



**MULTIPLE DISTRICT 21
MEMBERSHIP GROWTH & RETENTION PROGRAMS**

A Focus on Membership Growth

**MULTIPLE DISTRICT 21
CLUB GROWTH PROGRAM**

INDEX

INTRODUCTION.....	3
Chapter 1 – Club Growth Program.....	5
Chapter 2 – Action timetable – Countdown to Information Meeting.....	7
Chapter 3 – Information Meeting.....	8
Chapter 4 – Information Address.....	11
Chapter 5 – Follow Up Required.....	18
Appendix A – Invitation Letter.....	19
Appendix B - RSVP Slip.....	20
Appendix C – Telephone Follow Up.....	21
Appendix D – Letter of Confirmation of Acceptance of Invitation.....	23
Appendix E – Takeaway Handout.....	24
Appendix F – Letter to New Member.....	26
Appendix G – Sample Induction Ceremony No. 1.....	27
Appendix G - Sample Induction Ceremony No. 2.....	30
Appendix H – Letter of Congratulations and Welcome.....	32

MULTIPLE DISTRICT 21 CLUB GROWTH PROGRAM

INTRODUCTION

Outline of Membership Program

Current Position

Multiple District Membership Program

Most Lions in the Multiple District will agree that a program is needed that will increase our membership and build stronger clubs. The first issue to be addressed, therefore, is a recognition that our preferred choice of action is to rejuvenate our organization. This can be achieved by each club going through a process of renewal. It is suggested that the following program of action can achieve that aim.

1. Have a Membership Drive on a regular basis, using the Multiple District “Club Growth” program, as well as constant recruiting by existing club members.
2. Start active Retention Program using the Multiple District “Club Care” program.
3. Review all facets of club procedures using the Multiple District “Club Care” program.
4. Review community knowledge of your Club and set about raising its profile.
5. Assimilate new members as quickly as possible. Seek ideas from them about the running of the club, and encourage them to volunteer suggestions for new projects.
6. Bring the new members through as board members, at appropriate levels to begin with.
7. Encourage a change of generational control of the club over a period of two or three years. This will involve long standing members relinquishing control and supporting new board.

Over a two or three year period the above actions should not only increase membership, and retain existing members, but rejuvenate the club so that it is exciting and satisfying for members to be involved in our organization.

Strategy to implement process of renewal.

We would all like to be able to recruit new members in great numbers and reduce the number of our good friends who leave Lions. Sometimes, however, we just don't know how to do this. To assist us, the Multiple District has introduced “Project Refresh”, a focus on club renewal. The program has two elements to it, a “Club Growth” program focusing on membership recruitment, and a “Club Care” program, concentrating on processes to rejuvenate the operations of club, which will have a positive impact on retention of existing members. Both programs are set out with practical step by step procedures so members will be able to implement them and experience positive results.

The Club Growth program is a refinement of a proven recruitment program that has been used by a number of Districts here in the United States and elsewhere.

The Club Care program has been formulated after evaluation of several of Lions Clubs International retention programs and programs being used throughout Lionism.

To achieve the best results the Multiple District MERLO team is coordinating the implementation of this program. Our aims are as follows.

1. To recruit large numbers of new members (using the club growth program)
2. To inform those new members (holding new member orientation)
3. To retain our members (using the club care program)
4. To expand by forming new club (using the MD extension program)

We believe we have the necessary programs in place to achieve our aims and with your help, look forward to positive results.

If you have any questions about any aspects of the programs, please do not hesitate to contact a member of your District MERLO team or a member of the Multiple District MERLO team.

Chapter 1 – Club Growth Program

Philosophy behind Program

How often have you heard it said that we don't ask people to join Lions? There are some legitimate reasons for this. Most long term Lions have as their closest friends, their fellow members, and find their circle of friends outside Lions diminishing as the years go by. Also, most of us are naturally shy, and find it difficult to share our passion for community service with other people, and therefore reduce the opportunities to ask those people to join us. I'm sure you have also heard some of your friends in Lionism say, "I would have joined a long time ago, but nobody asked me"! This program overcomes those problems and is based on selecting a number of people from your clubs community or area, and inviting them to an Information Meeting. At that Information Meeting they will be provided with sufficient details to enable them to make an informed decision to join us in our crusade of community service. The other benefit of the Information Meeting is, of course, that it provides members of the public with a great deal of information about Lions and is a great help to us when we seek contributions from the community in support of our service projects.

Summary of Program

- Invitations are issued to from 10 to 100 people or more depending on the size of your community or area to attend an Information Meeting (not a Dinner Meeting).
- The Information Meeting should be held at the same time and day of the week that you normally meet. If you meet on a Tuesday, for example, arrange the Information Meeting for a Tuesday at the same time as your club meets. This means that those people who accept your invitations would probably be available at the time of your meetings, and can therefore attend your meetings when they join.
- The people invited are sourced in many different ways. They may be sourced from the white pages of your local telephone directory, a think tank of the membership using the recruiting wheel to come up with prospective members, or any other method of selecting names of the people in your community. Use the highest number of names possible for the Information meeting. After the first time you complete the program, you will be able to judge the most effective method for your club.
- It is recommended that this program be implemented over a 7-week period. It can be done in a shorter timeframe, of course, but it would increase the workload on club members, and there is the risk that some short cuts may be taken in the program, which could result in a disappointing outcome.

