a member from a club.

PUBLICATIONS AVAILABLE ON THE WEB

If you need a publication in a hurry, connect to the LCI webpage. There are dozens of publications available on membership ideas; induction ceremonies; publications to give out to the public; LCI fact sheets; marketing posters; etc.

There is lots of information on membership, leadership and extension - just a "mouse click" away.

MEMBERSHIP IDEA....

Has your Club ever considered a Former Members Night? Your Club Secretary will have a list of all the former members and you will be able to come up with several who are still living in the area. Send them an invitation to attend a "Former Members Night". A former member may be willing to re-join your Club now.

- Perhaps his/her financial situation has changed, and they now can afford to be a Lion
- Perhaps they have more time now to devote to Lionism
- Perhaps they left because of a personality conflict, and the other person is no longer in the Club
- Perhaps they left because of long, boring meetings, and now they see how well your Club is run they may wish to rejoin.
- Perhaps(many other reasons).

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