MEMBERSHIP PULSE
Vital Information from the Extension and Membership Division

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Membership Growth
Every club needs members in order to achieve its service goals, and new members provide clubs with fresh ideas, new projects and additional ways to make a difference in the community.

To emphasize membership growth throughout the year, the Year-Round Growth Awards Program recognizes individual members who sponsor three or more members in a fiscal year and clubs for ending the year net positive in membership. To start and end the year strong, Membership Growth Awards recognize Lions and clubs for membership recruitment in the months of October and April.

Tools from LCI are available to equip you and your club to engage and invite new members. The Membership Satisfaction Guide helps ensure that your club experience matches your members’ expectations so members have fun and feel good about being a Lion. The Just Ask! New Member Recruiting Guide walks your club through the process of recruiting new members and effectively managing club growth. For membership chairpersons and club members interested in membership satisfaction, growth and retention, check out the Club Membership Chairperson Guide.
What percentage of your club’s members typically attend service projects?
   a) Less than half attend each activity.
   b) About 50% of our club helps out.
   c) More than half of our members participate.

Does your club regularly have new service activities?
   a) No, we basically do the same projects each year.
   b) A few. We like to try new things but also know what works.
   c) Yes, we are constantly seeking out new ways to serve.

Do your club members feel comfortable inviting new members to your club?
   a) No, it’s been awhile since we have had a new member.
   b) Sometimes. Getting our members excited to invite their friends is a bit of a struggle.
   c) Yes, we get new members all the time.

Do your club members attend club meetings?
   a) No, a few people come, usually the same ones each time.
   b) We have a good turnout and variety of people each time.
   c) Yes, almost all of our members show up every time.

Do your members use and interact with your social media sites?
   a) No, our members rarely use our sites or we don’t use social media.
   b) Most of our members use our sites, but pretty infrequently.
   c) Yes, everyone uses our sites to communicate and interact with each other.

If you answered mostly A:
Your club members may not be fully engaged in your Lions club. There are many ways to improve member satisfaction. A good place to start is by conducting the Club Excellence Process (CEP). CEP helps clubs become more effective in service, communication, leadership and membership satisfaction. CEP is now offered in two formats: CEP Pro which is a facilitator-led workshop or CEP Lite which is a self-guided workshop. In either format, your club will examine its community’s needs, analyze its membership experience, identify resources and develop action plans to support its goals.

If you answered mostly B:
Your club members are semi-engaged. The Membership Satisfaction Guide will help your club ensure your members’ experiences match their expectations for the club. Even making some minor changes to the club might ensure your members are fully engaged going forward.

If you answered mostly C:
Your club members are very engaged. This might be a good time to invite new members to join! Just Ask! guides clubs through the process of inviting new members to join by preparing the club, creating a growth plan, implementing the plan and welcoming the new members.
New Tools for Club Membership Chairpersons

Club growth and the ability to effectively serve your community are achieved through new member recruitment and member satisfaction. The club membership chairperson plays an important role in ensuring your club is developing and implementing a plan to invite new members and meet the expectations of your Lions. To better support membership chairpersons, LCI has developed new tools to help explain responsibilities, provide tips and introduce resources.

- **Membership Chairperson Guide**: This guide outlines the general responsibilities of the membership chairperson, as well as those relating to membership satisfaction and membership recruitment.
- **Membership Chairperson Web page**: This page provides links to all the resources membership chairpersons need to meet their goals.

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Read about Wendi Dwyer’s story in the **March 2013 issue of LION Magazine**

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### Then & Now

We hear from a lot of clubs that it is difficult to successfully invite younger members to join their club. Perhaps your club is one of them, and you’re trying to pinpoint what can make your club more attractive to young people. A good place to start is by thinking about what your club was like when you first joined.

How old were you when you joined your Lions club? Think back to the feelings you had when you joined. Was there a service project that you were passionate about? Were the members inviting and interested in your ideas?

Now think about your club today. Does your club offer a project that a young person would feel passionate about? Are your members welcoming to young people? Are they interested in new ideas from new and younger members?

The key is to figure out what would make your club more appealing to young members, and make changes if necessary. The **Young Adult Recruiting Guide** can help your club better understand why young adults want to volunteer and what Lions can do for them, and how your club can adapt to accommodate them.
Extending Our Reach
As Lions, we belong to the biggest, most diverse service organization in the world. We have more members in more places than any other service club organization, enabling us to meet the needs of more people around the globe. For these reasons and more, Lions Clubs International is elated to welcome South Sudan, our 208th country or geographic area, to our organization, and the Hamburg Leuchtturm Lions Club, the first club chartered in the 2013-14 fiscal year.

