



Officer Training
BOARD OF DIRECTORS

Board Members, including Officers, have certain duties and responsibilities. The materials will provide you with an overview of club operations as well as the responsibilities of each member of the Board of Directors.

Please review the following materials included in the handout:

- a. Club Officers Team Manual
- b. Member Satisfaction Guide
- c. Just Ask!

You can gain additional insight and information by familiarizing yourself with the documents and training materials from the Lions Clubs International website:

- a. [Club Officers](#)
- b. [Club Resource Center](#)
- c. [Lions Member Resource Center](#)
- d. [Blueprint for a Stronger Club](#)
- e. [Your Club, Your Way](#)

Thank you for participating!

**If you have any questions, please contact your
District 27-D1 Global Action Team:**

**GLT Lion Tony Sobczak tonysobczak@yahoo.com
GMT Lion Adam Crowson adam.Crowson@gmail.com
GST Lion Bruce Voight bfvoight@gmail.com**



Club Officers Team Manual

English

Lions Clubs International Purposes

TO ORGANIZE, charter and supervise service clubs to be known as Lions clubs.

TO COORDINATE the activities and standardize the administration of Lions clubs.

TO CREATE and foster a spirit of understanding among the peoples of the world.

TO PROMOTE the principles of good government and good citizenship.

TO TAKE an active interest in the civic, cultural, social and moral welfare of the community.

TO UNITE the clubs in the bonds of friendship, good fellowship and mutual understanding.

TO PROVIDE a forum for the open discussion of all matters of public interest; provided, however, that partisan politics and sectarian religion shall not be debated by club members.

TO ENCOURAGE service-minded people to serve their community without personal financial reward, and to encourage efficiency and promote high ethical standards in commerce, industry, professions, public works and private endeavors.

Lions Clubs International Vision Statement

TO BE THE GLOBAL LEADER in community and humanitarian service.

Lions Clubs International Mission Statement

TO EMPOWER VOLUNTEERS to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

Lions Clubs International Code of Ethics

TO SHOW my faith in the worthiness of my vocation by industrious application to the end that I may merit a reputation for quality of service.

TO SEEK success and to demand all fair remuneration or profit as my just due, but to accept no profit or success at the price of my own self-respect lost because of unfair advantage taken or because of questionable acts on my part.

TO REMEMBER that in building up my business it is not necessary to tear down another's; to be loyal to my clients or customers and true to myself.

WHENEVER a doubt arises as to the right or ethics of my position or action towards others, to resolve such doubt against myself.

TO HOLD friendship as an end not a means. To hold that true friendship exists not on account of the service performed by one to another, but that true friendship demands nothing but accepts service in the spirit in which it is given.

ALWAYS to bear in mind my obligations as a citizen to my nation, my state and my community, and to give them unswerving loyalty in word, act and deed. To give them freely of my time, labor, and means.

TO AID others by giving my sympathy to those in distress, my aid to the weak, and my substance to the needy.

TO BE CAREFUL with my criticism and liberal with my praise; to build up and not to destroy.



Club Officers Team Manual Table of Contents

Introduction	4
Teamwork	5
Club Leadership	6
Officers' Duties	
Committees	
Leadership Development	9
Club Officer Training	
Developing Members' Leadership Skills	
Membership	10
Eligibility	
Categories	
Transfer Members	
Reinstated Members	
Recruitment & Retention	
Types	
New Club Development	
Club Management Timeline	13
Beginning the Year	
Preparation	
Setting Goals	
Make Committee Assignments	
Determine Record Keeping Methods	
Fiscal Responsibilities	
Throughout the Year	
Conduct Meetings	
Communicate Effectively	
Handle Correspondence	
Attend Zone Meetings	
District Governor's Club Visit	
Attend Conventions	
Finishing the Year	
Transition to the Next Leadership Team	
Year End Recognition	
Apply for Club Excellence Award	
Club Operations	18
Club Meetings	

