

# MEMBERSHIP MEMO

**(Membership is not a waiting game!)**

To: Lions and Lion Leaders  
From: VCC Jim McCown  
Date: August 1, 2008  
Re: **KEEPING THOSE NEW LIONS!**

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## TRAINING NEW LIONS

**Here's the picture – we spent considerable time training this new Lion and then they quit Lions.**

**Should we not train them until we know they are going to stay in Lions? Or, should we train them even if they do quit Lions down the road?**

***“Just remember it is better to educate someone about Lions and lose them then not educate them and lose them.”***

**We have a better chance of keeping them if they are trained, orientated and know something about Lions. Even if they leave, they may be a great spokesman for us to other potential Lions. We also have a better chance of retaining them as Lions when they know what Lions is all about. Even if they can't be active for one reason or another, they may want to stay a Lion as an inactive member until they can become active and a viable member of your club. As long as they are willing to pay their dues – do not drop them because they cannot be active. Someday they may be able to be active and possibly one of your leading Lions. Make sure they receive the club's newsletter and know where your Internet site is.**

**Continue to invite them to events that your club has. They may, on occasion, be able to work on a project or attend a celebration. The reason most members end up on the Member at Large status is because they cannot attend meetings.**

**If it is due to work or some other obligation maybe they wouldn't have to be put on Member at Large. If they participate in other activities, they can be excused from attending meetings and still earn their 100% Awards.**

**Have you asked someone today to become a Lion? If not – why not?**

Published frequently for those interested in membership, retention and extension.

Please send questions or ideas to PDG Jim McCown. Phone 360459 5469 or E-mail: [pdgjimmccown@comcast.net](mailto:pdgjimmccown@comcast.net).

I will share your ideas and questions in this memo!

## What should be in an Orientation Manual?

Here are some suggestions that you should include in your club's orientation manual:

INTRODUCTION  
WHAT IS EXPECTED  
BRIEF HISTORY OF LIONS  
STORY OF MELVIN JONES  
LIONS CODE OF ETHICS  
LIONS INTERNATIONAL  
PURPOSES  
MEMBERSHIP IN LIONS  
(HOW TO BECOME A MEMBER)  
HISTORY OF YOUR CLUB  
YOUR COMMITTEES AND PROJECTS LIST  
WHERE TO GET CURRENT INFORMATION  
DUTIES OF OFFICERS (MD, DIST, ZONE, CLUB)  
CLUB OFFICERS AND BOARD MEMBERS  
ZONE (DUTIES - OFFICERS AND CHAIRS)  
MULTIPLE DISTRICT MAP  
MULTIPLE DISTRICT HISTORY  
DISTRICT CABINET  
HOW TO BE A WELL INFORMED LION  
ACRONYMS AND TERMS TO REMEMBER  
CONVENTIONS & LEADERSHIP SEMINARS  
THE LIONS PIN  
MISSION STATEMENT OF LCI, MD & CLUB  
UNIFORMS AND DRESS REGULATIONS  
TRAINING OPPORTUNITIES