A Step by step procedure for the Club Growth program will be outlined in the following chapters.

Concerns expressed

Two areas are always mentioned as being of concern in selecting prospective members from the telephone book, we don't know the people concerned, and is there a good retention rate?

From the results of the programs that have been carried out throughout Lionism, the people who accept your invitation have the first prerequisite required; they are generally interested in being involved in community service. There is also a further qualifying process at the Information Meeting after they have full details of their expected commitments. Those who then volunteer generally make good members, at least in the same percentage as those people invited personally. There are considerable numbers of quality members in the Lions who have been recruited by this method.

As far as retention is concerned, a good orientation program along with a dignified induction ceremony should keep your retention rate at least as good as normal. Retention is always a sign of how good a club is organized and run; the better organized and run, the better the retention rate.

The program will work effectively in both large and small clubs, in suburbs of large cities and towns, and in small country towns. Of course if you live in a small town of 500 people it is not possible to send out 100 invitations at a time. Clubs in those circumstances have reduced the number of invitations accordingly and have still achieved a good number of new members.

If you can treat membership recruitment as a club project and form a committee in the same way that you do for fund raising projects, you will have a much greater chance of success. The task is too big for one person, such as the Club Membership Chairperson, to undertake without a great deal of assistance.

We urge you to have an open mind about the Club Growth Program, implement it enthusiastically, follow the program closely with no short-cuts, and we feel confident you will achieve the desired results.

BEST OF LUCK!

Chapter 2 – Action timetable – Countdown to Information Meeting

7 weeks before

1. Book venue for Information Meeting
2. Select people in your community you wish to have invitations delivered and obtain names, addresses and telephone numbers.
3. If possible obtain a printout of persons who have purchased homes in your Club area in the last 18 months. This is done on the theory that those who have moved into the area recently may be looking to join a service club to assimilate better.

6 weeks before

4. Set up a computer Data base and key in data collected from steps 2 and 3, showing name and address e.g.:

Mr. John Jones

334 N. Crescent Drive

Any Town, Arizona 85555

The Telephone number should also be keyed in.

5 weeks before

5. To all persons on the database, send the letter of invitation. (See sample letter attached at Appendix “A”). The telephone number is not to appear as part of the mailing address.
6. Prepare the RSVP sheet, (see sample attached at Appendix “B”) which should be personalized. Do not include the telephone number. The RSVP date should be 8 days prior to the Information Meeting.

4 weeks before

7. Fold the invitation and the RSVP sheet and place these, together with a stamped self addressed envelope in the corresponding addressed envelope. This envelope is to have the full name and postal address of the person being invited.

8 days before

8. You would normally expect replies from about 15% to 20% of those invited, with some acceptances and non-acceptance. It is vital to follow up those who have not replied with a telephone call. A telephone committee of club members should undertake this task.

3 working days before

9. Forward confirmation letters and include a completed name badge. (See Appendix “D”).

Chapter 3 – Information Meeting

It is important that there are significant numbers of Lions in attendance to mingle with the Invited Guests before the meeting starts. If you have a club with a small number of members you may be able to invite some of the members from adjoining clubs to assist you on the night. Consideration should be given to inviting the District Governor, the Vice-District Governor, Region or Zone Chairperson to assist you.

Those members who have a club shirt should wear it. Most of these meetings are of an informal type and the presenter should be prepared to discard their coat after gauging the dress of those invited. If the presenter is a lady Lion, just the usual smart attire our lady member's wear.

Make sure that your club members arrive 30 minutes prior to your invited guests. Members should be allocated certain guests to greet and host for the evening. Try not to give too much information to the guests at this time and advise them that all questions should be covered during the Information address.

At the Information Meeting arrange the following:

- Chairs in theatre style seating
- A lectern
- A microphone system
- Attendance sheet
- Display Club banner, Charter and Flags.
- Display club project photographs and newspaper articles, where available.
- Tea, Coffee, Punch, Soft Drinks and cookies, to be served before and after the presentation.
- Two small gifts to be given as prizes.
- A supply of Membership Application Forms.
- Copy of the Objects and Ethics. These are to be read by your two best speakers in the club who will be introduced within the Information presentation.

A club member should be stationed at the entrance and mark off each attendee's name on the attendance sheet as they arrive and call one of the club members to meet and host them. At the conclusion of the meeting make sure that the attendance sheet records those who have joined, those who are still thinking about it, and those who are definitely not joining. This information is essential for the follow up outlined in Chapter 6.

It is recommended that an experienced presenter be used for the Information address on the first occasion that your club undertakes this procedure. After you have observed how it is done the good speakers in your club will be able to make the presentation very successfully at future information meetings.

Suggested Agenda for Information Meeting is as follows:

- Club President
 - Welcome
 - Introduction of Lions to read Objects and Ethics
 - Introduction of Presenter

- Presenter
 - Information Address (see next chapter)
- At conclusion of Address –
 - a. Each person who raises their hand to join the Club is to be given a membership Application form immediately. A club member is to assist in filling out the form. They are to be invited to the next Club Meeting for induction into the club.
 - b. Those that do not raise their hands or require more time are to be given a takeaway handout similar to appendix E.
 - c. All present are to be invited to have a cup of refreshment and club members are to mingle with them.

