

## Membership: The Blood of Your Club

You have no club without active and dedicated members. This Chapter will explain the following aspects of membership:

- The Membership Committee and its Role
- Recruiting Quality New Members
- Induction ceremonies
- Orientation of New Members
- Retention and Motivation of Members

### Types of Membership

There are several different forms of membership in a Lions Club. The types of membership are available for a club to use, but a club is not required to have any special types of membership. However, as you will see, several special membership forms will allow a Lion to retain membership even if not able to be regular, active member.

#### Active Member

An active member is just that: a full member with all duties and responsibilities. They have full voting rights, can hold office and are required to pay full dues.

#### Member at Large

If a member is not able to fully participate in all the club's activities, a member may, upon approval by the club's Board be placed in Member at Large status. This member is then free to plug-in to club activities when able, but is not expected to be full time member. Some clubs reduce the club's dues for these members. For example, if a member has suffered an illness that is going to impair them for a period of time, they may be placed on Member at Large status. Some clubs reduce the dues by the meal costs--being they will not be able to attend meetings for a while. This status is temporary in that the Board must review the need of the member to be on this special status every six months. A member at large may not hold office or be a delegate to a convention. This member must pay District, State and International Dues.

#### Affiliate Member

A quality individual of the community who currently is not able to fully participate as an Active Member of a club, but desires to support the club as much as they can, may become an Affiliate Member. The idea is that because of work, school or other obligations, this member cannot "plug-in" to every activity of the club. Instead of losing this member, they can apply to the Board for Affiliate Member status. Some clubs have adjusted dues for these special members; however, this member is charged all District, State and International dues. These members may vote, but cannot hold office or be a delegate to conventions.

#### Privileged Member

The club may allow a Lion that has been a member at least 15 years to become a privileged member if the member is facing illness, infirmities, advanced age or other reasons that prevent this person from being an active member of the club. Think of this status as a permanent member at large. The Board may adjust the dues for this member. They have full voting and delegate authority; however, they may not hold office. This member is charged all District, State and International dues.

**Honorary Member**

A club can honor a community leader with Honorary Membership. The club will then pay the entrance fee and all district, state and international dues on behalf to this member. This member cannot hold office, cannot vote in the club or be a delegate to conventions.

**Life Member**

A club can honor a senior member of their club with Life Membership. The Lion must have been a Lion for 20 or more years, or been a member for 15 years and over 70 years of age. The Club pays a fee of \$300 to the International Association. Once bestowed, the member is then exempt from International Dues for the rest of his or her life. All State and District dues are still required to be paid. The Life Member has all membership rights, privileges and duties.

**Associate Member**

If a Lion relocates to an area for an extended time, but wants to maintain his membership in his home club, he may become an Associate Member of local Lions club. For example, say a Lion from New York has a winter home on Tybee Island. He or she could be an associate member of a Lions Club while at his Tybee Island home. The club could set dues to offset the costs of meals, newsletters etc., but the Lion is not a member of this club. No District State or International dues are paid on this member by the local club he or she is associating with.

**Family Member**

Family Membership is a new program to lower the costs of families to join a Lions Club. Not really a different type of membership, this is a dues reduction for Lions that live in the same household. The first Lion from a home pays full entrance fee and international dues. Each additional member from the same home pays no entrance fee and their International Dues are cut in half. Your club secretary is required to report this information to LCI to get the dues break. The local club's Board must also approve passing the savings onto the family. This program is discussed in detail in the Club Secretary chapter.

**The Membership Committee**

Concept: The resolution to establish the Three Person Membership Committee was adopted at the 1989 International Board of Directors Meeting in Orlando, Florida. The board's objective was to put into place a stronger team in this crucial area of a Lions club's operation. In this regard, four areas are emphasized: membership growth, extension, retention and leadership. Basically, the goals of this committee are to select, recruit, involve and retain members. The committee itself is comprised of three elected members, serving three-year terms on a rotating basis, with one new member elected each year. To implement this approach in strengthening a club's foundation, members are encouraged to operate as follows:

**Freshman member** with three years remaining is responsible for Membership. This member's major responsibilities are:

- Establish goals and write a Membership plan for the club. These should be submitted to the club's board of directors.
- Motivate club members to set their own goals and to develop programs that increase membership.
- Coordinate and conduct club workshops on membership. Submit a report detailing results to the club's board of directors.
- Initiate regular monthly communication with the board of directors.
- Involve previous club membership chairmen in the development of workable programs.

**Junior member** with two years remaining is encouraged to focus on Leadership and Retention;

- Serves as vice-chairman of committee.
- Set club leadership and retention goals, develop an action plan and submit these to the club's board of directors.
- Organize and promote annual club officer training.
- Communicate with District Leadership Chairman to conduct annual club officer training.
- Organize, promote and conduct leadership and retention seminars for all club members.
- Assist other club committee chairmen in developing their own workshops, seminars, conferences and other meetings.
- Involve previous club leadership chairmen in developing leadership and retention programs.
- Prepare articles on leadership and on retention of current members for club and district publications.

**Senior member** with one year left is encouraged to focus on Extension. This member also serves as committee chairman and has a position on the club's board of directors. Activities include:

- Oversee the club's extension program and organize a team of extension-minded Lions who are interested in chartering new clubs.
- Establish extension goals and an action plan and submit these to the club's board of directors. Communicate with the board on a monthly basis---more often if necessary---about any extension action the committee is taking.
- Conduct research to identify areas where extension is possible.
- Prepare articles on extension for club and district publications.

Provide encouragement, coaching and motivation for all Lions who are directly involved in extension efforts. Whenever possible, attend extension workshops at the district and multiple district levels.

