

MEMBERSHIP MEMO

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

To: Lions and Lion Leaders

From: CC Jim McCown

Date: May 1, 2010

Re: **SIX BASIC CHARACTERISTICS IN SELLING YOUR CLUB**

DOES YOUR CLUB HAVE THESE!!!!!!

There are 6 basic characteristics that every club should have. If you don't have them then that could be the reason members don't stick.

Let's take a look at these characteristics that should be firmly embedded into your club's operating structure. They can be your most effective selling tools.

- 1.) A major service activity that involves every member of the club and has a significant, positive impact on your community. *Notice: Involves every member!*
- 2.) A major fundraising project. It should be organized so the community can participate and contribute. Contribute to giving with dollars or some other method.
- 3.) A strong public relations program. One that provides a continuous and consistent line of communication among all the members of your club and between the club and your community.
- 4.) Well-organized, interesting, informative and productive club meetings. Look at each of these. Are they organized so that everyone can see what is happening and where each meeting is going? Is it interesting? Is it informative? (Guest speakers) Does the meeting provide information, stimulus, fun that it should?
- 5.) A feeling of teamwork, cooperation and cohesiveness between club members. So important so that cliques and individuals don't take over the club and run it. It should be a team (club) effort only!
- 6.) A strong membership growth, development and retention program that provides immediate orientation and involvement of club members, and continues to nurture their development throughout their years of service. *Use the mentoring program and monitor it.*

If your club has any weaknesses in any of these six tools, it is essential that your club take appropriate actions to turn it around. Keep these at your elbows so you can work not only of correcting them but also if your club is now using them to continue using them. Just remember that a club that is visible in the community and is meeting its service goals will practically sell itself. Are you selling yourself???

Clubs with weak areas may be able to attract some new members, but their rates of retention are low. Make your club strong with these six(6) selling tools.

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: pdgimmccown@comcast.net.

I will share your ideas and questions in this memo!

MEMBERSHIP

Has your membership been declining in recent years? Your recruiting of new members may not be the fault. You could be doing a great job of recruiting but a terrible job of retention!

There are three reasons that a club can lose members and they are death, transfer and drops. You can't do anything about deaths and you should encourage transfers when applicable. So let's take a long hard look at drops.

Why are they dropping? Are they being mentored? Is your club strong as in the 6 basic characteristics on the opposite page? Are there cliques? Are one or two members running the club with no feedback by other members allowed?

Members need to be involved and they need to be part of the decision-making process in your club. They don't want to be bored with the same projects or because your club meetings are dull and meaningless. They want to feel they are contributing and are a part of the club. They want to be proud they are a Lion as each of you should be.

There is a mentoring program available through Multiple District 19 web site. **Use it!**