Club Meeting Program Ideas	
Increasing Meeting Attendance	
Monitor & Recognize Attendance	
Reporting & Forms:	20
Membership	
Club Officers	
Service Activity	
Club Supplies Order	
Name Changes	
Replacement Charters	
Club Mergers	
Trademark Policies	
Status Quo and Cancellation	
Priority Club Status	
Finance	27
Club Financing	
Financial Responsibilities	
LCI Payment Instructions	
LCIF Payment Instructions	
Preparing Financial Reports	
Financial Suspension of Clubs	
Service	32
Selecting Service Activities	
Planning Service projects	
Monitoring Service Projects	
Evaluating Service Projects	
Celebrating!	
Promoting Your Club	33
Public Relations	
E-Clubhouse	
Recognition	34
Formal & Informal Recognition	
Resources	34
LCI Website	
MyLCI Website	
Standard Form Lions Club Constitution and By-Laws (LA-2)	
Periodicals	
International Theme	
District Officers	
LCIF	
LCI International Headquarters	

INTRODUCTION

Congratulations! Serving as a club officer is a privilege and honor bestowed upon you by club members. Through your election, your peers have recognized your leadership skills and potential to manage the club effectively. Your term in office will offer many opportunities to learn new skills, enhance the experience of others and grow as a leader. By taking advantage of the many opportunities to learn and grow, your term can have personal and professional development benefits that will last a lifetime.

All of the members of your club are part of your team, and it is the club officers' responsibility to guide members toward reaching the club's goals. *Having goals and making plans to achieve them are two key steps to being successful.* Every member has his/her important role to fill, and by working together, your club will be able to meet its full potential and serve a vital role in your community.

This manual contains helpful information to guide you through your year as a club officer. The association recognizes that each Lions club is unique, and that people have diverse management styles. To accommodate these facts, there is a great deal of latitude in how you choose to manage your club as long as you follow the basic club requirements set forth in the Standard Form Lions Club Constitution and By-Laws (LA-2).

TEAMWORK

In today's rapidly changing world, individuals must blend their family demands, work commitments and volunteer work. While the responsibilities of an individual club officer may be demanding, he/she is able to share challenges, ideas and perspectives with fellow officers. This **club officer team** concept fosters collaboration and provides a shared focus and approach to club administration.

The **club president, secretary and treasurer comprise the core of the club officer team**, working together to provide effective club leadership. The club president, in addition to supervising overall club operations, is responsible for developing team strategies, coaching and motivating the team members, and monitoring overall performance of the team.

This collaborative team approach not only can improve club administration, but it also:

- enables each officer to be more confident and effective by working together and utilizing individual knowledge, skills, and talents.
- encourages creativity through communication and the sharing of challenges, opportunities and ideas, ultimately generating new insights or perspectives that an individual may not have discovered.
- supports the achievement of goals in a timely manner as each member works toward specific objectives and fulfilling responsibilities that support the collective goal.

As the key leader in each club, the president can be extremely busy. Effectively delegating responsibilities as appropriate to club officer team members can enhance the management and general operations of the club, while preparing them for future leadership roles.

In the club officer team, like all effective teams, each member has been assigned specific responsibilities and tasks for which they are accountable. An overview of each of these positions is in the pages that follow.

CLUB LEADERSHIP

Teamwork is one of the keys to successful club management. Club officers can collectively shape the way in which they work together that will be best for all concerned. Regardless of the way your club officer team works together, the leadership team should ensure that the club has leadership development goals and plans to achieve them. Your zone chairperson and other members of the district GLT can be a resource for your officer team in creating and implementing a leadership development plan.

There are, however, specific responsibilities and areas of authority for each club officer. Using these as a guide, your leadership team can determine the most effective way to manage your club throughout the year.

President

He/she is the chief executive officer of the club who presides at all meetings of the board of directors and the club. The president issues the call for regular meetings and special meetings of the board of directors and the club, and appoints the standing and special committees of the club while cooperating with chairpersons to ensure regular functioning and reporting of such committees. He/she sees that officers are elected as provided for by the constitution and by-laws, and cooperates as an active member of the district governor's advisory committee of the zone in which this club is located.

The club president has no absolute authority. The president's authority to act must come from directives from the board of directors, the club as a whole, the club's constitution and by-laws, or the Standard Form Lions Club Constitution and By-Laws (LA-2).

Immediate Past President(s)

He/she officially greets members and their guests at club meetings, and represents the club in welcoming all new service-minded people in the community served by the club.

