

Building Membership To Bring Quality To Life



Every Lion who sponsors a new member during the January-February-March District Membership Growth Program is eligible to receive this clutch pin. District Governors are responsible for ordering pins for deserving Lions in their Districts.

Dear Fellow Lion:

Our proud heritage as world leaders in humanitarianism has now reached its 70th year. Our commitment to serving others has not flagged in these many decades; indeed, as human need grows, we have kept pace, and today Lions Clubs International is the world's largest service club organization.

To ensure that we may continue to meet the challenges that confront us, our membership must be maintained at optimum level to be successful in all our service endeavors.

We must maintain our efforts to BRING QUALITY TO LIFE, and I am asking you during our January-February-March District Membership Growth Program, to seek out other service-minded men to join us. Men of all ages, cultures and backgrounds are welcome in our efforts to help people in need.

Men who share the same spirit of goodwill that moves us all to become Lions are necessary to building membership strength.

Introducing other men to Lionism is, of course, of year-round importance. But during this three-month program, I ask you to place special emphasis on sharing Lionism with a friend.

Let's all work together to make our 1987 drive the most successful ever—increasing our strength means increasing our ability to remain a viable force for good throughout the world.

Building an effective membership does not stop at the induction ceremony. Each new member should have a clear understanding of his responsibilities and be considered a part of all club activities. Share the spirit of fellowship with a new member, give him meaningful assignments and a responsible role to play—and I guarantee this man will be an active, involved Lion who is an asset to your club and our International Association.

The next three months are vitally important to Lions Clubs International. You are needed to help build our membership strength, which in turn is critical to continuing our role as world leaders in humanitarian action.

Seek out men of quality who know the importance of helping the less fortunate. There will always be people in need, and there will always be men who are willing to go that extra step to help their fellow man.

Let's find these men, and ask them to join us in Lionism.

Yours in Lionism,

A handwritten signature in dark ink, appearing to read "Sten A. Akestam".

Sten A. Akestam
International President