

STRENGTHEN YOUR CLUB

(Text Version)

PUTTING THE PIECES TOGETHER *Let These Proven Resources Help Your Club Reach its Goals!*



This year, build a strong, healthy club. The Extension and Membership Division has just the right resources to help you put the pieces together. Use this brochure-poster at your club meetings. Hang the poster up on the wall for all your club members to see and use.

SOLVE THE MEMBERSHIP PUZZLE

All puzzles begin as a jumble of pieces. Each piece is an essential part of the whole picture, but until the pieces are properly assembled, the true potential of the picture cannot be realized.

Like a puzzle, a great Lions club is only as good as its individual parts. Separately, there are many interesting pieces, and when properly working together, the result is an active club making a significant difference in the community.

PUT THE PIECES TOGETHER!

Putting together the pieces of a successful club is not difficult. It involves taking a good, hard look at your club; creating appropriate, measurable goals; obtaining the needed resources to meet your goals; creating an action plan; and following through with the steps necessary to meet your goals.

The pieces are all right here. Simply choose the ones that are right for your club and assemble a successful membership picture that will benefit your community and your members for years to come. All resources listed here are available to clubs free of charge.

MEMBERSHIP

Building a strong membership involves the successful recruitment, timely induction and proper orientation of new members.

“I Am A Lion” Brochure

Lions Clubs International is making a concerted effort to tap into an underutilized resource by emphasizing the recruitment of women members. “I Am A Lion” is an innovative publication specifically targeted for potential women members. It is an exceptional tool for clubs to reach out to women in their communities – order a supply to have on hand! [Product code: ME-37]

Pocket-Size Membership Application

Now you will be prepared to recruit anytime, anywhere! This mini version of the Lions Clubs International Membership Application is small and portable. It contains the entire membership application and a club secretary checklist. Compact and visually appealing, it makes a positive impact on potential new members. Order a supply for every member! [Product code: ME-6B]

Lions Pocket Card

An excellent companion piece to the pocket-size membership application, this publication folds into a compact size of 2 3/4” X 4 1/4”. Don’t let the card’s diminutive size fool you – it is packed with information including the association’s mission, purpose, ethics and a brief history. [Product code: ME-33]

Year-Round Growth Program

The Year-Round Growth Program emphasizes steady, consistent recruiting efforts throughout the year. The program, administered by the district governor, helps clubs meet their membership recruitment goals by motivating current members to constantly look for potential recruits and by rewarding them, and their clubs, for successful efforts. Sponsorship certificates and pins are awarded to individuals, and banner patches are awarded to clubs that meet specific recruitment goals. In addition, an international flag set is awarded annually to each of the top three clubs in each constitutional area. This program is an outstanding motivational tool for both clubs and individual members! [Product code: YR-1]

Membership Key Awards Program

The Membership Key Award program recognizes the number of new members recruited and sponsored by individual Lions. This program was recently re-energized and now includes 17 “old world style” membership keys to acknowledge different levels of recruiting achievement--from the two-member Membership Key to the 500-member Supreme Key. Inspire your members to recruit new Lions with this awards program! [Product code: ME-36]

Orientation Guide

Give your new members the knowledge and confidence they need to become valuable contributors to your club. This completely revised publication offers comprehensive guidelines for planning an effective orientation session to thoroughly prepare new members. It contains complete session content, helpful checklists and session exercises. Research has shown that properly orientated members are more likely to remain members. This publication is a must-have for every club! [Product code: ME-13]

Orientation Refreshers

Even the most active, experienced members can benefit from refreshing their Lions knowledge! These five individual orientation refresher courses are perfect for presentation during a club meeting; an easy agenda add-on. Only ten to fifteen minutes long, they are designed to refresh knowledge, revitalize enthusiasm and renew commitment to serving those in need. An exceptional way to help members “keep the edge sharp” and add variety to your club’s meeting agenda. [Product code: ME-13 B-F]

Meaningful New Member Induction Ceremonies

Induction ceremonies are the symbolic beginning of a Lion’s club membership. This excellent resource has all the information needed to plan and conduct a memorable new member Induction Ceremony that properly reflects the significance of the event. It includes suggestions for planning the event as well as suggested ceremony wording. Every club should have a copy of this essential publication! [Product code: ME-22]