After the conclusion of the meeting, have the Board approve the membership applications as quickly as possible, subject to fees being paid. Forward a confirmation letter of acceptance to the new members (see appendix F.) and advise them that they will be inducted into the club at the next meeting.

The Induction Ceremony is a very important component of how a new member sees our organization and, if possible, the following should occur:

- Make certain that the Induction ceremony is as impressive as you can make it.
- The Lion performing the ceremony should be a good speaker. The Club President can delegate this responsibility if he or she believes others in the club can perform the task well.
- Include in the inductee's oath the words:

“And I undertake within the first six month's membership to attend a Lions Orientation Session, and, on completion of six month's membership I will submit a completed new member response to the Club Membership Committee.
(Sample Induction ceremonies are attached at Appendix “G”)
- Make certain the new member kit, Lions Pin; Name Tag and fully signed Certificate of Membership are on hand before the commencement of the Induction ceremony.
- On completion of the Induction ceremony ask each member of the club to come forward to personally congratulate and welcome the new member.
- If possible and where applicable, invite the new member's partner to be in attendance for the induction ceremony. You may choose to have the partner stand with the new member during the ceremony, or, if preferred by the new member, ask the partner to come and stand with the new member before asking all members to come forward to offer congratulations.

At all times we want the new member and his/her partner to be comfortable with the ceremony.

A letter of congratulations and welcome signed by the President should be posted to the new member within 48 hours of the induction (see attached sample at Appendix “H”).

Chapter 4 – Information Address

1. Helpful Hints

The address is designed to provide sufficient information by the end of the meeting to enable the invited guests to make an informed decision about joining the Lions organization. It is also designed to have interactive participation between the presenter and the guests so that they feel comfortable, when the time comes, with putting up their hands to signify their intention of joining us. Therefore a reasonable amount of time is spent encouraging guests to respond to questions by raising their hands, encouraging them to ask questions and generally creating a relaxing atmosphere. You will notice that there is very little reference to District or Multiple District activities as it has been found from experience that most people in the early stages are interested in the local Lions Club and its activities in the local area.

The presenter will be working hard throughout the address to inform the guests and encourage them to participate in the meeting. At the end of the presentation, most times a number of people will volunteer immediately to join the club. If you know before the meeting that some of those present will definitely be joining, make sure that you seat these people in front so that when you ask for those who want to join, to raise their hands, they can be seen by the rest. This will help to overcome the natural shyness of some of those assembled who want to join but are reluctant to be the first.

Sometimes, there will not be anyone who immediately volunteers. The presenter will then have to keep talking, inquiring whether there are any issues that need clarification, asking whether they fully understand the time commitments, the types of projects we do and so on. This will give them a little more time to consider their position. The presenter should then inquire of each row of seating. “What about the people in this row, is there anyone who wants to join us to help those less fortunate than we are?” It sometimes takes a while for the first volunteer and the presenter should continue for some time to gently probe the intentions of those assembled. There have been instances where no one volunteered to join initially, but with gentle persistence there were eventually several people who become members of our organization by the end of the evening.

The light refreshments of coffee, punch, cookies, etc., after the Information Meeting is also an important time and a number of undecided people quite often make up their mind to join during this time. A number of others will want to think about it and they should be noted for follow up by telephone within two days.

For those who were unable to attend the meeting and tendered an apology, telephone follow up should also be made within two days, advising them that a number of people joined at the meeting and will be inducted into Lions at the next meeting. Depending on their level of interest, some of those people may wish to attend the meeting to decide if they want to join also. If they do, ensure an experienced Lion hosts them for the evening. If there were a large number of people who could not attend the first information meeting and have indicated they are interested it would be worthwhile to schedule another information meeting in the near future.

2. Information Meeting Presentation

CLUB PRESIDENT

Good evening, ladies and gentlemen, welcome and thank you very much for accepting our invitation to attend this evening. My name is _____ and I'm the President of the Lions Club of Any Town. Shortly we'll be hearing an address by our presenter _____ which we hope will answer most of the questions you have about Lions.

However, before I ask Lion _____ to talk to you, as a starting point, we're going to read our Lions Code of Ethics and the Lions International Objects, both of which all Lions try to live up to. First, the Lions Code of Ethics will be presented by Lion _____. Now our Lions Clubs International Objects read by Lion _____.

Thank you, I hope that from hearing those two documents you have some understanding of what the Lions organization is all about.

To expand on that understanding, it's now my pleasure to introduce Lion _____ who will provide tonight's information address.

PRESENTER (REMEMBER TO SMILE AS OFTEN AS POSSIBLE)

Thank you President _____ I, too, take this opportunity to bid a warm welcome to all our special guests. However, before we get underway, I'd like to ask a couple questions. I'd like to know who has been living in this area for more than 10 years. Please raise your hands. Keep your hand in the air if you've lived here for more than 15 years. (Continue until there is only one person left). Congratulations you have just won a gift of _____.

Now I'd like to know who has lived in the area for less than 5 years. Please put your hand in the air. Keep it up if you have lived here for less than 4 years (continue until only one is left). Congratulations you have just won a gift of _____.

