

NEW AWARD PROGRAM FOR CLUB MEMBERSHIP DIRECTORS

OCTOBER

Club Membership Directors, on the firing line of new member growth, will now be recognized for their achievements. With the addition of a new membership growth award, club membership directors who have at least three different sponsoring Lions in their clubs and whose clubs have a net gain in membership are eligible to receive a lapel pin. The program begins July 1, 1994, with awards to be sent automatically to the club secretary or president for presentation, as soon as possible after the close of the fiscal year in June 1995.

GROWTH

According to the International Board resolution approving it, the award serves several valuable purposes: it recognizes a deserving Lion who has served on the Membership Committee; it ensures at least three sponsoring Lions in the club; and it adds at least three new members to the club's roster.

AWARD

LIONS WELCOME BACK POPULAR AWARD PROGRAM

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It's official. The October Growth Award program for sponsoring a new member during the month of October is back. The recent board approval of the October Growth Award program will be welcomed by many clubs. They use it as

BACK

the kick-off to their own, year-long efforts to recruit new members. This year's award is a handsome lapel pin symbolizing Lion solidarity throughout the world.

Don't forget to take advantage of this award program. Any Lion who

sponsors a new member during the month of October receives the award. Thanks to the computer, no award application is needed. When the Membership Growth Department receives notification, awards are sent to the club secretary or president for presentation to the sponsoring member.

"GOT 30 SECONDS, PAL?"

You're standing in line with a friend from work who notices the Lions pin you're wearing. "What's that all about?" he says, pointing to your pin. Can you relate the benefits of being a Lion in 30 seconds or less? Because that's about all the time your friend is going to allow before wanting to talk again. A Lion who can communicate the benefits of being a Lion is a more powerful tool than any slick brochure ever produced.

But a Lion has to be ready with byte size benefits to relate: "It's a chance to meet new people," "I like making the community a better place in which to live," or even "it's my way of making business contacts," are good conversation starters. But you may be able to think of many others, so be ready to meet the moment.

OPTIMISTIC WORDS OF ADVICE

Ever wonder what the competition is doing? New members of the Optimist Club are offering this advice on how to make membership a satisfying experience:

- Attend meetings
- Volunteer for projects
- Join a committee
- Wear your pin
- Read the Optimist magazine
- Pay your dues on time
- Ask Questions
- Tell others

Sound familiar? It should. Lions need to remember the other team is always out there.