Worldwide Induction Day

Lions Worldwide Induction Day, held annually in April, is a great program to help launch a membership drive. The program combines membership recruiting and public relations to provide clubs and districts with a dynamic event. Whether it is district-wide or sparked by a single club, this event is sure to bolster recruiting activities! Program materials include a Planning Guide and commemorative certificates. [Product code: MK-61]

Three-Person Membership Committee

The importance of extension, membership growth, retention and leadership cannot be overemphasized, for they are essential to a club’s health and productivity. This excellent brochure outlines the committee’s responsibilities as well as those for each committee member. It is an indispensable publication for all clubs. [Product code: ME-29]

How to Order: All these materials, with the exception of the Worldwide Induction Day Guide, can be ordered from the Membership Operations Department—Phone: (630) 571-5466, ext. 356; Fax: (630) 571-1691; e-mail: memberops@lionsclubs.org; or visit www.lionsclubs.org. The Worldwide

Induction Day Guide can be ordered from the New Clubs and Marketing Department (see Extension section for contact information.)

NEW CLUBS – EXTENSION

Reaching out to new populations by creating additional clubs is an excellent way to bring the services of Lions to underserved communities. There are several club formats to choose from – one is certain to be perfect for your club's extension efforts!

Traditional Extension Kit

The Traditional Extension Kit provides all the required documents, complete step-by-step guidelines for chartering a new traditional Lions club. This kit contains the Guide to New Club Formation, Extension Guide, Charter Night Planning Guide and “Making it Happen,” a useful guide to help the new club plan and initiate meaningful community projects. Bring the benefits of Lions clubs to a community near you today by ordering this important resource! [Product code: KITEXT]

Campus Lions Club Kit

Campus Lions clubs offer an exciting way to introduce our future leaders to Lions. Campuses have the resources needed to support a successful Lions club: a well-defined infrastructure and a diverse population of qualified individuals for potential membership. Through membership, students learn the value of helping those in need and develop a variety of skills that will benefit them in their personal and professional lives. This is an excellent way to share the joy of volunteering with young people! [Product code: KITCC]

New Century Lions Club Kit

Reach out to young adults in your community! New Century Lions Clubs are designed to appeal to the active lifestyles of young adults through the age of 35. Clubs emphasize choice and flexibility, hands-on projects and more extensive use of technology to lighten club administrative tasks. Members are empowered to choose service activities based on individual members' interests and community needs. This innovative club format can help boost your club's extension efforts. [Product code: KITNC]

Lioness Bridge Program

The Lioness Bridge Program makes it possible for Lionesses to honor and acknowledge their proud past while enjoying all the benefits, rights and privileges associated with Lions club membership. The program combines three elements – the use of “Lioness” in the club name, the Lioness Conversion Program and a Special Lioness-Lions Pin. This is an outstanding way to reach out to the current and former Lionesses in your area! [Product code: MKLP-1]

Club Branch Kit

Forming a club branch allows Lions clubs to reach beyond traditional locations to help more people in need. Branches can be formed with fewer than the 20-member minimum required to form a Lions club, which makes them ideal for locations such as small towns, rural areas, ethnic neighborhoods, business parks, medical complexes, shopping malls, markets and retail stores. Members of club branches are full members of their “parent” club and enjoy all the privileges and responsibilities of club membership. Try this inventive extension tool! [Product code: KITBR]

Certified Guiding Lion Kit

The Certified Guiding Lion Program is a certification course that adds a vital new dimension to the traditional Guiding Lion Program. To become certified, a Lion must complete a self-study course, which strengthens his or her ability to serve and support newly chartered clubs. Once the course has been completed the Lion should meet with his/her district governor to review course materials and obtain the governor’s signature. After the district governor has signed the booklet, the booklet should be mailed to Lions Club International. Once the signed booklet is received, a certificate is mailed to the Lion to acknowledge his/her accomplishment. Even experienced Guiding Lions will benefit from this course. [Product code: KITCGL]

Certified Guiding Lion CD-Rom

This CD-Rom is an essential resource for Lions offering Certified Guiding Lion instruction to others. It contains a PowerPoint presentation and course instruction guide.