In many ways, I don't regard tonight's meeting as a Lions club meeting. I regard it really as a meeting of interested persons of this community, some who happen to be Lions, and others who are not – and it's my hope that at the end of my address we can take a decision to further strengthen this club and the wonderful work they do in the community.

Now I've got some more questions. Could some of you tell me why you accepted the invitation to attend this evening? (Continue probing until you have a few responses)

OK. Thanks for that. Now the next question is what's the type of information you are hoping to hear tonight? (Again, continue probing until you have a few responses)

Thank you. Would it be fair to say that you'd like to know a little of the history of the Lions service club organization, the meetings you're expected to attend, the cost of being a Lion, details of our social activities, and the expectation we would have of you as far as project work is concerned.

(Get their agreement)

Well, I'll shortly give you all that information and then we'll pause to see if you have any further questions in relation to any of those subjects. After that I'll go on to tell you about the Lions service club organization, the world's largest service club organization with about 1.4 million Lions.

If I'm able to communicate to you tonight the meaning and spirit of Lionism, and to have you appreciate what you can give to those many people less fortunate than we are, you will tonight come forward and declare your intention to become a member of the Lions club of Any Town.

In accepting our invitation to attend this evening, you've given us the belief that you are generally interested in helping the growing number of people who need our support. We're very heartened by this as we do need your help so that we can give and do more for those who need our assistance. Together we can make a difference in the lives of many!

Lionism was born in America in 1917 as the idea of our founder, Melvin Jones. While Melvin Jones had high hopes for Lions, even he couldn't have realized the organization would grow to what it is today. Lionism swept throughout the world into 194 countries, as it touched the hearts and minds of those who share the desire to reach out and touch, in a very positive way, the lives of those many people who require assistance.

Earlier this evening you heard the Lions Clubs Objects and Code of Ethics by which we strive to operate. Bearing these in mind, obviously you now have an understanding of why Lionism has been so warmly embraced throughout the world.

The work of Lions started in Arizona in 1923 with the first two clubs being formed almost simultaneously, the Phoenix Downtown Club was formed April 19, 1923 and the Tucson Downtown Clubs was formed April 26, 1923. Today in Arizona there are about 153 clubs with a combined membership of approximately 4,262. Our club currently has _____ members but we do want to build further so that we can continue to meet the needs of this community, and that's why we've invited you here tonight. I would now like to tell you a little bit about our club and how it operates.

Each 12 months, commencing in July and concluding in June, the club is served by a board of directors elected by all club members. The board receives committee reports at a once a month board meeting, and from these reports determines the operations of the club.

There are two meetings a month on the ____ and _____. The first meeting of the month is a business meeting, where we have committee reports and perhaps a guest speaker. The second meeting of the month is a dinner meeting where our spouses are invited to join us. This meeting usually has a guest speaker or entertainment. (Your club will have to amend this paragraph to fit your clubs meetings).

I guess you're wondering about the financial details. There is a once only entrance fee of \$25.00. There are then club membership dues of \$ _____ per annum, which can be paid half yearly. These annual dues cover your Multiple District and District dues, as well as Lions International Dues. You're probably wondering why there is a membership fee when we provide a service to others. The answer is simple...In the Lions association we ensure that every cent we raise from the community is spent back in the community and other Lions projects, helping those who are less fortunate than we are. Our membership dues, therefore, are to cover the administration costs of the club for things such as postage, stationery, insurance for club property and ourselves while we are working on projects and so on.

Naturally, when you attend a dinner meeting there is a charge for the meal which in this club is \$ _____. At each meeting the tail twister will probably find a reason to fine you 25 cents. For a bit of variety, also at each meeting we run a happy/sad dollar.

So now you have the basic costs of being a Lion. You may of course invest more, but that decision is entirely yours. For example, you may purchase drinks during the fellowship period before each meeting, and there are a number of social activities you may want to attend with your spouse.

Our Lions club is one of social and family involvement and I've no doubt this is a major reason that the club is so successful. Many of us have as our closest friends, our fellow members and their partners, and we enjoy each other's company whether it's at a dinner meeting, a fund raising project, or a social activity. We strongly promote the social aspects through such activities as, picnics, dances and so on. Through the family and social aspects of our club, our partners tend to see Lionism not as taking us away from them, but as an opportunity to be with us and broaden their activities and their circle of friends.

Time is a precious commodity to all of us and it's important that we recognize that family comes first, our job or business second and then Lions. You're probably wondering how much time that we expect you to give to Lions work.

As a member of the Lions club of Any Town, we ask you to give the time to attend most, if not all of our meetings of which there are two a month, and that you become involved in one major club activity each year. If you can do just that and, of course, meet your financial obligations, we would love to welcome you as a member of our club. Should you wish to become involved in a greater number of activities and you have the time to do so, naturally, we will encourage you.

OK – to date we’ve spoken a little about the history of the Lions organization, the meeting requirements, the costs, the social activities, and the fact that you can be involved through participating in as little as one major project a year – so let’s pause now to answer any questions you may have about any of those aspects, and I’ll do my best to answer them.

(during this period, again try to get the guests involved by spending some time seeking questions. If they ask about projects just let them know that you’ll be talking about this aspect shortly.)

