

MEMBERSHIP MEMO

(MEMBERS ALSO WANT TO BE ASKED!)

To: Lions and Lion Leaders

From: CC Jim McCown

Date: July 1, 2009

RE: Young Prospective Lions

**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 CC Jim McCown. Phone 360459 5469 or E-mail: pdgjimmccown@comcast.net.

I will share your ideas and questions in this memo!

LOOKING AT YOUNGER PROSPECTS

Our Lions clubs are getting older and older. No, I don't mean the club itself, but the members within the clubs. We are losing many clubs because these older members are either passing away or, due to medical problems, they are not able to function in the club anymore.

When a member does bring in a new prospective young Lion what happens? They don't stay around long. They see all these old coots and they say to themselves, "Hey this is no place for me"! Why? Because they don't see that they have anything in common with the older Lions.

If you are fortunate to keep them, bring in other new Lions in the same age range or younger, to join your club. It might be a long process but every step creates another increase in total membership. Remember the Ark wasn't built in a day and your Lions club doesn't have to grow rapidly either. It would be nice, but when a club grows rapidly we lose many of the new Lions within a year.

Did you know that during the summer time there are many young people out of school? Why not include them in your activities? This includes high school and college kids. Get them involved in your activities and they may want to become a Lion. You do have to ask them however?

There are two programs that should be considered in building our future. You are all acquainted with the Leos club. There are two types of Leo clubs the Alpha which is for children ages 12 to 18 in the USA. The second type is the Omega group for ages 19 to normally 28 years of age.

The other program is the Century Lions Club for adults 35 years and younger. This would be an excellent way of starting a club of this age and after 7 years it becomes a regular Lions club. For the first 7 years only members, new to the club, can join if they are 35 or younger.

Let's consider our younger generation now before we lose all our clubs due to aging!

CLUBS GROWING TO RAPIDLY

When we bring in too many Lions all at once we must be prepared to take care of them. If we don't, you will lose them within a short period of time.

The reason you lose them is basically because you don't get them involved, you don't mentor them, they get lost in the shuffle, they fail to make the Lions meetings and no one finds out why. The list goes on and on.

One member of your club needs to be put in charge of all new members, getting them a mentor or mentors, making sure they get involved, an orientated session or sessions. Make sure they attend all the club functions. When they don't attend find out why.

Even doing this doesn't make it certain you won't lose a few when they find out that this wasn't for them or they just don't melt into or feel this is what they wanted. If you cross the t's and dot the i's at least you are doing everything possible in keeping them.

Just remember that if you make them feel wanted and needed then you will find a Lion that may become a Lion for Life. Just stay on top of all your new Lions and you should only lose a few of your new Lions.