Vice President(s)

If the president is unable to perform the duties of his/her office for any reason, the vice president next in rank shall occupy his/her position and perform his/her duties with the same authority as the president. Each vice president shall, under the direction of the president, oversee the functioning of such committees of the club as the president designates.

Secretary

He/she is under the supervision and direction of the president and the board of directors, and is the liaison officer between the club, the district (single or sub and multiple) in which the club is located, and the association. The secretary:

- Submits regular monthly membership reports, service activity reports and other reports specified by the association

- Submits reports upon request to the district governor's cabinet
- Cooperates with and serves as an active member of the district governor's advisory committee of the zone in which the club is located
- Has custody of and maintains general records of the club, including minutes of club and board meetings; attendance; committee appointments; elections; member information, addresses and telephone numbers of members; members club accounts
- Arranges for issuance, in cooperation with the treasurer, of quarterly or semi-annual statements to each member for dues and other financial obligations owed to the club, collects and turns dues over to the club treasurer and obtains a receipt
- Gives bond for the faithful discharge of his/her office in the sum and with surety as determined by the board of directors
- Delivers in a timely manner, at the end of his/her term, the general records of the club to his/her successor

Treasurer

He/she shall:

- Receive all monies from the secretary and deposit the currency in a bank or banks recommended by the finance committee and approved by the board of directors
- Pay the club's obligations authorized by the board of directors. All checks and vouchers shall be signed by the treasurer and countersigned by one other officer, determined by the board of directors
- Have custody of and maintain general records of club receipts and disbursements
- Prepare and submit monthly and semi-annual financial reports to the board of directors of the club
- Give bond for the faithful discharge of his/her office in the sum and with surety as determined by the board of directors
- Deliver in a timely manner, at the end of his/her term, the financial accounts, funds and records of the club to his/her successor

Membership Chairperson

For more detailed guidance, refer to the Club Membership Chairperson Guide.

His/her responsibilities include:

- Development of a club membership growth program and presenting the program to the board of directors for approval
- Regular encouragement at club meetings of recruiting new quality members
- Ensuring implementation of proper recruitment and retention procedures
- Preparing and implementing member orientation sessions
- Reporting to the board of directors ways to reduce the loss of members
- Coordinating with other club committees in fulfilling these responsibilities
- Serving as a member of the zone level membership committee

Board of Directors

The members of the board of directors are the president, immediate past president, vice president(s), secretary, treasurer, Lion tamer (optional), tail twister (optional), membership chairperson, branch coordinator, if designated, and all other elected directors.

What the board of directors can and cannot do by itself is set forth in the Standard Form Lions Club Constitution and By-Laws (LA-2). This information is published on the association's website. Similar information may be referenced in the club's constitution and by-laws.

Any club rule, procedure, by-law or constitutional provision that is contrary to the constitution and by-laws of the club, district, multiple district or the International Constitution and By-Laws is not valid.

The board of directors shall have the following duties and powers:

- (1) It is the executive board of the club and is responsible for the execution, through the club officers, of the policies approved by the club. All new business and policy of the club shall be considered and shaped, first, by the board of directors for presentation to and approval by the club members at a regular or special club meeting.
- (2) It authorizes all expenditures and shall not create any indebtedness beyond the current income of this club, nor authorize disbursement of club funds for purposes inconsistent with the business and policy authorized by the club membership.
- (3) It has the power to modify, override or rescind the action of any officer of the club.
- (4) It ensures that the books, accounts and operations of the club are audited annually or, at its discretion, more frequently and may require an accounting or have an audit made of the handling of any club funds by any officer, committee or member of the club. Any member of the club in good standing may inspect the audit or accounting upon request at a reasonable time and place.
- (5) It appoints, on recommendation of the finance committee, a bank or banks for the deposit of the funds of the club.
- (6) It appoints the surety for the bonding (insurance) of any officer of the club.
- (7) It shall not authorize, nor permit, the expenditure, for any administrative purpose, of the net income of projects or activities of the club by which funds are raised from the public.
- (8) It shall submit all matters of new business and policy to the respective standing or special club committee for study and recommendation to the board.
- (9) It appoints, or designates a committee to appoint, subject to approval of the club membership, the delegates and alternates of the club to district (single, sub- or multiple) and international conventions.
- (10) It maintains at least two (2) separate funds governed by generally accepted accounting practices. The first fund to record administrative monies such as dues, tail twisting fines and other internally raised club funds. A second fund is to be established to record activity or public welfare monies raised by asking support from the public. Disbursement from such funds is to be in strict compliance with item (7) above.