### Qualifications for the Membership Committee.

Lions on the Three Person Membership Committee need to meet stringent qualifications for these elected positions. They should possess a comprehensive understanding of Lions Clubs International and a desire and ability to work with others. These three members need to have effective presentation skills (public speaking, workshop presenter...) and enjoy credibility with other Lions. They must also have the time available to give fully of themselves in their position and a willingness to commit to a three-year term on the committee. Each committee member's performance is reviewed on an annual basis by the club's board of directors. Renewal of the next one-year term is based on the committee member's accomplishment and positive contributions to the club's growth and development.



### Benefits for the Club

The Three Person Membership Committee is a direct link to the MERL team at the district/multiple district levels:

- It provides for a stronger team.
- It ensures emphasis on the four aspects of club operation.
- It highlights the importance of membership responsibilities at the club level.
- It encourages ongoing communication about membership with the club's board of directors.
- It better prepares each eventual chairman and gives continuity to the committee's efforts, through rotation of terms.

### **Membership Ideas**

Simple, Effective Strategies for Boosting Your Membership Efforts

- § Never underestimate the power of public relations. Be sure to publicize your club's activities. Positive media coverage builds community support and interest in your club.
- § Always have your club's brochures available at public events. Have a section on the brochure with contact information if people are interested in learning more about your club. (See chapter 11 on the District club brochure program).
- § Have an "Invite a Friend" night during one of your club meetings. Encourage every member to bring a friend to the event to learn more about Lions club membership.
- § Allow members to bring a prospect to help out during one of your clubs service activities or fundraisers to get a first-hand look at your club in action.
- § Hold a membership open house. Ask each member to invite at least five people and open the event to the public. Set up displays highlighting your club's contributions to the community and have members on hand to answer questions for attendees.



- § Challenge your members to meet a specific recruitment goal for the year. Plan a fun, festive kick-off for the membership recruitment challenge during your meeting. Keep momentum going by reporting your success during meetings and in your club's newsletter and Web site.
- § Encourage members to invite every qualified individual they encounter to consider Lions clubs membership. Remind them periodically throughout the year.
- § Show your pride. Build the impression of your club as a vital part of the community. March in community parades and participate in community events whenever possible.
- § Ask community welcome organizations to include information about your club in their "welcome to the community" packets. Local real estate agents may also be able to provide this service.
- § Appraise the "competition." Most communities have several organizations that compete for the same members. Look at the opportunities that your club offers that other clubs might not provide. Also, review the areas where other clubs may excel- a more convenient meeting time and place, for example. Make adjustments if appropriate and feasible.
- § During a club meeting, have each member write down five people that they feel would be good prospects for membership. Have the individual members or your membership committee pursue the prospects.
- § Have buttons or t-shirts made for each active member that says, "Ask me About Lions" to elicit questions from community members. Have your club's meeting time and location, along with a contact name and number for membership inquiries, placed in the community calendar section of a local newspaper.
- § Look at your partners for new members. Does your club work with the school system, eye health professionals or other community businesses? People that have worked with your club first-hand are often excellent prospects.
- § Consider unique extension efforts, such as sponsoring a Club Branch or New Century Lions Club, to reach a new demographic.

## Club Sponsor Night

Attract New Members by Holding a Recruitment Dinner.

Concept: Add a social twist to your membership growth efforts by inviting community leaders and other prospective members to a special Club Sponsor Night recruitment dinner. During the event, introduce invitees to the outstanding services your club provides to the community, as well as highlight the many benefits of club membership.

Steps to Success:

1) Invite Potential Members: You will need about 3 months to properly plan this event. Solicit your club members' support and ask them to provide you with a list of people they feel would be interested in Lions club membership. To this list, add community leaders. (As you develop a list, keep in mind that approximately 50% of those invited will attend.) Send invitation letters, using the sample included as a guide. Be sure to use your club

**you're  
invited**  
**TO OUR OPEN HOUSE PARTY**

letterhead and proofread the document for spelling and grammar. List a contact name for response, as well as a deadline date for responding.

2) Follow-up with Invitees: Have your members' follow-up with the people they recommended. Keep in mind that at this point, you are only inviting people to attend the dinner, not trying to convince them to join your club.

3) Find a Suitable Location: Look for a site that is large enough to accommodate your guests and has some privacy, such as a banquet room at a restaurant, Lions meeting room, etc.

4) Set the Stage: Decorate the tables and choose a menu that will be tastefully appropriate for this event. At each place setting, have a program for the evening's event, your club brochure and perhaps a response card (see example). Decide if you want soft music played during the social hour and dinner.

5) Plan the Program: Begin the evening with a social hour. This provides an excellent opportunity for informal fellowship and networking. The actual program can begin with a welcome, an introduction of guests and then the meal, handled much as you would during a regular club meeting. During dessert, one of your club's leaders can speak about the contributions your club has made to the community and the positive impact it has had. This speaker can also address the satisfaction members feel while helping those in need. For the keynote address, choose a prominent Lion from your club; district or multiple district that is very enthusiastic and can really "sell" the concept of Lions club membership. Have him or her speak about the "big picture" of Lions and the international association. These speeches should take approximately 10 minutes each. After the presentations, allow time for questions and answers. When it is time to close the event, tell attendees your club is looking for a few good members and would very much like for them to consider joining your club. Encourage them to fill out the response card if they are interested. You might consider holding a door prize game at the conclusion of the evening.



6) Follow-up with Interested Guests: Be sure to promptly follow-up with those people who indicated an interest in membership. Clubs that have held recruitment dinners have found that approximately 1/3-1/2 of those invited have become club members.

Note: If your club's budget doesn't permit holding a dinner, consider holding a social hour with hors d'oeuvres and the speaker portion of the event. If there are other clubs in your town, you could combine efforts and host a dinner together.

### Sample Invitation Letter

{GRAPHICS-Please insert logos in both the samples - make the sample letter look like it is on club stationery - use logo and club name}

February 23, 2008

Paul Jackson  
340 W. Redbud Road

Lions Town, GA 30303

Dear Paul:

Please take a moment to consider the following questions. Are you interested in serving your community? . Are you interested in having the opportunity to network with key people in the community? . Are you interested in meeting people and having fun?

