

January-February-March District Membership Growth Program

**Be
Involved in
Strengthening
Your Club**



We Serve



Dear Lion:

To be involved in your Lions club carries any number of implications. You are involved in meeting community needs through your club's service programs and in supporting the international program objectives of the association, specifically SightFirst and LCIF. You are involved in promoting the image of Lions Clubs International through both your own personal demeanor and by taking every opportunity to tell others of the accomplishments and goals of your own Lions club and of Lions worldwide.

There is yet another manner in which you should be involved in Lionism, one that is essential to our very structure as a service club organization. Membership growth! It needs to be foremost in the minds of Lions at all times. As our service initiatives expand, so must our membership increase to meet these greater demands. The next three months will, in fact, present an excellent opportunity for Lions to be involved in a drive that has traditionally resulted in dramatic net gains: the January-February-March District Membership Growth Program.

I ask that you make a special effort during these first three months of 1992 to invite into your clubs individuals you believe will make good Lions; men and women who will help your club become even more involved in answering community needs. I urge you go out of your way to ask women to become members. More than 40,000 women now belong to Lions clubs worldwide. Countless more would welcome the opportunity to become members of the world's largest service club organization and will be a tremendous human resource in helping your club achieve its potential in serving community needs.

So dedicate your time and efforts during these next three months to build your club's membership. And let the January-February-March Program be only the beginning—be involved in membership growth throughout the year.

Sincerely,

Donald E. Banker
International President