Thank you, everyone, I hope that most of the questions you asked have been answered to your satisfaction.

Now let’s spend some time telling you about some of the project activities of the Lions club of Any Town.

In the coming 12 months we have _____ Major fund raising and community related projects. I will now give you details of each.

(In this section, you should include your clubs own community projects in the local area, e.g. Art show, community fair, rodeo, visits to nursing homes, Christmas toys, back to school clothes, bus trips, and so on.)

In addition, select one from the following list that your club does and talk about it.

- Youth Exchange
- Camp Tatiyee
- Peace Poster
- Lions Mints
- Lions Quest

This club is always aware of our environment and participates in environmental community projects. There have been a number of significant human beings who’ve played dramatic roles in Lionism’s vigorous growth and development, and I would like to briefly tell you about one of those people – Helen Keller.

Helen, from the age of 19 months, was deaf, blind and mute and had to create a world of her own with the help of a sense of touch and a great imagination. The determination and courage of Helen Keller saw her start and complete the difficult journey of learning to speak. She learnt words by placing her thumb on her teacher’s throat at the larynx, her first finger on the lips, her second finger on the nose, and her hand resting on the cheek.

Having gained the power of speech, Helen Keller commenced a lifetime of working for the blind. In 1925 this brought her to the annual convention of the Lions organization and I would like to now quote

you a part of her speech.

Helen said;

“I suppose you have heard the legend that represents opportunity as a capricious lady who knocks at every door but once, and if the door isn’t opened quickly, she passes on, never to return. I am your opportunity, I am knocking at your door and I want to be adopted.

Try to imagine how you would feel if you were suddenly stricken blind today. Picture yourself struggling and groping at midday as if in the night, your work and your independence gone. In that dark world wouldn’t you be glad if a friend took you by the hand and said, “come with me and I will teach you how to do some of the things you used to do when you could see”.

A ray of light touched the darkness of my mind and I found myself, found the world and found god. It’s because my teacher learned about me and broke through the dark silent imprisonment that held me that I am able to work for myself and others. If you care, the blind will indeed triumph over blindness.

Will you help me hasten the day when there will be no preventable blindness, no little deaf, blind children untaught, no blind man or woman unaided? I appeal to you Lions, you who have your sight, your hearing, you who are strong and brave and kind, will you not constitute yourselves as knights of the blind in the crusade against blindness.”

Following her address, Helen Keller was made an honorary Lion and became the first lady Lion in America, but, more importantly, in rising above her misfortune, she became a critical catalyst in Lionism’s future, which continues today. Her impact is measured in the millions of lives which have been transformed by Lions activities worldwide for the visually challenged as Lions responded and indeed became Helen Keller’s Knight of the Blind. Lions move ever closer to removing preventable blindness from the world with well over 4 million people now having had their sight restored because of Lions programs. In some parts of the world people can have their vision restored for as little as five dollars. I might add that the work of the late and great Fred Hollows started with the support of the Lions organization. You may also not be aware that the White Cane to identify the blind was a Lions concept.

From what we have said this evening you now know why we consider being a Lion is very special. Even without money in many cases, we can make a difference in the lives of others by giving a helping hand.

Yes, being a Lion is very special, for we have the privilege of serving others, of being their helping hand, not only today, but for tomorrow too.

By accepting our invitation to attend this meeting you have already shown your interest in helping the

disadvantaged of the community.

I ask you now on behalf of our club, to use your hands, to join us in our community service. Yes, please use that hand by raising it to signify that you too, wish to become a Lion. Raise it to become a Lion in this club so that together, we can do more for the many who depend on people like you and me.

Ladies and Gentlemen, can I please ask you, if you wish to become a member of this club, to please indicate by raising your hand now.

(PAUSE FOR REACTION)

At this point you may really have to work hard with phrases like:

- “come on, don’t be shy”
- “who’ll be the first to break the ice”
- “perhaps there’s a husband and wife who’d like to join”
- “now who in the front row would like to join this great club”
- “what about someone from the back row”
- “and who in the middle would like to join”
- “That’s _____ new members. How about a few more so we can help the community.

As each one joins go to where the person is sitting, shake them by the hand and congratulate them. In doing this, you are using up time, which is to your benefit, as well as creating an atmosphere where more may join. Take your time and give the guests sufficient time to come to a firm decision. When you have got to the point where it’s unlikely anymore will publicly raise their hand, conclude with the following.

We appreciate some of you may like a little more time before making a decision, in some cases you may wish to consult a husband, a wife or a partner. You may simply wish to ask one or two questions on a one on one basis. We’ll now give all guests a handout, which covers the major points of the presentation, and you’ll note the membership form is at the back. Those who have agreed to join should now complete that application. Those who are still considering membership, and make the decision to join during the refreshments, are also asked to complete the form before they leave.

In concluding, I thank all our guests for attending tonight and I thank you also for the attention you have given me during the course of the presentation. A special thanks to those who have decided to join this club. These thanks are extended on behalf of existing club members, and in particular, on behalf of the many in this community who depend on assistance given by people like you and I.

Club President

Before we adjourn for refreshments, I ask all present to thank our presenter, Lion _____. Thanks too to everyone who came this evening, a hearty and warm welcome to our new members, and now let's have some refreshments.