How to order: Contact the New Clubs and Marketing Department for these extension materials, as well as the Worldwide Induction Day Guide -- Phone: (630) 571-5466, ext. 306; Fax: (630) 571-1691; e-mail: newclubs@lionsclubs.org or visit www.lionsclubs.org.

RETENTION

Keeping club members interested and engaged is important to the health of your club. These retention resources are designed to help your club keep the members it worked so hard to recruit!

How Are Your Ratings?

No question about it, there is always new ways to improve how we manage a Lions club. The “How Are Your Ratings” program is the first step to identifying your club’s concerns and needs. This program provides club leadership with feedback and guidance from the club members. A two-part program, this club

management tool consists of a survey to gauge the club's needs, and an easy-to-follow guide for evaluating and interpreting the survey results, and putting them into action. [Product code: ME-15 & ME-15B]

President's Retention Campaign

The President's Retention Campaign offers smart solutions and advice for handling retention challenges. The program features helpful resources to assist club presidents with their retention efforts, including a promotional brochure and four "clinics" that individually address the top retention challenges – lengthy/boring meetings, club cliques/politics, lack of meaningful involvement and club cooperation. Each clinic contains an evaluation tool, step-by-step instructions for developing an action plan, and strategies for overcoming specific retention challenges.

Lions Mentoring Program

The Lions Mentoring Program pairs an enthusiastic Protégé Lion with an experienced Mentoring Lion in a mutually beneficial relationship designed to develop future Lion leaders. The program has four levels, each with defined goals and timeline for completion. Participants are recognized for their achievements at each level. Mentoring is the latest in personal development – do *you* have something to give a novice Lion that will help ensure his or her future success? [Product codes: MTR 1-5 & MTR-10]

How to Order: Contact the Membership Operations Department for these retention materials – Phone: (630) 571-5466, ext. 356; Fax: (630) 571-1691; e-mail: retention@lionsclubs.org; or visit www.lionsclubs.org.

AWARDS

These special awards for Lions will honor recipients for their membership efforts. Earn one of these prestigious honors!

Club Net Membership Increase Award

Any club that achieves a net increase of 20 or more members during this fiscal year will be given two distinct honors:

- The president will receive a distinguished Presidential Diamond Pin
- The club will receive a special "20+" banner patch to commemorate this achievement.

Strive to attain net membership gain this fiscal year!

Presidential Diamond Pin

This special award recognizes district governors for their extension efforts. An attractive diamond pin will be bestowed for every two clubs chartered in the

district. (A one- diamond pin represents two clubs chartered; a two-diamond pin represents four clubs chartered, etc. Maximum: five diamonds for ten clubs). Your club's extension efforts will help your district governor qualify for this award.

Women's Recruitment Award

Any district that shows a net increase of 25 or more women during this Lions fiscal year will be honored for their achievement:

- The district governor will receive the Women's Recruiting Initiative pin.
- The district Women's Membership Development and Participation Chairperson will receive an identical pin.

Help your district receive this notable award by encouraging more women in your community to discover the outstanding volunteer opportunities offered through your Lions club!

Presidential Extension Team Award

For each new club chartered, the district governor receives a set of five Presidential Team Awards. These awards are given to the five Lions most instrumental in the new club's development. Individuals in your club who participate in extension efforts are eligible for this honor.

Extension Awards

Extension awards are presented to the two Lions, who, in the opinion of the serving district governor, provided the greatest assistance with the organization of a new Lions club. A maximum of two extension awards are presented for each new club. After a Lion has received his or her fifth award, credit letters are issued for organizing additional clubs. Additional awards are granted to Lions who have chartered ten, 15, 20, 25, 30 and 40 clubs. Recommendations for extension award recipients must be sent to the New Clubs and Marketing Department within six months of the charter approval date. A flyer detailing the award qualifications is available [Product Code: EX-531]. Inspire Lions in your club to become involved in extension efforts and qualify for this award program!

Put Together the Pieces for Your Club!