If you answered "yes" to any one of these questions, then the Lions Town Lions club is the organization for you! On behalf of my club, I'd like to invite you and your spouse to join us for a special dinner and the opportunity to learn more about the Lions Town Lions Club. Please join us on March 23 at 6:30 p.m. at the Lions Hall for an evening filled with great food, fellowship and valuable information about Lions clubs.

Our guest speaker will be Past District Governor Roger Goldbach, who has served his community through Lions clubs for almost 20 years. Roger is an excellent motivational speaker and will share his volunteer experiences, including a recent mission to Mexico to distribute recycled eyeglasses.

The Lions Town Lions Club has been active in the community for more than 50 years. With projects as diverse as collecting used eyeglasses, supporting Lions-Quest programs in local schools, donating new park benches for the Riverwalk renovation and providing free eye care for those in need, the Lions Town Lions Club is dedicated to serving our fine community. We would like to continue to expand our projects, and want you to be a part of our efforts and successes.

We hope you can join us on March 23. We promise good food, good fun and some enlightening information on how you can help serve the citizens of Mechanics Grove and surrounding communities, as well as the world. Please respond to Lion Jill Manning at (847) 555-1243 by March 10.

Sincerely,

Judy Sheehy  
Membership Chairman  
Lions Town Lions Club

Sample Response Form

YES! I am interested in becoming a member of the Lions Town Lions Club.

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

The best time to reach me: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

## Target Marketing



**Recruit Members of a Common Interest Group into Your Club**  
 Concept: Target Marketing involves seeking out a special interest group to become members of your club or form their own Lions club. This allows the group to expand their horizons into new service opportunities, while still maintaining the bonds that initially brought them together. By becoming a part of Lions Clubs International, the group can continue promoting their interest, and have the additional value of being part of the world's largest service club organization.

Steps to Success:

1) **Examine Your Club:** Do you have an existing group of members who are bonded together by a common interest outside of the Lions club? Is it a large enough group to charter their own Lions club? If so, approach them and determine their interest. They may jump at the chance to form their own club, or they may be content to stay in their present club. If they want to stay in your club, offer them the opportunity to pursue a special service or fundraising activity. (You may adapt the concept of "Club Within a Club" for the special interest group.)

2) **Look Outside Your Club:** Identify special interest groups in your community that would benefit from well-established service activities conducted by a network of members extending worldwide and having the outstanding reputation of Lions clubs. Show them how membership in Lions Clubs International could help the groups reach their own community-oriented goals.

3) **Follow Recruitment Procedures:** When recruiting new individuals, even when they are in a group, you should follow standard recruitment procedures. Since membership into a Lions club is by invitation only, properly screen potential members using acceptable, legal standards, keeping in mind the guidelines of the Lions Clubs International Standard Form Constitution and By-Laws.

4) **Hold Informational Meetings:** Conduct an informational meeting(s) with the group, just as you would with individual prospective members. Emphasize the benefits of belonging to the world's largest service club organization and the synergy of Lions clubs with their group. Discuss membership options with the group - would they like to join an existing club or form their own club?

5) **Induct Members or Charter a New Club:** Depending on the results of the informational meeting(s), begin procedures to induct the members of the group into your club or charter a new club. All standard membership forms must be filled out. To help you and charter applications for a New Club Extension Kit from Marketing Department at 630-571-5466 extension 306, e-mail and If there are not enough interest group to form their own Club Branch. To order a Branch New Clubs and Marketing Department.





Common Interest Club Ideas  
Merchant's Association.  
Computer Groups.  
Retirees.  
Ethnic or Cultural Group.  
Sports Clubs (cycling, hiking, skiing, dance, golf. etc.)  
Parenting Groups (single parents, adoptive parents, parents of youth sporting group, parent-teacher organization, etc.).  
Grandparents club.  
Travel Group (tours, RVs, etc.).  
Photography Club.  
Business Cooperative Club.  
Media Cooperative Club .  
Agricultural Club.  
Book Club.  
Chess Club.  
Car Club.  
Professional Groups (health care, education, business, etc.)  
Card Club.  
Craft Groups (scrap booking, quilting, stitchery, painting, pottery, etc.)

## **Recruiting Wheel**

### **An Excellent Tool for Recommending New Members**

Concept: Some people are not comfortable asking others to consider becoming a Lions club member, even if they wholeheartedly believe in the benefits of membership and want to share the experience with others. By using a prospecting list, all club members can participate in generating leads, but individuals who truly enjoy asking others to become Lions can do the actual recruiting. An effective method for creating a list of potential members is the Prospecting and Recruiting Wheel.

#### **Steps to Success:**

1) Create Lists: At a regular club meeting, distribute prospecting and recruiting wheels and/or prospecting lists to each member (see examples). For each category on the wheel, have an experienced Lion ask the group "Who is the one?" Example: Who is the one relative in your family you feel would like to make a contribution to improve the community? Give club members a brief time to think about their choices and fill out the prospecting list as thoroughly as possible.

