

Re-embrace



Lions Clubs International's

October Growth Award Program

If you've been a Lion for a while, you probably remember the October Growth Award Program and its emphasis on membership recruiting in the month of October. Did you know that many clubs worldwide still recognize the program and continue to recruit a majority of their members during October?

Guess what?

Lions Clubs International is re-embracing the October Growth Award Program. Join your fellow Lions clubs and make October a banner month for new member recruiting.

How can my club obtain the October Growth Award?

All clubs participating in the October Membership Growth Program will receive a banner patch as well as name recognition on a section of the Lions Clubs International Web site. Clubs qualify for recognition in two steps—by adding members in October and then reporting those members on their MMR or WMMR later on in October.

Now's the time to make your membership grow!

Conduct a fun event, invite new faces to your club meetings and watch your membership grow! Best wishes for a successful membership campaign.



Clubs will find membership recruiting assistance on the Lions Club Web site. Here are a few materials for your club's use:

- Lions Make a Difference (ME-40)
- I Am a Lion (ME-37)
- NEW! Student Program
- Membership Invitation Web site
- Membership Invitation Tips from the Healthy Club Toolbox
- Membership Chairpersons Guide

Every club's purpose during the month of October should be to attract, recruit and induct prospective members. By increasing your net membership growth in October, you will begin a growth cycle that can be maintained throughout the Lions year. Any net membership growth your club achieves throughout the year brings you closer to attaining the following year-end awards:

Year Round Growth
President's Retention Campaign
Membership Key Award
International President's Award for Club Presidents

Contact:

Membership Operations
Lions Clubs International
300 W. 22nd St.
Oak Brook, IL USA 60523

E-mail: memberops@lionsclubs.org
Phone: 630-571-5466 x322 or x340
Fax: 630-571-8890
www.lionsclubs.org