Lion Tamer (Optional)

The Lion tamer is responsible for the property and paraphernalia of the club, including flags, banners, gong, gavel, song books, etc. He/she puts each item in its proper place before every meeting and returns the items to the proper storage area after each meeting. He/she acts as sergeant-at-arms at meetings, seeing that those present are properly seated, and distributes bulletins, favors and literature as required at club and board meetings. He/she ensures that new members are welcomed to the club and sit with a different group at each meeting so that the new members become better acquainted.

Tail Twister (Optional)

The tail twister promotes harmony, good fellowship, and enthusiasm in the meetings through appropriate stunts, games and the judicious imposition of fines on club members. There shall be no appeal of his/her decision in imposing a fine, provided, however, that no fine shall exceed an amount fixed by the board of directors of the club, and no member shall be fined more than twice at any one meeting. The tail twister may not be fined except by the unanimous vote of all members present. All monies collected by the tail twister shall be immediately turned over to the treasurer and a receipt shall be given.

Committees

Committees contribute to the success of a club by concentrating on a specific area and making sure that the club's goals in that area are met. Typically, committees are formed to focus on areas such as club meeting programs, community service, fundraising projects, club finances, leadership development, membership, public relations and constitution and by-laws. Clubs are encouraged to appoint an information technology chairperson to coordinate the club's use of technology. Clubs may form additional committees as deemed necessary.

LEADERSHIP DEVELOPMENT

The Leadership Development Division at International Headquarters provides several resources to the district Global Leadership Team (GLT) to assist you in developing critical leadership skills. The Lions Leadership Resource Center, accessible via the association's website, offers easy access to leadership development tools and resources.

Club Officer Training at the District Level

Districts are mandated to offer orientation programs for club officers. These programs are beneficial to skill development and personal growth. Club officers are encouraged to attend these programs, which often take place during district conventions or special district, region or zone meetings. Contact the zone chairperson, district governor or other member of the district Global Leadership Team (GLT) for details. In addition,

training resources presenting the responsibilities of the club president, the secretary and the treasurer are available in the Leadership Resource Center on the LCI website.

Developing Members' Leadership Skills

As club officers, developing and nurturing leadership skills of club members is very important. Club members will be looking to you for guidance, motivation and to help solve problems, if necessary. Together, your leadership team will help keep the club moving towards its goals by involving members actively on committees and/or service projects and providing opportunities for leadership experience.

As a club officer, you should also make efforts to identify potential leaders and encourage their development to ensure the future vitality of your club. The Leadership Development committee, in collaboration with club officers, should set leadership development goals and make plans to achieve them during the year. Once future leaders have been identified, the committee should develop plans to mentor and provide training opportunities and experience both within and outside the club for those future leaders. To support these efforts, LCI offers a variety of leadership development opportunities for Lions club members.

The Lions Learning Center (LLC): The LLC offers all Lions the opportunity to sharpen their knowledge of Lions fundamentals and leadership skills through online, interactive courses. Available through the Leadership Resource Center, courses related to public relations, motivating members, managing meetings, public speaking and managing service projects are included. The overall purpose of these courses is to develop more effective Lions leaders.

Webinars: Webinars are interactive, online trainings sessions that use the Internet to connect the participants and instructors. A variety of topics are addressed through LCI's webinars each year. Check the Leadership Resource Center on the LCI website to determine which webinars would be beneficial to you as an officer and to the members of your club. (English and Spanish only)

MEMBERSHIP

Membership Eligibility

Any person of legal majority of good moral character and reputation in their community is eligible for Lions membership. Lions club membership is by invitation only. When inviting members, use the Membership Application on the LCI website and submit to the club membership chairperson or secretary, who, after investigation by the membership committee submits to the board of directors for approval.

Membership Categories

There are seven categories of membership:

- Active
- Affiliate
- Associate
- Honorary

- Life
- Member-at-Large
- Privileged

Please refer to the *Standard Form Lions Club Constitution and By-Laws (LA-2)* on the LCI website for a description of each membership category. No individual can simultaneously hold membership, other than honorary or associate, in more than one Lions club.

