

MEMBERSHIP MEMO

(IF YOU DON'T ASK THE ANSWER IS ALWAYS **NO!**)

To: Lions and Lion Leaders

From: CC Jim McCown

Date: November 1, 2009

Re: **Bring that new Lion prospect to a service project!**

MY PROSPECTIVE LION

I have a friends that I would like to bring into Lions. Each time I talk with them, they give me excuses. I know they're excuses and not fact. How can I turn these excuses around?

First invite them to a meal which just happens to be at your club meeting. You will introduce them to all the members in attendance. Make sure they enjoy themselves and have interaction with other members. By doing this you have broken the ice. Their excuses should be much weaker now if in fact they have any. Maybe it is better to not ask them so they don't have to give an excuse again. (Read on)

Your next step is to ask them to go with you on a Service Project. Be sure it is one in which you know they would have an interest in. Make sure that it is one in which other members of your club are also in attendance. This will again give them the interaction with other members as well as seeing how your club helps those worse off than us.

Now here is the most important part! Be sure to carry an application blank with you and tell them how much your club (not you) would love to have them become part of it. Make sure you tell them of other service activities that they can become involved with. No they don't have to become involved with every service activity your club has. They can do what they like.

Present them with the application and have them fill it out then, not later as they always seem to get lost. If they don't have the \$25.00 for the entrance fee, tell them you will put that in for them and they can pay you back.

Now it is time for you to continue mentoring them. Make them the best Lion in your club even better than yourself.

CHALLENGED

At our Fall Forum I challenged everyone there to bring in one or more Lions before the Multiple District Convention in May. I will ask all in attendance at the Convention to stand if they have taken and met the challenge.

Also at the Fall Forum PZC Marco Radunz introduced the M&M Membership program. It runs from July 1, 2009 through April 30, 2010. All Lions who sponsor **one (1)** new member will qualify for one of nine draws (1 for each district A thru I) for Winners choice of a genuine M&M Las Vegas store T-shirt or Tie!!!

Also if a Lions sponsors two or more new Lions they will have a chance for a Nascar Style M&M Jacket.

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!

Do volunteers want to volunteer – no they want to be asked! ~

Membership Ideas:

When a member wants to drop due to the leadership in the club or other reasons, ask them to hold on for another year and help turn things around.

Recruit past members. Time may make it different for them and they would fit in better now.

Collect Business Cards then send them an invitation for dinner or lunch at a club meeting.

Keep a personal and a club prospect list. You must keep working them!

Get some sticking dots and ask your members what time it is and stick the dot on the watch face. Tell them it is to stay there until they bring in a new member.

We have a moral obligation to perpetuate ourselves – so find that new member now!

That potential Lion has a dream. Find out what it is and show them how they can find it by being a Lion

Is your Firechief in Lions – he should be since Lions have the Alert Program.