

# MEMBERSHIP MEMO

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

To: Lions and Lion Leaders  
From: CC Jim McCown  
Date: December 1, 2009  
Re: MEMBERSHIP WHERE IS IT GOING?

## MULTIPLE DISTRICT 19 IS VANISHING

Where have all our members gone. Each month I see many more Lions leaving our dens than those we bring in to replace them with. We are down currently, as I write this, by 574 members. Only a small percentage of them are due to deaths.

We can't let this continue if we are to survive. We need to get more Lions involved in bringing in new members. When a new member is added to your den get them to bring in other individuals they know. Having contests in your club will help do this. (*See Ideas for Membership in next column*) Make teams for any silly thing you can think of that will create interest and get all members involved.

It is sometimes easier for clubs to drop Lions than it is to try and keep them. Point of emphasis: President tells the Secretary to drop Joe Blow because he hasn't been coming to meetings, he hasn't paid his dues or for some other reason. The President didn't bother to check with the Membership Chair to see whether there is a way to keep them as a Lion. The President didn't bother to find out why Joe wasn't attending the meetings, paid his dues or any other reason, the President just dropped him. It was easier to get rid of Joe and if possible bring in another Lion to replace him. (By all means bring in that other Lion but not for dropping a Lion)

This is completely wrong. Joe could be a valuable member of that club with just a little work by the members of the club to find out why he hasn't been coming to the meetings etc. He could have some very good reasons for not fulfilling these obligations.

Many clubs don't have a Membership Chairperson and leaves that duty to the President. This is wrong and it is also wrong to have a Lion in that position just to fill it. Have someone who cares and will work to get the club involved in membership. Your club will not survive unless this is done.

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](mailto:pdgjimmccown@comcast.net).

I will share your ideas and questions in this memo!

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

## IDEAS FOR MEMBERSHIP

Stop by the dollar store and pick up some tiny dots. Place yourself at your club entrance and as each member arrive ask them the time and when they look at their watch place a dot on it.

After the meeting starts let them know that they can remove that dot when they bring in a new member. Get your tailwister involved in that and if the dot disappears before they bring in a new Lion they can be fined. If they don't wear a watch put it on their cell phone.

Divide your club into teams and give a prize for the team that brings in the most new members. It can be a football, baseball, or any sport. It could be climbing a mountain.

With the members of your club set a goal of an increase in the number of members you will have in your club over what you had last year. Then spend the whole year in reaching that goal.

Assign individuals each meeting to bring in a guest. Reward them for bringing in that guest. It could be a month without any fines by the tailwister.