

# MEMBERSHIP MEMO

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

To: Lions and Lion Leaders

From: CC Jim McCown

Date: June 1, 2010

Re: FINDING THOSE NEW LIONS

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## EPISODIC VOLUNTEERS

In our society we have many people who will volunteer for a short time or for a particular event or task. They don't want to be tied into projects for a long time or for many projects.

So how do we get them into Lions?

- a. We find out what their interests are. If your club doesn't do that particular thing, but it could if you brought that individual in, then bring them either into your club or a club that is close and willing to do that particular project. If it is a good project why not do it if you have someone that will take charge and get it accomplished. When that project is completed or if it ever will be, hopefully they are sold on Lions and you have a life long member. If not, find out what else they would like to do and get them pointed that way.
- b. The main thing here is to work with them and stay with them even when you think they are a great Lion. Not being noticed and not caring what they have accomplished, will turn a good Lion into leaving the den no matter how many years they have been a Lion. We all need to know that we are needed and expressions of gratitude are something we should always keep doing to all our Lions.
- c. There are many ways in which a club can help our society today, more so than what we could and were doing before. We need to find out what they are, so the potential volunteers of today will be drawn to our great association. Just as light bulbs and brooms went out of style many of our service projects are also out of style. We need to get in step with today's society to keep the existing Lions and to bring in those volunteers who don't know that we are working to get in step in today's society so they will want to be a part of our great organization.

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!

## LAST MONTH!!!

Most of you that have been receiving this memo are leaders within your club, zone, district, MD District and even Lions Club International.

You all know the importance of keeping our existing Lions and why we keep bringing in new Lions.

However, many members in your club or clubs that you are near do not know this. They need to know why it is so important and how they can help to turn this around. They can do this by:

*Mentoring new members!*

*Getting them involved!*

*Proper Induction & Orientation!*

*Meetings done properly*

*Point them towards Leadership opportunities!*

*Knowledge on how to ask a prospective Lion to join Lions.*

*Knowledge about Lions*

If you have been reading these memos the list goes on and on.

We just have this month left for your District Governors year. Many District Governors can end their year with a plus with just a bit more action from their members in bringing in new members. Help them out and as a leader you should be bringing in new Lions anyway.

One other thing: Clubs have or will have to pay the dues of their members through the month of June. So why drop them now??? Drop those that need to be dropped in July. Better yet, talk to them and see if you can keep them in Lions. Key word here is talk to them eye ball to eye ball.