

Keep 'Em In Lionism



Lions Clubs International has grown to be the largest service club organization in the world because so many men have wanted to share our vision of service to others.

Through the years, our great Association has consistently topped the membership ranks of other organizations. We are the premier service club organization, and to remain so, we must keep growing in membership to keep pace with ever-increasing human needs.

We must not only bring new Lions into our ranks of service, we must reduce the number of those men who choose not to remain in the Association. It is vitally important that we keep our members in Lionism!

This year, a special booklet, "How To Keep 'Em," will be distributed to every Lions Club President. Initiated by International President Everett J. "Ebb" Grindstaff, the booklet contains ideas and/or plans received from Lions Clubs worldwide on ways to keep membership losses at an absolute minimum.

Our goal is to have 1.5 million Lions ready and willing to serve mankind. We need every Lion's assistance in meeting this goal. We must, of course, plan for the future by recruiting active new Lions; however, maintaining our

current members as involved Lions with a sense of purpose is equally vital to our program's success.

A new membership seminar for Club leaders has been developed for use on the District level, and will be given throughout the year. It is a half-day workshop geared to developing the knowledge, attitude and skills required to keep members active and enthusiastic about sharing the vision of service.

Stress the importance that each individual Lion plays in the role of your Lions Club in the community. Separate the Membership Committee into two functions:

- A Membership Growth Committee, responsible for bringing in new members.
- A Keep 'Em Committee, responsible for reducing the number of drops.

Set a goal for net membership increase; determine the number of new members you want to add to your Club.

Remember that equal emphasis should be placed on keeping the Lions already involved in your Club active and fulfilled.

Lions who sponsor one or more new members during 1980-81, 1981-82 and 1982-83, who have remained active in the Club through June 30, 1983, will be awarded a handsome plaque.

And, Clubs with a 15 percent net membership increase by June 30, 1983, will receive an impressive International President's "Club Net Membership Gain Award."

International Headquarters has the tools necessary for your Club to develop a successful Membership Growth and Development program. Our publications are designed with your Lions Club in mind.

Guide for Club Membership Growth and Development (LC-12), provides guidelines on preparing members to act as sponsors, processing prospects, as well as inducting and orienting new members. It also includes ways to develop all Lions Club members.

How To Keep 'Em (LC-15), contains the best suggested plans from Clubs all over the world on how to keep members interested and steps to be taken in reducing drops.

Who are the Lions? (LG-4), is a useful pamphlet to distribute to prospective Lions. It provides information on the history of Lionism as well as our major service activities.

Please utilize these materials. They are geared to help you with your membership program, and can be obtained by contacting the District and Club Administration Division at International Headquarters.