Chapter 5 – Follow Up Required

To maximize the number of new members recruited from the Information Meeting, it is important that the following procedure be undertaken.

1. A letter of congratulations and welcome, signed by the Club President, should be forwarded to all new members within 48 hours of the Information Meeting. The letter should also include an invitation to the new member's partner to attend the next dinner meeting to observe the Induction Ceremony. (See appendix "F")
2. The attendance sheet should be perused for those who have indicated that they need a little more time to decide about joining, and telephone follow up should be done within 48 hours of the Information Meeting.
3. The application of the new members should be passed at a Board Meeting ASAP.
4. Start planning for the Dinner Meeting at which the new members will be inducted so that their entrance to Lions can be as impressive as possible. This will include designating one of the Club's best speakers to conduct the Induction ceremony and ensuring all new members kits etc. will be available.
5. Those people who were invited but did not attend the Information Meeting should be followed up with a telephone call, advising them thatpeople decided to join us in our endeavors to help our community to be a better place in which to live, by helping the less fortunate than we are. Also advise them that those people will be inducted into Lionism at our next dinner meeting which will be held on Some may express a desire to attend and an invitation should be extended to them. From the others, find out if they would be interested in attending another Information Meeting, and, if there is enough interest, schedule another meeting ASAP.
6. There will have been a number of people who declined the invitation to the Information Meeting but said they may be interested in say, 3 months, 6 months, and so on. Please make sure that they are followed up in the time frame they have nominated. You may well decide to hold another Information Meeting in six months and they can be invited to attend at that time.

APPENDIX A – Invitation Letter

Mr. Ima Lion
25 Cave Street
Lions, AZ

Dear Ima

As President of the Lions Club of _____, I have the pleasure of inviting you to be our guest at a special Information Evening to be held at _____, at ____ PM on Wednesday, 23 February.

You may well ask, “Why has this invitation been made?”

To assist the Lions Club commitment to the community at large, we are in need of new members. By your participation in this special Information Evening we hope you will be able to make a value judgment as to the merits of the Lions Organization.

We advise that membership in this Lions Club is open to both men and women, as it is our intention, through having both male and female members to create a broader range of community service. Anyone in your household may also attend.

At the meeting you will learn of the history of Lions, our aims and objectives, as well as bring informed of meeting, project and financial obligations. In fact, you should receive all the necessary information to enable you to make a decision as to whether you too, would like to join the World’s largest Service Club Organization.

We enclose an RSVP form for you to complete and return in the self addressed paid envelope provided, to reach us no later than _____.

Along with all our members I look forward to your company, as our guest, on 23rd February.

Yours Sincerely,

President
Lion's club of _____

\

APPENDIX B – RSVP Slip

Please complete this RSVP Slip [and forward in the Reply Paid Envelope to reach us by
_____].

Please check to show your intentions.

I am pleased to accept your invitation.

I am unable to accept your invitation for the date shown, but I would like to attend another meeting.

I am not interested in attending.

Your First Name _____

Your Surname _____

Your Address _____

Your Phone No. _____

The person shown below will also attend the meeting.

First Name _____

Surname _____

Address _____

Phone No. _____

APPENDIX C –Telephone follow up

1. Notes before calling:

- If a child answers ask for Dad or Mom or Mr/Mrs
- If no answer Mark on list for subsequent follow up
- If answering machine HANG UP Mark on list for follow up
- If they are coming confirm first names Mark on list
- If they would like a later meeting Mark on list
- If they are not coming Mark NO on list
- Do not ask questions that make it easy for them to say NO such as “Would you like to come to the Information Meeting?”
- Mark on list any important comments such as referrals to another person who may be interested, when to follow up if they want to come to a later meeting.

2. Suggested approach when calling:

Good evening. This is (name) from the Anytown Lions Club. Is this the (name) residence? It is, good. During the last week our Lions Club sent out invitations to selected people to attend an Information Meeting on _____. Did that invitation arrive at your house?

Good we're looking forward to seeing you there. (Wait for their response)

IF THEY ARE COMING.

Would you like to bring your partner or a friend with you?

If YES ask for name (names) and write them down. Confirm that they have transport, confirm the start time, and invite them to look for you on the night. (repeat your name)

IF THEY ARE NOT COMING

I'm disappointed to hear that. There is no obligation or expectation that YOU will be required to join the Lions organization. This evening is planned to do two things. Firstly it gives us the opportunity to let people know just what the Lions organization is all about – the projects Lions are involved in locally, nationally and internationally, and secondly, we are looking for input from our invited guests. You may well have some ideas for local projects that we haven't thought of.

We really would like you to come. It is likely there will be quite a few people there you'll already know.

IF THEY ACCEPT THE INVITATION

Would you like to bring your partner or a friend with you?

If YES ask for name (names) and write them down. Confirm that they have transport, confirm the start time, and invite them to look for you on the night. (repeat your name)

IF THEY DECLINE

Thank you for your time.

FREQUENTLY ASKED QUESTIONS

What do Lions do? What's in it for me? How much does it cost?

RESPONSE – That's the purpose of the meeting. To inform people of the projects and involvement in the community so you can make a decision about becoming a member.

How long will the meeting last? Approximately one and a half hours.