New Country of South Sudan
On May 16, 2013, Juba Host Lions Club became the first club of South Sudan – chartered because PID Manoj Shah from Nairobi, Kenya, and Lion Wendi Dwyer of Geneva, Illinois, saw a need. An astounding 73 percent of South Sudanese are illiterate. Without literacy, people in South Sudan are struggling to survive and are plagued with blindness that is both preventable and curable.

The 25 members that chartered the Juba Host Lions Club are 100 percent literate, and among them are doctors and teachers. Lions have brought these professionals together, and together with the network of Lions clubs, they’re bringing peace, sight and life to an area that, until now, was unreachable from the inside by Lions.

FUN FACT:
South Sudan is the fastest country or geographic area to join the international network of Lions after gaining its independence, which took place in July 2011.

The Hamburg Leuchtturm Lions Club: New, Young and Diverse
At the 96th Lions Clubs International Convention in Hamburg, Germany, in July, International President Barry Palmer welcomed the Hamburg Leuchtturm Lions Club to the stage at the Final Plenary Session to hand them their club charter, gong and gavel as the first Lions club chartered in his year as president. Not just residents of the convention host city, this club is made up of young adults, both men and women, many of which are former Leos.

In response to the stream of homeless people entering Hamburg from Eastern Europe, the club’s focus is on supporting children and young people, especially in the area of homelessness. Even prior to their official inception, the club distributed stockings, hats and scarves to the homeless in their downtown area. The club has also generated sales and donations at a local flea market for an organization that opens its doors to the poor, unemployed and homeless as a place to receive free food and clothing in addition to opportunities for fellowship, work and self-help.

How are you extending our reach?
FAMILY & WOMEN’S NEWS
How Your Area Can Learn from the Results of the Women’s & Family Membership Development Task Force and Make This a Year of Action

In addition to collecting international initiative recommendations for growing and engaging women and family members, the 2011-12 and 2012-13 Women’s & Family Membership Development Task Force members collected regional initiative recommendations from Lions in your area. In response to International President Palmer’s petition to make this year a year of action, consider how your membership teams at the multiple district, district and club level can implement the recommendations in your area.

Area 1 & 2: USA/Canada
- Grow existing clubs.
- Charter new clubs.
- Ask GMT to select women leaders to discuss Lioness conversion (a renewed effort).
- Charter new clubs targeting family/younger members.
- Develop service projects that attract younger members.
- Conduct “Dress for Success” seminars.
- Target business and professional women.
- Further promote the Lions Family Cub Program (e.g. share success stories).
- Enhance our image to attract young people by showing men, women and family having fun.
- Avoid gender-specific pins and awards, often used at the district level.

Area 3: South America, Central America, Caribbean & Mexico
- Continue leadership institutes.
- Showcase women leaders.
- Revamp the club experience (promote CEP).
- Recruit women members to become faculty members.
- Continue developing and promoting service projects that interest women.
- Educate club officers to embrace women’s membership, leadership and networking opportunities.
- Develop a mentoring program for women.

Area 4: Europe
- Charter new clubs (including branch clubs).
- Target family and young members.
- Promote CEP.
- Develop and promote service projects that interest women.
• Gain understanding of the “5,000 Women” initiative in Germany.
• Develop and embrace club branches.
• Extend and adapt the German and Norwegian model for growing women members.
• Eschew the conservatism of Lions.

Area 5: Orient and Southeast Asia
• Charter new clubs (including branch clubs).
• Promote the invitation of younger members.
• Recruit women members to become faculty members.
• Differentiate strategies for major countries.
• Continue leadership institutes.
• Focus on women’s leadership development.
• Increase the number of women in district cabinet positions.

Area 6: India, South Asia, Africa and Middle East
• Recommend women to participate in the Leadership Institutes.
• Promote women/women leaders in local PR.
• Provide new member orientation in local clubs.
• Expand the use of the symposium program.

Area 7: Australia, New Zealand, Papua New Guinea, Indonesia and the South Pacific
• Ask GMT to select women leaders to discuss Lioness conversion (a renewed effort).
• Charter new clubs targeting family/younger members.
• Utilize the family and women’s specialist position at the district and MD levels as part of the GMT/GLT team.
• Identify more women for training and facilitating (e.g. institutes, etc.).
• Develop a process to match prospective members with a club that fits their lifestyle/needs.
• Rethink the use of “invitation” vs. “introduction” by a Lion member.
• Address the participation of Lionesses.

