

WOMEN IN LIONS

How can your club attract more women? The simple solution is to make your club attractive to women. We know-that is not really that simple.

Lion Karen Sell, First Vice District Governor of District 21 B in Tucson, AZ has not 50 Ways to Lose a Lover but 50 Ways to Woo a Woman-Member That Is.

First talk to the women already in your club. They will be the real salespeople in your club. Make sure that they feel good about the club. Are you utilizing their skills?

Next go to where the women are. Find service projects that interest women. Your club could adopt a school, helping provide backpacks to flags. Do not just provide money, but make sure you are active. Sponsor a little league, but make sure your members are at the games. Donate scholarships, but make sure you present the scholarships at the assembly. It becomes more personal. And where there are playgrounds and parks, there are women. Maybe your club helps build it, but also keeps the grounds clean. You will meet women if you are out there, not just a check in the mail.

Bring the women to you. Have a program that interest women and open it to the public. Ideas for these programs range from health care to cooking, children's needs to the elderly.

Get out there. Sponsor a community award. Have the club send thank you notes to teachers.

Stand for causes important to women.

Never miss an opportunity. If you see someone drop glasses off, tell them about Lions. Have your information available but also get their information. Get names of people that attend your events.

Switch it up. Give money to a girl's sports team. At your golf outing have a special hole for women only. And if your club has a special event, for every Lion that brings a woman guest, the Lion gets in free.

For a complete list of ideas go to the LCI website under Family and Women's News.

Respectfully,

Lion Tammy Rockenbach