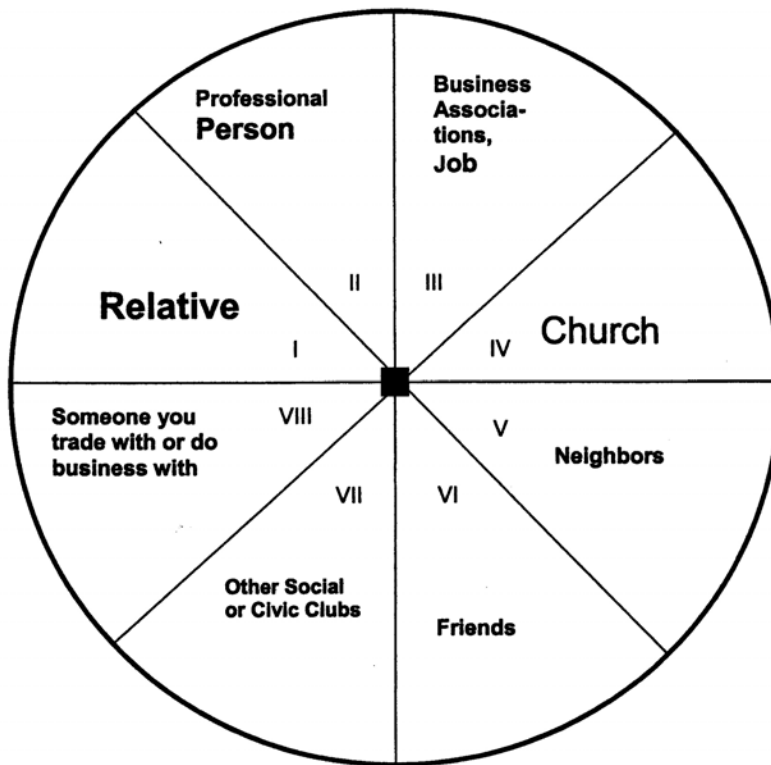
2) Collect Lists: When all categories on the wheel are completed, collect the prospecting lists and give to the Membership Chairman.

3) Assign Prospects: The Membership Chairman will review the lists and assign prospects to each designated recruiter. It is a good idea to limit recruiters to approximately five prospects each.

4) **Tabulate Results:** After recruiters have contacted their prospects, results should be tabulated into categories - people interested in joining now, people interested in joining later and those who are not interested in membership. Names of those interested in joining later or not at all should be filed for future reference. (Remember to follow up with those interested in joining at another time!)

5) **Hold Orientation Meeting:** Using the list of interested individuals, an orientation meeting can be scheduled with the Membership Chairman, recruiters and interested prospects. During the meeting, acquaint potential members with your club and its goals and build enthusiasm for joining the club. Keep the meetings interesting, lively and informative. You may want to plan a few orientation meetings so as not to overwhelm prospects with a great deal of information. It is also wise to respect potential members' time, and limit the duration of the meetings to about an hour.

6) **Introduce New Members:** After the orientation meetings, introduce prospects to your club and begin the involvement process. It is especially important during the first meeting that your club's atmosphere is welcoming and inviting. You want to make sure that your recruiting efforts are not wasted by turning off potential members during this last, critical step. Properly inducting, orienting and involving members will go a long way in keeping them involved and interested in your club!



**Lions Club Membership Prospecting List**

**Club Name:** \_\_\_\_\_ **Nominator:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**I. Relative**

**Name:** \_\_\_\_\_ **Occupation:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Marital Status:** \_\_\_\_\_ **# of Children:** \_\_\_\_\_  
**City, State and Zip Code:** \_\_\_\_\_  
**Length of Time in Community:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ (business) \_\_\_\_\_ (residence)

**II. Professional Person**

**Name:** \_\_\_\_\_ **Occupation:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Marital Status:** \_\_\_\_\_ **# of Children:** \_\_\_\_\_  
**City, State and Zip Code:** \_\_\_\_\_  
**Length of Time in Community:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ (business) \_\_\_\_\_ (residence)

**III. Job**

**Name:** \_\_\_\_\_ **Occupation:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Marital Status:** \_\_\_\_\_ **# of Children:** \_\_\_\_\_  
**City, State and Zip Code:** \_\_\_\_\_  
**Length of Time in Community:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ (business) \_\_\_\_\_ (residence)

**IV. Church**

**Name:** \_\_\_\_\_ **Occupation:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Marital Status:** \_\_\_\_\_ **# of Children:** \_\_\_\_\_  
**City, State and Zip Code:** \_\_\_\_\_  
**Length of Time in Community:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ (business) \_\_\_\_\_ (residence)

**V. Neighbor**

**Name:** \_\_\_\_\_ **Occupation:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Marital Status:** \_\_\_\_\_ **# of Children:** \_\_\_\_\_  
**City, State and Zip Code:** \_\_\_\_\_  
**Length of Time in Community:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ (business) \_\_\_\_\_ (residence)

**VI. Friend**

**Name:** \_\_\_\_\_ **Occupation:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **Marital Status:** \_\_\_\_\_ **# of Children:** \_\_\_\_\_  
**City, State and Zip Code:** \_\_\_\_\_  
**Length of Time in Community:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_ (business) \_\_\_\_\_ (residence)

**VII. Other Civic or Social Organization**

Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)

**VIII. Someone With Whom You Do Business**

Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)

## New Member Induction Ceremonies

The Induction Ceremony is the symbolic beginning to a member’s service as a Lion. It is also a key element in the lifelong retention of a member. A thoughtful induction, followed by a thorough orientation and meaningful involvement in the club’s activities will help the new member feel that he/she is a valuable part of the club. While it is customary for the club president to induct new members, it is certainly appropriate to have a former international or district officer, the Membership Committee chairperson or a well-respected senior Lion conduct the ceremony. Induction Ceremonies will vary depending on local customs or activities of the club and district. *Also, it is acceptable and encouraged to adapt the New Member Induction Ceremony to the affiliate membership category.* When planning the ceremony, it is important to keep in mind that it should be dignified and meaningful for the participants.



Following are some ideas for and meaningful Induction suggested wording for the presentation.

creating an appropriate Ceremony, as well as

**Suggested Ceremony Order**

1. Begin by inviting each new member and their sponsor individually by name to the front of the room.
2. Welcome all the participants to the ceremony and share your joy for their attendance.
3. Give a brief history of the distinguished history of Lions Clubs International.
4. Present a short history about your club and its current activities.
5. Administer the pledge.
6. Present the pin.

7. Close the ceremony with a welcoming statement on behalf of your club and district, the presentation of a new member kit and an explanation of the sponsor's responsibilities.

### **Suggested Presentation Wording**

Following is suggested wording for the different facets of the Induction Ceremony as described in the Suggested Ceremony Order above. Feel free to change the wording as necessary to reflect local customs, add further information or reflect the presenter's communication style.

