



*Lions Clubs International*

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# Club Membership Chairperson's Guide



# Introduction

The position of the Club Membership Chairperson is important to the health and vitality of your Lions club and its ability to serve the community. As a member of the Global Action Team for your club, you will work together with the club's Service Chairperson and the Leadership Chairperson, a role automatically filled by your club's Vice President, to develop and implement initiatives focused on leadership development, membership growth, and expanding humanitarian service. This guide will help you to support members, both current and new, to ensure that they have a meaningful, impactful, and rewarding experience as part of your club.

## Did you know?

Materials can be downloaded from the Lions Club International (LCI) website, <https://bit.ly/2LPzGoO> or ordered by contacting the Membership Department at [membershipoperations@lionsclubs.org](mailto:membershipoperations@lionsclubs.org).

## Preparing for Your Term

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized. The time you invest now will be well worth it through the remainder of your term. Review this guide and the supporting materials mentioned in it. Use the *Planning Calendar* at the end of this guide to lay out your plan for the year.

## Responsibilities

Club Membership Chairpersons assist their clubs with membership growth. Growth is achieved through new member recruitment and membership satisfaction, which results in members staying and serving longer with their club. Responsibilities include:

- **Actions for Success**
  - Collaborates with your Leadership Chairperson, Service Chairperson and the Club President (the chairperson for the Global Action Team) to further initiatives focused on leadership development, membership growth and expanding humanitarian service.
  - Supports member retention by creating a harmonious club atmosphere. Makes members feel part of a family while serving the local community.
  - Develops and leads a membership committee to create and implement membership goals and action plans.
  - Motivates club members to invite new members and inspires positive club membership experiences.
  - Ensures new members are provided with an effective new member orientation in collaboration with the club leadership development chairperson (vice president).
  - Collaborates with the club service chairperson to promote membership opportunities during service projects.
  - Participates in region, zone and district meetings and events.
  - Contacts prospective member leads promptly.

## Top priorities for every Club Membership Chairperson

1. Develop a membership growth plan
  2. Make a list of prospects, and follow up – you have to ensure that invitations are being made to join the club.
  3. Use the Just Ask! Recruiting Guide
  4. Ensure members are properly oriented
  5. Keep club atmosphere positive
  6. Ask members to provide prospects, then repeat steps 1-5
  7. Promote the club at service events in the public by working with the Marketing Communications Chairperson
  8. Go to Zone and District meetings
  9. Collaborate within your club, zone and district
- **Measuring Success**
    - Conducts at least one more membership drive in the community than the prior year.
    - Contacts a minimum of two former members about returning to the club.
    - Increases total membership over the previous fiscal year.
    - Retains 100% of members.
    - New members participate in new member orientation.
  - **Membership Satisfaction**
    - Create a plan for membership satisfaction and present it to the club's board of directors for approval and support.
    - Understand and incorporate membership satisfaction programs.
    - Assist club officers in organizing a [Club Quality Initiative](#) to examine your community's needs, assess your current membership satisfaction and develop action plans.
    - Improve current club membership by conducting a How Are Your Ratings survey with your active members.
  - **Membership Recruitment**
    - Create a plan for club membership growth. Present the plan to the club's board of directors for approval and support.
    - Understand the different membership types and programs offered by LCI.
    - Encourage the recruitment of new members and promote award programs to the club members.
    - Ensure that new members have a valid email address to help them receive useful communications from MyLCI.

### Did you know?

Starting in July 2017, new members receive emails from LCI designed to educate, inspire and encourage engagement with Lions activities. This is designed to increase retention within this segment of your membership. Please ensure that you are complementing our messaging by sharing what your club is doing at the local level to help contribute to the overall success of Lions worldwide.

- Conduct New Member Orientation sessions with new members to compliment the New Member Experience emails they will receive.
- Encourage participation in the Lions Mentoring Program.
- Promote membership during service events. Fun events that invite community members to participate are an excellent recruitment tool.

A positive member experience is the foundation of retention. Partner with your clubs Service Committee to ensure that service projects are meaningful to each member's humanitarian interests.