Teamwork
LCI staff held a GMT/GLT teamwork activity at the international convention in Hamburg. Lions were encouraged to assemble “teamwork” puzzles – working with family, friends and associates or by teaming up spontaneously with Lions from other parts of the world. Participants received a “teamwork” bookmark in support of the Reading Action Program (RAP).

Participants also completed entry forms to win their very own 250-piece “teamwork” puzzle. The winners are:

Ajantha Wijesundara Rep of Sri Lanka
Albert Belliveau Canada
Anwar Kaidoo Mauritius
Aysel Karacay Turkey
Bhan Bhambra England
Diane Bailey Australia
Esther Abadi-Balid Piterson Panama
Gruschenka Boswell South Africa
Ilse Boelhouwer Brazil
Jean-Marc Sourdot France
Katiúscia Kreutz Brazil
Kevin Blank USA
Kimberly Taylor USA
Lauraine Pettinato USA
Lilly Shan China
Mani Shree Ratwa Bajracharya Nepal
Solomamy Rakotoarison Madagascar
Theresa Andrew Australia
Vipulkumar Patel India
Willy Weidenhofer Australia
**Official Welcome to the Team!**

Region and zone chairpersons are officially welcomed to the district Global Membership Team. Working closely with the district GMT coordinator, region and zone chairpersons will continue their active and significant role in membership and new club development and club success. Region and zone chairpersons have always been actively involved in furthering the mission of the association. Their expertise and knowledge of membership opportunities, and needs in their areas of responsibility, will expand the depth of the district GMT, adding more eyes, ears and hands of support. Because of their familiarity with their local clubs, they will serve as a conduit between club and district leaders, and an accessible and knowledgeable source of support for club membership chairs.

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**Membership Reports**

“We Serve” is the cornerstone of our association. Reviewing membership data increases your ability to support your members through knowledge and analysis. The reports below can assist in the creation of the best possible membership environment and growth opportunities.

- **Register Reports**
- **Missing Club Officers**
- **Summary of Membership**
- **Cumulative Reports**
- **Health Assessment**

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**Resource Library**

- Online GMT District Coordinator Guide
- Online Club Resource Center
- Membership and Leadership Development Resources Guide
- Cumulative Membership and Club Summary Reports
- Club Health Assessment Report for each club in your district
- LCI materials/resources to assist in capitalizing on service and membership strengths and addressing challenges
- The Club Excellence Process (CEP)
- The International President’s Theme
- Global Service Action Campaigns
- PR initiatives
Membership Development Checklist
Are you a Lions leader and part of a membership development team? Use this helpful checklist to help meet membership goals:

• Review first of the year membership development goals.
• Evaluate progress toward goals with team members and revise action plans as needed.
• Involve GMT, region chairpersons, zone chairpersons and club leaders in membership initiatives, and utilize or adapt existing membership resources and programs to meet opportunities and challenges.
• Share success stories!
• Celebrate achievements.
• Start a new club!

Achieve Your Dream Through Club Excellence
Do you want to improve member satisfaction? Do you want to make your service projects more effective? Do you want to set goals to ensure that your club stays on the path to excellence? If so, register your club for the Club Excellence Process (CEP).

There are now two versions available to choose from: CEP Pro and CEP Lite.
  • CEP Pro – Let a trained Lion facilitator come in and guide your members through the program.
  • CEP Lite – Custom designed to allow your club to experience the program with a member of your club leading the process.

Choose the version that’s right for your club and get on the path to club excellence!

Upcoming Membership Netcasts
October 29, 2013
4 p.m. – 5 p.m. CDT (Chicago)
Topic: Achieving Your Dream Through Club Excellence
Register for this Netcast

November 21, 2013
6 p.m. – 7 p.m. CST (Chicago)
Topic: Global Membership Team: District and MD Coordinators
Register for this Netcast

January 28, 2014
6 p.m. – 7 p.m. CST (Chicago)
Topic: Conducting Your Own New Club Development Workshop
Register for this Netcast

Contact Us
The Membership Pulse
Extension and Membership Division
Membership and New Club Development
Membership and New Club Programs
Membership and New Club Operations
Global Membership Team
Club Excellence Process