Transfer Members

Clubs may grant membership on a transfer basis to a Lion who has terminated or is terminating his/her membership in another Lions club, provided that:

1. The member is in good standing at the time of transfer requested or
2. No more than twelve months has elapsed between termination of his/her membership in another club and
3. The transfer is approved by the club board of directors.

Both clubs involved in the transfer of a member must report the member on their MMR or use online reporting of MyLCI. It is no longer necessary to send the *Transfer Member Form* to International Headquarters.

Reinstated Members

Any member dropped from membership in good standing may be reinstated by the club's board of directors. The Reinstated Lions Service Credit form allows Lions who have had previous breaks in Lions membership to claim their time served, "in good standing," and apply it to their current Lions membership record as prior years.

Recruitment and Retention

Membership recruitment and retention are vital to the success of a Lions club. Planning and implementing recruitment and retention strategies can help your club thrive. To aid clubs, Lions Clubs International offers several resources, all found on the LCI website:

- The *Just Ask! New Member Recruiting Guide* outlines a five-step process for membership development and is intended for clubs looking to recruit new members and do more service.
- The *Membership Satisfaction Guide* teaches clubs how to provide a meaningful experience and meet the expectations of its members.
- The *Club Quality Initiative (CEP)* guides clubs through a four-step workshop process to evaluate the club and the direction in which it leads its members. Through this process, clubs conduct the *How Are Your Ratings? Survey* and *Community Needs Assessment* to learn more about their club and the community they serve.

Types of Members

Every club needs members in order to achieve its service goals. That's why LCI offers several ways to become a Lion and serve. Forms referenced in the sections below can be located on the LCI website.

- **Regular Member**

Regular membership is for people interested in volunteer programs, community service and making our world a better place. Regular members pay an entrance fee (US\$25) and full international dues (US\$43). Additional district, multiple district and club dues apply.

- **Family Member**

The *Family Membership Program* provides families with the opportunity to receive a special dues discount when they join the same Lions club together. The first family member (head of household) pays full international dues (US\$43), and up to four additional family members pay only half the international dues (US\$21.50). All family members pay the one-time entrance fee (US\$25). The program is open to family members who are (1) eligible for Lions membership, (2) currently in or joining the same club, and (3) living in the same household and related by birth, marriage or other legal relationship. To certify family members, the club secretary should complete the *Family Unit Certification Form* and submit it with the paper MMR (c23a), or complete certification by creating the family unit on the MyLCI website: <http://mylci.lionsclubs.org>

- **Student Member**

Student membership allows students to make new friends – and help others in their community at the same time. Students enrolled in an educational institution and between the age of legal majority and through age 30 pay no entrance fee and half international dues (US\$21.50). Students over age 30 and joining a Campus Lions club pay a US\$10 entrance fee and full international dues. To certify a student member, the club secretary should complete the *Student Member Certification Form* and submit it with the paper MMR (c23a), or complete certification and add the student member on the MyLCI website <http://mylci.lionsclubs.org>

- **Leo to Lion Member**

Leo Lion membership allows current or former Leos to continue doing volunteer work with LCI as a Lion. All former Leos pay no entrance fee when joining a Lions club. Former Leos between the age of legal majority and through age 30, who have been a Leo for at least a year and a day and joining a Lions club, pay half international dues (US\$21.50). To certify a former Leo or Leo Lion, the club secretary completes the *Leo to Lion Certification and Years of Service Form*. The member can be added via MyLCI or via the paper MMR (c23a).

- **Young Adult**

Young adults, between the age of legal majority and through age 30, receive an entrance fee waiver and pay half international dues (US\$21.50) when joining a Leo Lions club. To certify a young adult member, the club secretary completes

the *Leo to Lion Certification and Years of Service Form*. The member can be added via MyLCI or via the paper MMR (c23a).

New Club Development:

Organizing or sponsoring a new Lions club in nearby areas is an effective way to bring additional people into the association. New clubs increase the number of Lions to help those in need, and they create new opportunities to complete joint service projects together. The association offers a variety of options for forming new clubs. Visit the LCI website for more information on the different types of clubs. Contact the New Clubs Department for more information on new club development or to order a club organization kit.