#### **1) Call to Order**

We are about to begin our New Member Induction Ceremony, in which we will induct \_\_\_\_\_ new members into our club. At this time, I would like to call each of the new members and their sponsors. As their names are called, will the sponsors and new members please rise and come forward. Please hold your applause until all the names are announced. Thank you. (*Insert new member names and sponsor names.*)

#### **2) Welcome**

Ladies and gentlemen, on behalf of the officers and members of the \_\_\_\_\_ Lions Club, I want to express our sincere pleasure at your presence at this meeting. You have been invited to become members and we are all extremely proud that you have accepted membership in our club and Lions Clubs International. Membership in a Lions club is a privilege. You have joined the world's largest and most active service club organization; a group of more than 1.4 million men and women in \_\_\_\_\_ clubs in \_\_\_\_\_ countries and geographical areas around the globe, who are dedicated to making a difference. Through your membership, you will help our club reach out to people in need in our community, and throughout the world.

#### **3) Lions Clubs International History**

You are becoming part of a distinguished service history that dates back to 1917, when Lions Clubs International began as the dream of Chicago insurance man Melvin Jones. He believed that local business clubs should expand their horizons from purely professional concerns to the betterment of their communities and the world at large. Jones' own group, the Business Circle of Chicago, agreed. After contacting similar groups around the country, an organizational meeting was held on June 7, 1917, at the LaSalle Hotel in Chicago, Illinois, USA. The new group took the name of one of the groups invited, the "Association of Lions Clubs," and a national convention was held in Dallas, Texas, USA in October of that year. Thirty-six delegates representing 22 clubs from nine states were in attendance. The convention began to define what the association was to become. A constitution, by-laws, objects and code of ethics were approved. Since that humble beginning, Lions club members have volunteered their time and talents to meet needs wherever they exist. Lions are especially dedicated to serving the blind and visually impaired, a commitment made after Helen Keller challenged our members to

become her “knights of the blind in the crusade against darkness” during the 1925 convention in Cedar Point, Ohio, USA.

Our motto, “We Serve” perfectly exemplifies the dedication to helping those in need felt by Lions worldwide. Your membership in the \_\_\_\_\_ Lions Club will help us carry on this tradition of service for many years to come.

#### 4) Local Club History

Our own club was founded in \_\_\_\_\_ (year). For \_\_\_\_\_ years we have been tirelessly serving those in need in \_\_\_\_\_ (your town). With projects ranging from \_\_\_\_\_ to \_\_\_\_\_, the



\_\_\_\_\_ Lions Club is committed to bringing the unparalleled services of Lions Clubs International to our community. (Add additional relevant *information about your club and the exemplary work it has done within your community.*)

Your club belongs to Lions Clubs International, the world’s largest service organization founded in 1917 and comprising 1.3 million members belonging to over 44,000 Lions club worldwide. Throughout its proud history Lions Clubs International has brought unparalleled humanitarian services to more than 200 countries and geographic areas

around the globe and all continents.

You will find that membership in our Lions club will offer many opportunities for personal growth. Not only can you experience the incomparable feeling you receive from volunteering, but you will also have the chance to hone leadership, communication and organizational skills. You can develop friendships that last a lifetime, meet other Lions from all corners of the world and contribute ideas that will help our club be an even more valuable part of our community. Your membership in the \_\_\_\_\_ Lions Club will allow us to reach more people in need, in both our local and world communities. The officers and members of this club are thrilled that you have chosen to help us continue the legacy of Lions Clubs International by improving the lives of the less fortunate and making our community an even better place to live.

#### 5) Suggested Pledge 1

“Since you have expressed a desire to affiliate with this club, and with Lions Clubs International, I now ask that you repeat after me the Obligation of Membership:

I do hereby accept membership in the \_\_\_\_\_ Lions Club knowing that such membership encourages me to participate in functions of the club. To the best of my ability I will abide by the Lions Code of Ethics, and contribute my share to the programs of my club, district and Lions Clubs International.

You are now officially a member of the \_\_\_\_\_ Lions Club. Your sponsor will now present to you the Lions emblem pin, which signifies membership.”

“Since you have expressed a desire to affiliate with this club, and with Lions Clubs International, I now ask that you respond to my words with a simple ‘I do’ or ‘I will.’

Do you hereby accept membership in the \_\_\_\_\_ Lions Club knowing that you are encouraged to participate in functions of the club?

*I do –*

To the best of your ability will you abide by the Lions Code of Ethics, attend meetings whenever possible and contribute your share to the programs of your club, district and Lions Clubs International?

*I will –*

You are now officially a member of the \_\_\_\_\_ Lions Club. Your sponsor will now present to you the Lions emblem pin, which signifies membership.”

### Suggested Pledge 3

“I, \_\_\_\_\_ in the presence of the members of the \_\_\_\_\_ Lions Club, take this solemn obligation to abide by the constitution and By Laws of the club and that of Lions Clubs International, to support and further the undertakings, and to financial support of the assist in maintaining, membership of the club. I further declare that I will building, and strengthening the club. I further declare that I will building, and strengthening the club. I further declare that I will building, and strengthening the club. Furthermore, I will help the club by committees and in other capacities needed, and that, I will practice the of Ethics and the Purposes of Lions Clubs International.



By the power vested in me by Lions Clubs International I now declare you as having been inducted as a Lion in Lions Clubs International.

Congratulations!”

### 6) Pin Presentation

(Sponsor presents pin to new member.) “Now, I would like to ask the sponsor, Lion \_\_\_\_\_ to respond to my words with a simple ‘I will.’ Will you fulfill the following obligations?”

