



A Message from President **ROBERT D. McCULLOUGH, D.O.**, Lions International

OCTOBER IS MEMBERSHIP DEVELOPMENT MONTH—You can help your Membership Committee by acting as a talent scout. Submit to the committee the names of friends and associates who may be qualified to share in Lionism.

An alert Membership Committee is an essential part of any club's membership and retention program. Working closely with the Club President, this committee encourages and helps in getting new members, as well as assisting in retaining or reinstating veteran Lions. Preventing needless dropouts and bringing back men of quality, who may have allowed their membership to lapse, is as important to Lionism as adding new members.

PLAN NOW FOR A SUCCESSFUL PROGRAM! Give every Lion in your club the membership development plan for October. Solicit his support and get him INVOLVED in this ACTION. With good leadership, October will be a month of growth for Lions International. It will be a month of growth based not on just the recruitment of new members, but solid growth based upon quality selection. It will be a month throughout the world of Lionism in which qualified men in all communities will be given, by invitation, an opportunity to join with us in the great program of Lions service. October is the month in which old members will demonstrate their enthusiasm and dedication by bringing new younger members into our fellowship. We need this transfusion of new blood.

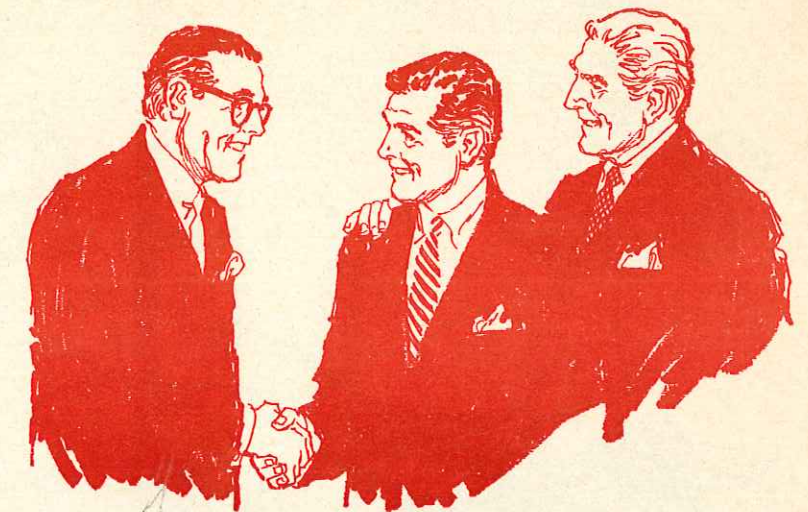
The word nowadays is INVOLVEMENT. If we are to meet the service needs of a growing and demanding population and help solve the problems confronted in today's world, we too must grow, letting others get involved.

Increase your vision! Build your membership! Strengthen your club for the added service responsibilities in your community. Let Lions lead the way.

Sincerely yours,

Robert D. McCullough, D.O.
President, Lions International

OCTOBER MEMBERSHIP DEVELOPMENT PROGRAM

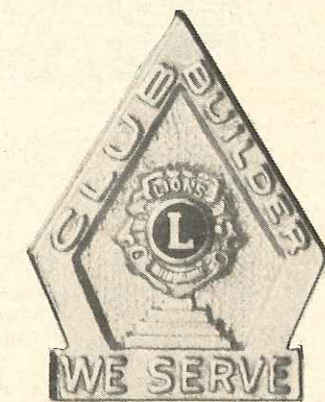


HELP OTHERS GET INVOLVED IN LIONISM



Each Lion who sponsors one or more new members during the month of October is entitled to receive this handsome "Globe-Involvement" clutch pin.

In addition to the above pin to be awarded to each sponsor for his own use, a similar distinctive pin with a clasp will also be awarded to each sponsor in order that his wife might also be recognized for her part in encouraging her husband's Lionistic activities.



The President, Membership Chairman and Secretary are each entitled to receive the above "We Serve" clutch pin, if their club adds five or more new, transfer or reinstated members during October.

IMPORTANT-CLUB SECRETARY

Award request forms must reach Lions International no later than February 1, 1971. Mail your club request form early as Lions International reserves the right to substitute awards at any time.

These awards must be requested by your Club Secretary