APPENDIX D – Letter of Confirmation of Acceptance of Invitation

Mr. John Smith
2432 Main Street
Any Town, AZ 85432

Dear John,

Thank you for you acceptance of our Invitation to attend the Lions Information Meeting on _____ the meeting will be in _____ commencing at 7:15 PM.

We enclose your name badge, which we would be pleased if you would wear it on the night of the meeting.

I look forward to meeting you in person.

Yours Sincerely;

President
Lions Club of Any Town

APPENDIX E –Take Home Handout

LIONS INFORMATION

1. HISTORY

- Founded by Melvin Jones in 1917
- Has spread to 193 countries and geographical areas.
- World wide membership of about 1.4 million, making it the largest service club organization.
- Lionism is represented at the United Nations.
- First club in Arizona was the Lions Club of Phoenix Downtown which formed in 1923.
- Now there are 153 Lions Clubs in Arizona with a combined membership of about 4,300.
- Lions club of Any Town was chartered in 1985.
- Lions club of Any Town has 45 members.

2. MEETINGS

- The Lions Club of Any Town holds two meeting each month on the first and third Thursday. The first meeting is a business meeting, while the second meeting is a dinner meeting.
- For those Lions elected to the Club Board of Directors, a once a month meeting is held on the first Tuesday. Non-board members are welcome to attend.

3. COSTS

- Once only Entrance Fee of \$25.00
- Once only Name Tag fee of \$5.00
- Annual Club dues \$60.00 can be paid semi-annually.
- Dinners are \$9.00 per person.
- Tail Twister fines are limited to three fines of \$0.25
- Happy Sad Dollar occasionally.

4. SOCIAL ACTIVITIES

- Picnic on Veterans Day
- Dinner Dance at Christmas
- Dinner meetings on 2nd Thursday.

Partners are welcome to attend all of the clubs dinner meetings.

CLUB PROJECTS

- The club has a range of projects in which you may participate. It is up to the individual Lion as to his/her level of participation.

In the Lions organization we recognize family and business needs come before Lions work and, therefore, if you participate in a minimum of one major project each year, plus attend most, if not all, of the meetings, and meet your financial obligations, you will certainly be very welcome as a member of this club.

FUND RAISING PROJECTS INCLUDE:

- Fly the flag program
- White Cane
- Flea Market Management
- (List your clubs fundraising projects.

OTHER PROJECTS INCLUDE:

- Drug Awareness education in schools.
- Peace Poster Contest
- Youth Exchange
- Flags for first Graders
- Health Screenings

- Eye Screenings
- (List projects your club is involved with)

FOR FURTHER INFORMATION CONTACT:

Lion Ima Lion
President,
Any Town Lion Club
Phone: 480-654-3596

APPENDIX F – Letter to new members

Mr. John Smith
2432 Main Street
Any Town, AZ 85432

Dear John,

It was a pleasure to meet you at our Information Meeting, and I take this opportunity on behalf of all our members, to thank you and congratulate you on your decision to join the Lions Club of Any Town. You are certainly a welcome addition to our Club.

It is our intention to formally induct you as a member at our next dinner meeting, details of which are as follows.

Date:

Time:

Before your induction, could you please pay the following fees covering –

Once only Entrance Fee	\$25.00
Once only Badge Fee	\$ 5.00
Pro-rata Half Yearly Dues	\$30.00
TOTAL	\$60.00

Note: Include these figures for you club only if you have not already collected the fees. If the fees have not been collected use the sentence.

This payment can be made on the night of the meeting.

Could you also note that the cost of Dinner each meeting is \$9.00 per person. We would be very pleased if you would like to invite your partner along for the evening to observe the Induction Ceremony, and it's only a matter of phoning me if you would like to do this.

Once again, congratulations on you decision to become a Lion and we look forward to a long, happy and satisfying association with you in assisting our community.

Yours in Lionism,

President
Lions Club of Any Town

APPENDIX G – Sample induction Ceremony # 1

We are about to begin the initiation ceremony which will welcome a new member in the fellowship of the Lions Club of Any Town. This is a most important occasion for the new member and for the club, and I would be pleased if you could give this ceremony your full attention. Will the Club Secretary please bring forward the candidate(s) for induction and his/her sponsor(s).

Lion Secretary has the board of directors approved the application of the new candidate for induction as a member of this club?

On behalf of the officers and members of the Lions club of Any Town, I express our pleasure that you have accepted the invitation to become a member of this club and Lions Clubs International. The International Association of Lions Clubs was conceived at a meeting in Chicago, Illinois, in 1917 under the leadership of our founder, Melvin Jones. From that meeting came the association's first annual convention held also in 1917 in Dallas, Texas with 23 clubs participating.

By 1920 the association doubled its membership and extended into Canada. By 1927 it extended into Mexico and China, becoming truly international. At the present time there are about 1.4 million Lions in 193 countries and geographical areas throughout the world, making our association the world's largest and most active service club organization.

The first club in Arizona was formed in Phoenix in 1923 followed 7 days later by the formation of the Tucson Downtown Club. From that beginning there are now approximately 153 clubs throughout Arizona with a combined membership approaching 4,300 Lions.