*Be a sponsoring ‘mentor’ for your new lion;*

*Make your new member feel welcome;*

*Introduce your new member to all club members;*

*Provide your new member with information about the club, its officers and constitution;*

*Arrange for orientation sessions for the new member;*

*Be ready and willing to answer any questions that might arise;*

*Encourage the new member to discuss with you any problems and offer possible solutions;*

*Assist the new member in developing into an outstanding Lion?”*

*-I will –*

### 7) Closing Statement

“Fellow Lion \_\_\_\_\_ (insert new member name), wear this emblem with pride, for it represents your membership in the world’s largest service club organization; an association that has a distinguished legacy of meeting needs worldwide. Let me congratulate you and welcome you to the greatest of all service club organizations ... The International Association of Lions Clubs.

On behalf of the club, I now present you with your official Certificate of Membership and a New Member Kit, which will help you get off to a good start in your life as a Lion. We are all extremely proud and happy to have you as a member of the \_\_\_\_\_ Lions Club.”

### **The Importance of New Member Orientation**

The importance of a proper, thorough new member orientation cannot be emphasized enough. Imagine belonging to an organization and having only a vague idea of its goals,



the responsibilities of membership, its programs, history or traditions. Would you feel like you belonged? Would you be motivated and committed to help the organization reach its goals? Of course not! You’d likely be wondering why you joined the organization at all. The information provided during orientation provides a foundation for members. It helps them understand how the club functions, what their role will

be and also gives them the big picture of the association. When new members are properly informed, they are more likely to feel comfortable with the club and become actively involved in club activities right away. A properly instructed member is also one who is most likely to remain in Lions through the years.

Consider inviting your seasoned members to attend new member orientation as a refresher. It can help renew their enthusiasm.

### **What Makes an Orientation Effective?**

Successful orientations do more than simply impart information; they also inspire and motivate new members to be the best Lions they can be. While there are different methods for conducting an orientation, there are several elements common to all effective orientations:



**Conduct the orientation promptly.** Whether you have one new member or five, ideally, a new member orientation should take place within one month of the member’s induction.

**Present a manageable amount of information.** You don’t want to overwhelm your new members by giving them too much information to process. Highlight key information verbally during the presentation, and refer members to the proper person or source to gather additional details.

**Limit the length of each session.** Whether you decide to hold the orientation in a few sessions or just one, be respectful of your new member’s time, and ability to absorb a great deal of information by limiting sessions to no longer than 2 hours.

**Keep the pace lively and interesting.** Break up session segments with question and answer periods. Plan a few short breaks during each session. If using visual aids, intersperse them throughout the session(s).

**Allow plenty of time for questions and answers.** Be sure to build time into your orientation session(s) for questions and answers. Try to intersperse Q & A periods throughout the session(s) in order to give people an opportunity to address their questions while the subject is fresh.

**Give participants a new member packet.** Assembling a comprehensive packet of essential materials for new members is a very important step to take. There are a few alternatives for putting together a useful collection of materials for new members. If you routinely order a New Member Kit from the Club Supplies Department at International Headquarters, NM - 10, it comes with a Welcome Book. This publication provides excellent general information about the history, organization and programs of Lions Clubs International. Supplement the Welcome Book with the following:

A copy of *THE LION Magazine*



*A recent issue of your club's newsletter*  
*A club directory*  
*Your club's brochure or fact sheet*  
*District fact sheet, if available.*

If you do not order new member materials, the information in the back of this guide can be photocopied and collated with the above listed supplemental information. When your materials are gathered, assemble them in some uniform fashion, whether it is a binder, folder or large envelope.

**Direct new members to sources for additional information.** During each portion of the orientation, tell new members where they can turn for more information or to answer additional questions, such as his or her sponsor, your club directory, the Lions Clubs International Web site ([www.lionsclubs.org](http://www.lionsclubs.org)), etc. Creating a contact sheet with reference information for attendees is very helpful.

**Use visuals if possible.** The use of visuals, such as a video, PowerPoint (or another PC-driven presentation), overheads, etc. adds an additional interesting element to the presentation and will help keep participants engaged in the session. The Club Supplies Catalog has a list of videos about the association that are available for purchase.

**Vary the presenters if possible.** Divide the presentation among qualified individuals. Varying the presenters is beneficial to both the participants and the speakers. This is especially true if your club holds a multi-session orientation.

### Different Orientation Styles

There are several ways you can conduct an effective new member orientation. Choose a method that best suits your club. The most important factor isn't the method you choose for presenting the information, but rather making sure that you are presenting thorough, consistent information to each new member that joins your club.

### Leaders

**Sponsor Led Orientation:** According to a recent online survey, many clubs rely on sponsors to orient new members. The potential problem with having sponsors orient new members is that there is no consistency in what information is presented and sponsors have varying levels of experience training others. This issue can be alleviated by having sponsors use checklists during the orientation to ensure that all the material is covered. (Reproducible presentation outlines/checklists are provided in this publication.) Before asking sponsors to orient members, make sure that they are comfortable training others.

**Designated Trainer:** One person is designated the orientation leader for all new members. This method ensures that members are receiving consistent information from a qualified trainer. However, this may be too much of a burden for one member. An alternative is to have a small team that rotates orientation duties. Having a single person lead an



orientation works best if your club chooses to orient members one by one as they are inducted. For multi-session orientations, using a trainer team is a better choice.

**Trainer Team:** This approach is excellent for a multi-session orientation for more than one person. Assemble a team of people to handle different portions of the orientation: example, your club's membership chairman,

the public relations/public information chairman and your club secretary or president. If possible, a representative from the district would be a helpful addition.

### Sessions

Effective orientations can be conducted in one, two or three sessions, depending on your club's situation. Following is the suggested minimum content of a session. Conducting

an orientation in one two-hour session necessitates the trainer(s) imparting only the most basic, critical information. Focus on those items that will be most helpful to the new member in becoming the best Lion he or she can be.

### **Introduction to the International Association (10 minutes)**

*Why this is important:* The rich history and service tradition of Lions clubs provides a foundation for members. It helps instill pride and gives them a broad view of the organization that they are joining.

