

January- February- March Program

Needed- Quality Members!



Every Lion who sponsors a new member during the 1989 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:

Growth in membership is vital if we are to achieve our increasingly ambitious service objectives and thus enhance still further our stature in the world community. The forthcoming three-month period affords Lions an ideal opportunity both to strengthen their respective clubs and in so doing be officially recognized as members committed to fortifying our association's place as the leading service club organization in the field of global humanitarian service.

Traditionally, our January-February-March District Membership Growth Program has been one of the association's most successful drives. I urge you to seek out men and women who you believe would make quality Lions, interest them in Lionism and submit their proposals for membership to your club's committee. By sponsoring one or more new members, not only will you know you are strengthening the capacity of your own Lions club to serve community and human needs, you will also earn the handsome clutch pin recognizing your participation in this important district program.

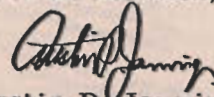
Quality members equal quality clubs, and it is the responsibility of each individual Lion to invite other people of quality to share the fellowship of club membership. Where are these prospective Lions to be found?

Surely, in every community there are men and women who are not currently Lions, but who are leaders in their businesses and professions and who would welcome the opportunity to donate their considerable skills and energies in voluntary service. I would ask you to pay special heed to the "new generation" of young professionals with the goal of bringing them into the ranks of Lionism. I have spoken often of how necessary it is to demonstrate to these people that they will be answering human needs on an international basis and that they will see immediate and measurable results of their efforts. The advantages of drawing members from this group are many, but it is up to you to demonstrate to them your personal pride in membership in order for these people to **want** to become Lions.

Remember, the January-February-March drive is a **district** program. When club secretaries report gains to the district governor it is his responsibility to order the pins for deserving Lions in his district.

I ask you to make every effort to add men and women of quality to your clubs during the first three months of 1989—and throughout the year—for in this way will you ensure that still more quality services bearing the Lions emblem will become realities around the world.

Yours in Lionism,



Austin P. Jennings
International President