The Lions club of Any Town has a proud history, having chartered in _____. It has been a very successful club, both within it's own community, and the wider community of our Lions district. You will find your fellow members to be helpful and friendly, and they will do their best to make you welcome. Membership of a Lions Club signifies your acceptance of certain obligations, most of which are embodied in the Lions Objects and ethics. At this stage, I would like the objects and ethics to be read and as Lion _____ to read the objects, followed by Lion _____ reading the ethics.

Since you have expressed a desire to affiliate with this club and with Lions Clubs International, I will now administer the oath of membership and ask that you respond to my words with a simple "I DO" or I WILL".

Do you hereby accept membership in the Lions Club of Any Town knowing that such membership obligates you to participate in all functions of the club? " I DO"

To the best of your ability, will you abide by the Lions Code of Ethics, attend meetings regularly, accept such assignments as are given to you and contribute your share to the programs of your club, district and Lions International? " I WILL"

Your sponsor will now present to you the Lions emblem that signifies your membership.

(Sponsor affix emblem to clothing of new member)

Now I would like to ask the sponsor, to respond to my words with a simple "I WILL"

Will you make your new member feel welcome by offering introductions to all club members?

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

See to it that assignments are given immediately, thereby enabling the new member to become an active Lion.

Be ready to answer any questions that might arise.

Encourage the new member to discuss with you any problems that may arise and offer possible solutions.

Assist the new member to develop into an outstanding Lion.

Will you undertake these responsibilities to the best of your abilities? “I WILL”

Lion(s) _____, you are now a member of the Lions Club of Any Town. I like to say to each new member that your priorities are (1) to your family, (2) to your job or business and (3) any spare time you have left, please give some of that time to Lions. Listen and learn about Lionism, don't be afraid to ask questions of your fellow members. Lions are great people and you will enjoy our company.

On behalf of the club, I now present you with your official certificate of membership and a new member kit that will help you to get off to a good start in your life as a Lion. We are all proud and happy to have you as a member of the Lions Club of Any Town. Fellow Lion(s) wear that emblem constantly, with pride. Let me congratulate you and welcome you into the greatest of all service club organizations – The International Association of Lions Club.

At this time I would like your partner to join you so that we may welcome him/her into our family, also.

We wish you both a long and happy association with Lions.

Lions please welcome your new member(s)_____ and his/her Partner_____.

NB. With both this version and the following version, if the Objects and Ethics have been read earlier in the meeting it is not necessary to have them read again. You can simply say that the Objects and Ethics have been read earlier. It is preferable, of course, to have them as part of the induction ceremony.

APPENDIX G – Sample Induction Ceremony # 2

We are about to begin the initiation ceremony which will welcome a new member to the fellowship of the Lions Club of Any Town. This is a most important occasion for the new member and for the club, and I would be pleased if you would give this ceremony your full attention. Will the Club Secretary please bring forward the candidate for induction and his/her sponsor?

Lion Secretary has the Board of Directors approved the application of the candidate for induction as a member of this club.

On behalf of the officers and members of the Lions Club of Any Town, I express our pleasure that you have accepted the invitation to become a member of this club and Lions Clubs

International. Our club has a proud history having been chartered in _____. It has been a very successful club, both within its own community and the wider community of our Lions District. Of course, we are also proud to say that we are part of the world's largest service organization, with about 1.4 million Lions in 193 countries and geographical areas throughout the world.

You have been invited to become a member of this club, not on account of what the club can do for you, but on account of what you can do for the club by way of service, for those less fortunate than yourself. We believe as members of Lions International that service is the rent we pay for the space we occupy on this earth. Membership of a Lions Club signifies your acceptance of certain obligations, most of which are embodied in the Lions objects and ethics. At this time, I would like the objects and ethics to be read and ask Lion _____ to read the objects followed by Lion _____ reading the ethics.

I now ask you to accept these obligations by repeating the pledge after me.

“In appreciation of the opportunity extended to me, to be of service to others, and to enjoy the friendship and fellowship of this Lions club, I pledge myself to uphold the objects and ethics at all times.”

I would now like to ask the sponsor:

“Will you undertake to see that your new member is properly informed of his/her duties and obligations to this club, and will you assist him/her to become a useful member of this club in every way”.

Thank you, I now as your sponsor present to you a kit that contains much useful information about Lions, including a copy of the Code of Ethics, and to affix to your clothing the Lions emblem.

In acknowledgement of your acceptance of the objects and ethics of Lionism, it's now my privilege and pleasure, on behalf of Lions Clubs International, to formally welcome you to full membership of the Any Town Lions Club, and say how pleased the president, directors and members are that you have joined our Lions family.

We wish you a long and happy association with Lions.

Lions please welcome your new member(s), Lion(s)_____.

APPENDIX H – Letter of Congratulations and Welcome

Lion John Smith
2432 Main Street

Any Town, AZ 85432

Dear Lion John,

On behalf of all our members, it is with great pleasure that I congratulate you on your Induction as a member of the Lions Club of Any Town.

We're sure your membership will be of great value to our Club and to those in the local and wide communities we serve.

Your sponsor, Lion _____ will assist you wherever possible, so please talk with him/her as the need arises. As your current Club President, I will also be readily available to give you any assistance you may seek.

Once again, congratulations and may your membership of the Lions Club of Any Town be enjoyable and rewarding.

Yours in Lionism,

President
Any Town Lions Club