

MEMBERSHIP MEMO

(Membership is not a waiting game!)

To: Lions and Lion Leaders

From: VCC Jim McCown

Date: February 1, 2009

Re: **SELLING YOUR CLUB**

APPROACHING PROSPECTIVE LIONS

Everyone is unique on how they sell themselves and their Lions Club. Yes you have to sell yourself first before you can sell your Lions Club. I hope to give you some ideas on how to sell your club but I can't help you sell yourself.

First of all, you should make out a sell sheet. This tells the prospect what you have found in Lions that would make them want to become a part of. Here are some ideas. Use the ones that relate to your club and the ones that will interest your prospect.

- Share in the growth and improvement of the community.
- Actively help those in need in the community and/or worldwide.
- Becoming a part of the world's largest organization.
- Becoming a part of an organization that is in the forefront of helping the blind and visually impaired.
- Can impact the lives of young people in the community.
- Develop leadership skills
- Meet peers in the community
- Opportunity to travel and meet Lions from all over the world.
- Expand personal and professional network.
- Build prestige as an active community volunteer.

Every productive Lions club has six basic characteristics. They can be your most effective selling tools. Use them when you are recruiting. They include:

- A major service activity that involves every member of the club and has a significant, positive impact on its intended population.
- A major fundraising project in which the community can participate and in which it can contribute.
- A strong public relations program that provides a consistent and continuous line of communication among all members of your club and between the club and the community.
- Well-organized, interesting, informative and productive club meetings.
- A feeling of teamwork, cooperation and cohesiveness between club members.
- A strong membership growth, development and retention program that provides immediate orientation and involvement of club members, and then continues nurturing of the members throughout their years in Lionism.

Now go out and start recruiting new Lions into your club.

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 VCC Jim McCown. Phone 360459 5469 or E-mail: pdgimmccown@comcast.net.

I will share your ideas and questions in this memo!

ARE YOU LOSING MEMBERS?????

Maybe one or more of the following are the reasons:

1. Club president doesn't follow an agenda.
2. Do meetings start and end on time?
3. Are there interesting and varied programs at each meeting?
4. Are new prospective Lions and guests properly introduced?
5. Are meetings interesting and lively?
6. During club meetings is there a friendly atmosphere?
7. Are speakers given enough time for their presentations?
8. Is your club's meeting place adequate?
9. Do club members have the opportunity to participate and communicate?
10. Do you conduct business at your general meeting when it should be done at the board meeting.
11. Do you keep things lite and amusing at your general meetings by having a tailtwister that does not just collect fines.
12. Do you have one member or more that controls and dictates to everyone what should and should not be happening. In other words does anyone besides them have any say in what is going on in your club?
13. Do you have good induction ceremonies for new members?
14. Do you have an orientation session for all of your new and older members?
15. And, finally do you have an orientation guide or booklet?