*Brief Review of International Association History.*

The “At a Glance” timeline is a good reference for a one-session orientation. Focus on the impact of Melvin Jones and Helen Keller on the association, and the importance of Lions clubs worldwide reach.

*Objects and Ethics.*

*Current Statistics – The Lions Clubs International Web site ([www.lionsclubs.org](http://www.lionsclubs.org)) has the most recent statistics in the FAQ section.*

*Questions and Answers*

### **All About Your Club (45 minutes)**

*Why this is important:* This information is the nuts and bolts of membership. Make sure new members understand all the particular requirements of your club.

*Provide a brief history of the club – charter members, past club officers, or knowledgeable and enthusiastic members, most effectively convey this information.*

*Discuss the major projects of the club and their sources of funding. Provide a briefing on the club’s current activities and fundraising projects (use visuals when available).*

*Explain the organizational structure of the club, the duties of officers, directors and committees.*

*Explain membership categories, attendance and dues policies.*

*Talk about what it means to be a Lion and the benefits of membership.*

*Share resources and contacts for your club.*

*Questions and Answers*

### **Your District, Multiple District and Country (20 minutes)**

*Why this is important:* Your district provides support for your club. Emphasize this relationship and how your club participates in district activities.

*Present a history of the Lions in your district, multiple district and country. You can obtain this information from the district governor or multiple district chairman. Present information about district and multiple district projects and how your club participates.*

*Review the structure of the district and multiple district and responsibilities of the district and multiple district officers.*

*Talk about district and multiple district conventions. Encourage attendance. Share resources and contacts for your district and multiple district. Questions and Answers*



**We Serve**

### **The International Association (20 minutes)**

*Why this is important:* Your club is an integral part of the association, for without the dedication and hard work of Lions clubs worldwide, there would be no Lions Clubs International. Explain the support available from the International Headquarters, and emphasize how the structure unites clubs worldwide in working toward a common goal.

*Review the association’s official motto, mission statement, logo, colors, etc.*

*Review the structure of the organization, discuss the responsibilities of the board of directors and review the role of the International Convention.*

*Discuss the International Headquarters.*

*Review International Projects and Programs.*

*Share resources and contacts for the International Headquarters.*

*Questions and Answers*

## Retention

Keeping Lions as active members of your club is very important. This part of the chapter will examine several commonsense methods of keeping Lions as members. Following is a list of several simple ideas to keep members involved:

- Have new members serve as greeters during a meeting so they can get to know all the members.
- Keep the FUN in fundraisers, activities and meetings to and involved. You can goals while keeping the
- Discourage formation of seating at club meetings everyone move to a of the meeting, or by having members draw a table number on their way into the meeting.
- Give praise freely. Saying "thanks" for a job well done, whether during a club meeting, in your club's newsletter, on the Web site or by a personal note, will help members feel appreciated. Remember that the best time to retain members is BEFORE they show signs of dissatisfaction. Make sure members know you care about them. If they start missing meetings or are becoming less involved in activities, give them a call to find out why before it becomes a chronic situation.
- Encourage input from your members regarding your club's service activities. Ask new members for their ideas - they may have some fresh, exciting thoughts, and asking for their input will show that you are interested in their opinions.
- Involve new members in club activities immediately. Have them participate in an event as soon as they show an interest in your club. Ask them to co-chair a committee or coordinate a small activity in the early stages of their membership.
- Look for unusual club programs - solicit area art museums, theatre groups or music groups to present a program. Ask those that have benefited from your club's services to speak to your club.
- Pair new members with long-term members as co-chairpersons on committees. They will each benefit from the experience.
- To keep your club meetings interesting, make an agenda that includes only relevant items and keep content brief.
- Tape record or videotape a club meeting to evaluate your ability to lead a meeting. Make changes as necessary.
- Periodically ask long-term members what their interests are, as these will develop and change over time. Assign responsibilities based on their interests, and give them increasing responsibilities to challenge them and keep them motivated.
- Inspire and motivate members at the beginning of each Lions year by holding a "meet the officers" session, giving members a forum to ask new officers questions about



community service  
get members interested  
still accomplish your  
process lively and fun.  
cliques by rotating the  
or by requesting that  
different seat at the start

- their goals and direction for the club during the upcoming year. Seek members' input to help solidify goals.
- Don't let activities and fundraisers become stale. Make sure that your club's activities are still relevant for your community and your members. Periodically try something new.

## The Lions Mentoring Program: LASTING IMPACT

The Lions Mentoring Program is a new, forward-looking way for the all Lions to grow and become stronger. The program's objective is simple.. to develop a participating Lion into a quality, highly effective member of his of her club, and of the association. At its core, Lions Mentoring Program focuses the individual Lion. Through a progression of four Levels of accomplishment, the program guides your personal development as a Lion, beginning as a new member and growing in expanded capabilities over time. As you advance through the program, you will come to understand the difference between *being* a Lion and *becoming* a Lion.

Starting with new member orientation as its foundation, the Lions Mentoring Program provides an opportunity to learn, to interact, and to develop the skills necessary to become an effective Lion and a skillful leader at the club level, and beyond. The Lions Mentoring Program enhances your individual Lions experience and as a result, ensures your organization's vitality as you help your club to attract new members, retain existing ones and see them grow in understanding, commitment and responsibility.

The Lions Mentoring Program's lasting impact will be realized, as you are able to tap the expertise and enthusiasm of a growing pool of knowledgeable members who will help your club's activities become more successful and effective.

Lions who begin their mentoring as Protégés will assume greater roles and responsibility, eventually becoming Mentors themselves who encourage and share their experience with newer members who want to follow the same, established path toward leadership.

### MENTORING

It's probably easy for you to recall someone who has had a significant impact on your life. A teacher who gave you the skills to solve mathematical problems or to write an essay --- a coach who corrected your swimming stroke or cheered when you finished a race and inspired your lifelong love of sport. It is this type of relationship that is the essence of mentoring. The term mentoring encompasses the idea of apprenticeship strengthened by a relationship between a teacher and a student.