## Support and Guidance

As the membership chairperson, there are many people who will be available to assist you throughout the year. Working closely with your membership committee and your District Global Action Team, specifically the District Global Membership Coordinator, will allow you to receive the support and guidance you need to meet your responsibilities.

### **Membership Committee**

It is recommended that you begin by recruiting a membership committee to ensure that there is enough help to get work done. Your membership committee can be structured in the way that best fits for your club's needs; however, LCI recommends including the following club members:

- Last year's membership chairperson
- Next year's potential membership chairperson
- Any club members interested in new member recruitment or member satisfaction

This recommended structure helps clubs make membership satisfaction and growth a priority by putting a unified team together to lead the club's efforts. Because both the previous and future membership chairpersons are involved in the committee, it also ensures that membership efforts flow smoothly from year to year and the sitting chairperson can have an understanding of what has worked and what hasn't for your club.

### **Global Action Team**

As a member of the Global Action Team, you have the support from your district Global Membership Team (GMT) coordinator and the district governor, who is the chairperson of the district Global Action Team. If you have any membership related questions or concerns, you should reach out to them – they are there to support you!

### **Other Lion Clubs**

Clubs also benefit from other clubs by sharing "best practices." As a membership chairperson, you can easily increase member satisfaction and reach membership growth goals by utilizing the support network that has been established.

## Lions Clubs International

LCI understands that growing your Lions Club is important because of the difference each new member can make in your community, and also understands the importance of keeping your current members satisfied. With a little personalized effort you can ensure that your club is a good fit for both newly recruited members and members with many years of service.

We are working to build a repository of best practices and successful stories, so let us know what works to make your new members feel more welcome, and to celebrate the long – standing members of your club!

### Did you know?

There are several tools and resources online?

Check out:

[www.lionsclubs.org/memberschair](http://www.lionsclubs.org/memberschair) for several different membership satisfaction programs to find the one that would work best for your club.

## Membership Satisfaction

To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If your club members feel that their time is well spent at club functions and activities, and have built friendships within the club, they will remain part of your club for a long time. That is why it is important to keep members engaged by incorporating various member satisfaction programs. These programs focus on club cooperation, member morale and enhanced meetings to help get members involved.

## New Member Checklist

Use the following new member checklist to ensure you are welcoming your members and are making them feel like family:

- Have I made the new member feel welcome?
- Have I given them responsibility that matched what their goals were at the time of joining?
- Have I valued their input, and respected their ideas?
- Have I made them feel like a member of the family?

## Member Satisfaction Guide

The [Member Satisfaction Guide](#), along with the following resources referenced in the guide, will help ensure your members are getting the experience they expect from your club:

- [How Are Your Ratings? Survey](#)
- [New Member Orientation](#)
- [Lions Mentoring Program](#)
- [Community Needs Assessment](#)

## Member Satisfaction Report

Use the Membership Satisfaction Report at the end of this guide to track the initiatives you have taken towards membership satisfaction. Submit this report to club officers each month so they are aware of the club's efforts.

# Membership Recruitment

Every club needs members in order to achieve its service goals. New members provide clubs with fresh ideas, new projects and additional ways to make a difference in the community. As club membership chairperson, you will organize membership growth efforts and ensure that goals are being met.

## Just Ask! New Member Recruiting Guide for Clubs

This helpful, step-by-step [guide](#) is designed to direct your club through the process of recruiting new members and effectively managing club growth.

Although the concept is simple – just ask community members to join – this guide will help you prepare an effective outreach plan by leading your club through a four-step process for recruiting new members:

1. Preparing your club
2. Creating your club's growth plan
3. Implementing your club's growth plan
4. Welcoming your new members

## Membership Opportunities

When members are invited to join Lions, share with them the international dues programs and membership categories so they are able to choose the one that fits their situation. The [Membership Opportunities Flyer](#) will teach you and your club members about all of the membership types and categories available.

## Membership Recruiting Event or Invitation Report

Use the *Membership Recruiting Event or Invitation Report* at the end of this guide to track the number of participants at events, prospective member's information and notes or follow-up information about those members. Submit this report to club officers each month so they are aware of the club's recruiting efforts and successes.

### Did you know?

It's important to prepare your club before you begin your recruiting efforts. An unprepared club may not seem welcoming to a new member, and your efforts to get new members to stay will not be very successful. First be sure that your club is ready for new members before recruiting. Use the *Just Ask! Guide* to help in this process.

# Awards and Recognition

Lions Clubs International offers various membership awards and recognition to recognize Lions and clubs for their accomplishments. As the membership chairperson, it is important that you share the following opportunities with your club members to encourage them to recruit new members and keep current members satisfied:

- **Sponsor Certificate:** Lions that sponsor a new member anytime in the Lions year receive a certificate of sponsorship signed by the international president.
- **Membership Key Awards:** Lions earn their first membership key by inviting two new members and may earn up to seventeen keys for member invitation. Each key is designed to reflect the number of new members a Lion has sponsored.
- **Member Satisfaction Award:** Lions clubs that maintain 90 percent of their membership or reverse long-term membership loss in a fiscal year receive the Member Satisfaction Banner Patch.
- **Chevron Awards:** Beginning at 10 years, and continuing in 5 year increments, Lions are recognized with a Chevron Pin for their long-term service.

## Club Branch

If your club has or recruits a group of people who want to have a specific focus, perhaps a club branch may be the best way to keep these Lions engaged in your club. Clubs that start a branch are recognized with a banner patch, and branch membership and service will count toward your clubs overall membership and service! Visit <http://members.lionsclubs.org/EN/lions/new-clubs/club-branch.php> for more information.

## MEMBERSHIP CHAIRPERSON PLANNING CALENDAR

### JULY / AUGUST / SEPTEMBER

- Create a Membership Development Plan to include both retention and recruitment tactics.

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### OCTOBER / NOVEMBER / DECEMBER

- Connect with members who haven't been to a meeting or activity for a while.

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**MEMBERSHIP CHAIRPERSON PLANNING CALENDAR**

**JANUARY / FEBRUARY / MARCH**

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**APRIL / MAY / JUNE**

- Welcome new members to your club on Worldwide Induction Day.
- Celebrate success and record tactics that worked well and didn't work to help the membership chair with planning for next year

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## CLUB MEMBERSHIP RECRUITING EVENT OR INVITATION REPORT

Club Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Event Type:  Meeting  Project  Fundraiser  Membership Drive  Member Invitation

Other: \_\_\_\_\_

**Description:** \_\_\_\_\_

\_\_\_\_\_

### Participants (if applicable)

Number of Lions: \_\_\_\_\_ Number of Non-Lions: \_\_\_\_\_ Total Participants: \_\_\_\_\_

### Prospective Members

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

Email: \_\_\_\_\_

Notes/ Follow-Up: \_\_\_\_\_

\_\_\_\_\_

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

Email: \_\_\_\_\_

Notes/ Follow-Up: \_\_\_\_\_

\_\_\_\_\_

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

Email: \_\_\_\_\_

Notes/ Follow-Up: \_\_\_\_\_

\_\_\_\_\_

**Comments:** \_\_\_\_\_

\_\_\_\_\_

## CLUB MEMBERSHIP SATISFACTION REPORT

Club Name: \_\_\_\_\_ Month: \_\_\_\_\_

The following initiatives have been completed to help ensure club members are satisfied.

- |  |                       |
|--|-----------------------|
| <input type="checkbox"/> Created, reviewed or modified a club satisfaction plan. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a member questionnaire.                       | Date Completed: _____ |
| <input type="checkbox"/> Conducted a former member questionnaire.                | Date Completed: _____ |
| <input type="checkbox"/> Completed the Club Quality Initiative.                  | Date Completed: _____ |
| <input type="checkbox"/> Conducted a Community Needs Assessment.                 | Date Completed: _____ |
| <input type="checkbox"/> Conducted a How Are Your Ratings? Survey.               | Date Completed: _____ |
| <input type="checkbox"/> Addressed a reason members leave.                       | Date Completed: _____ |
| <input type="checkbox"/> Other.  | Date Completed: _____ |

**Description:** \_\_\_\_\_

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**What was learned?** \_\_\_\_\_

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**Comments:** \_\_\_\_\_

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## Lions Clubs International

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