A *mentor* is someone who helps another learn. By definition, a mentor is a catalyst who guides another as they learn skills and gain knowledge. A mentor supports and develops the growth of another by passing on wisdom of experience to prepare another for service. A mentor walks along side the person who is learning and offers help and guidance as long as that person

is willing to learn and grow. As a Lion mentor, he is involved in directing, coaching, modeling, and supporting the efforts of the Lion being mentored.

A *protégé* is the individual under the care and protection of an influential person (the mentor), usually for the purpose of furthering of his career. A protégé actively seeks development, is teachable and is committed to action in response to what has been learned.

In our world of Lionism, mentoring is simply-- a Mentor Lion helping a Protégé Lion develop into a Lion who is competent, committed, and ready to accept positions of increasing responsibility.

Mentoring develops leaders who will bolster their club's success because they are interested and enthusiastic. Their interest is a direct result of a strong connection they have formed with a Mentor Lion who nurtures their individual skills and gives them opportunities to perform and succeed.

## LEADERSHIP DOES NOT JUST HAPPEN

Becoming a leader takes hard work, an investment of time, and the input and interest of experienced people who recognize the abilities of others and show them ways to increase their skills and grow.

The Lions Mentoring Program emphasizes what successful organizations and businesses have already proven: Developing quality leaders requires quality recruitment followed by quality training.

## TAKING IT A STEP FURTHER

Mentoring may already be taking place on an informal basis within your club. It would not be surprising for members with common goals or interests to form friendships that allow for an exchange of information and support.

Implementing the Lions Mentoring Program in your club formalizes this process, outlines and illuminates the steps of successful mentoring, offers ideas and ways to make these relationships stronger, and rewards participants.

Mentoring will lead to stronger relationships among members and to a stronger club overall. History confirms that organizations that take the step of establishing mentoring programs benefit by retaining and developing members.



## THE LEVELS

The Lions Mentoring Program provides four progressive levels of attainment, each building upon the achievements of the former. Every level requires Protégé Lions to achieve observable, measurable goals, with the guidance of Mentor Lions.

**LEVEL ONE: *Responsibility***

Level One, *Responsibility*, introduces the Protégé to Lions Clubs International, with the Lion Sponsor acting as Mentor. This level should be completed within three months of a Protégé's join date.

This first level, at its root, is patterned after a traditional Lions orientation program. It provides comprehensive instruction that develops an understanding of who the Lions are, our history and traditions, our organizational structure, and our programs and services. Seen as a whole, Level One orientation articulates our Lions vision of humanitarian service.

**LEVEL TWO: *Relationships* - PROUD LION/PROUD SPONSOR**

This level focuses on building relationships that emphasize teamwork. It develops the organizational skills that a Protégé will need to take a leadership role in the club. The club president may assign the Protégé's sponsor or another qualified Mentor Lion with advice from the Club Membership Chairman. Level Two should be completed within six months of a Protégé Lion's join date.

The requirements for successful completion of Level Two incorporate the PROUD LION/PROUD SPONSOR program, where the Mentor Lion and Protégé Lion accomplish the following goals together:

- . Attend a club board meeting
- . Participate in a club service or fund-raising activity
- . Introduce a new prospective member to the club
- . Make a visit to another club and secure a visitation slip
- . Attend a Zone, Region, District, Multiple District or International Convention and report back to the club

When the Mentor Lion accompanies the Protégé Lion through the five PROUD LION/PROUD SPONSOR goals, the Mentor Lion qualifies for the PROUD SPONSOR award. PROUD LION/PROUD SPONSOR pins are awarded to a Mentor Lion and Protégé Lion upon Level Two completion.

**LEVEL THREE: *Results***

The Results level concentrates on promoting a Protégé's leadership-manager skills. The Protégé's sponsor may conduct this phase, or, if the sponsor is not able, the Club President with advice from the Club Membership Chairman may assign a qualified alternate Mentor. This Level should be completed within one to three years of a Protégé's join date.

Failure to complete an assigned task is usually because individuals do not know what they are supposed to do, they do not know how to complete the task, or they do not know why they should perform the task. Level Three demonstrates not

only what and how, but why. With the guidance of the Mentor Lion, the Protégé Lion must achieve the following for successful completion of Level Three:

- Chair a club committee
- Sponsor at least one new member
- Conduct a community needs assessment
- Develop a club service project or review and give a written assessment of an existing club service project
- Attend a club board meeting
- Attend a Zone or Region meeting and a District Cabinet meeting
- Attend a Sub-District, Multiple District or International Convention.

This level provides a stepping-stone for a Protégé to participate in an Emerging Lions Leadership Institute. Lions Mentoring Program certificates are awarded to Mentor and Protégé upon completion.

#### LEVEL FOUR: *Replication*

Level Four, the final and most demanding phase of the Lions Mentoring Program, should be preceded by satisfactory completion of Levels One, Two and Three, or equivalent knowledge and experience. Level Four concentrates on the Protégé Lion's role in developing others. It is based on a commitment to develop leaders who ensure continuous growth for the association and for humanitarian service. The Protégé contributes to the development of future Lions by sharing knowledge and experience. In Level Four, the Protégé may seek his or her Mentor from within the Protégé's own club, or from among qualified Lions within the Protégé's zone. This level should be completed in two to four years.

With the guidance of the Mentor Lion, the Protégé's completion requirements for this advanced level of the Lions Mentoring Program are:

- Hold office of club president
- Obtain an advanced Membership Key
- Give an orientation briefing to new club members
- Participate in a club extension by forming or assisting in formation of at least one of the following: a new club, a Club Branch, a New Century Lions Club, a Campus Club, a Leo Club or other club category that might be developed by Lions Clubs International at a later date
- Attend a constitutional area Leadership Forum
- Attend an International Convention

Upon completion of this final Level, Lions Mentoring Program certificates and pins for Level Four are awarded with an appropriate ceremony at the Lions district level or higher.