For questions related to membership, contact the Membership Development Division at extension@lionsclubs.org.

CLUB MANAGEMENT TIMELINE

As a club officer, you will want to plan your work. The suggested timeline includes some (not all) of the key action items for each time period:

Beginning the Year

Preparation

Most officers begin preparation for their term before taking office, so the beginning of your term is the time for any final preparation. Use the many available resources to learn more about your club, its members, and the international association. The outgoing officers can be most helpful during this time; however, make sure that you support their leadership until you officially take office.

The most effective Lions clubs regularly identify ways to expand their humanitarian service impact, develop leaders, and meet club members' needs and expectations. They take care to ensure they continually bring value to the community and to club members. It is important to develop and implement a plan or a "blueprint" to guide your actions. The plan may change over time as new needs arise and opportunities are identified, but following a well thought out plan is critical to club success. The *Blueprint for a Stronger Club* is a tool that provides a simple process for developing a strategic club plan with an emphasis on four core dimensions: club operations, service, leadership development and membership. For details, refer to the *Blueprint for a Stronger Club* on the LCI website.

Setting Goals

Most people will agree that setting goals and developing a plan to achieve those goals is one of the keys to success. Involving members in creating the goals increases the motivation to achieve them. Review the requirements of the Club Excellence Award before setting your goals. Working with your leadership team, consider creating a strategic plan outlining your club's goals for the year and how you intend to reach them.

Refer to the *Blueprint for a Stronger Club* on the LCI website for guidance on how to develop a strategic plan. Resources on setting goals can be found in the Leadership Resource Center on the LCI website.

Make Committee Assignments

One of the most important responsibilities of a club president is making committee chairperson assignments. Serving on a committee prepares members to become a chairperson, and serving as a committee chairperson prepares members to become a club officer. Experience worldwide shows that a member who is actively engaged in club activities will continue to be a club member.

Presidents should confer with their vice president(s) before assigning chairpersons since the vice president(s) may work closely with committees throughout the year. Consider matching committee assignments to your members' skills and knowledge when choosing chairpersons. If the current club president agrees, your chairperson appointments may be announced before you officially take office.

Throughout the year, the club's leadership team should encourage two-way communication with the committee chairpersons to keep them informed, encouraged and motivated.

During the club president's term, he/she will need to form the Nominating Committee. Please note that, according to the Standard Form Lions Club Constitution and By-Laws, the committee should be functional by March, and club elections must take place by April 15. The elected officers are to be reported on the Club Officer Reporting Form (PU-101) or through the MyLCI website: <http://mylci.lionsclubs.org>.

Determine Record Keeping Methods

There are many ways to keep records for the club. It is a good idea for club officers to meet and determine how meeting minutes, and financial and membership records will be kept. At the end of the year, records should be turned over to the succeeding officers.

Fiscal Responsibilities

There are several important financial issues that should be addressed as you begin your year.

- **Preparing the Budgets:** Developing the club's administrative and activities budgets is one of the most important responsibilities of the treasurer. He/she works with the Finance Committee and club president to prepare them. It is important to anticipate revenue and income carefully and prioritize spending needs when developing the budgets. Monitoring them throughout the year will help ensure your club remains solvent.
- **Handling Banking Issues:** The treasurer and Finance Committee will recommend a banking institution to the board of directors, as well as suggest officers for signing and co-signing checks. It is also recommended that a

signature card be on file with the bank, limits set regarding the amount of petty cash the club will handle and a system for reimbursement established.

- **Establishing Club Dues:** The treasurer, in cooperation with the Finance Committee and upon approval of the board of directors and club members, establishes the amount for the annual club members' dues. When determining this amount, consider how much money will be needed to maintain the financial health of the club. The club dues should also include district, multiple district and international dues. Club dues are typically collected in advance, semiannually or annually. Invoices are usually sent to club members approximately 10 days before the start of the dues-paying period.

Throughout the Year

Conduct Meetings

The club president presides at all meetings of the club. Preparing and following an agenda as well as using a recognized system of parliamentary procedure (such as *Robert's Rules of Order*) will ensure the meetings run smoothly and productively. Parliamentary procedure will also help you assert yourself when necessary and handle disharmonious behavior. Handling problems that occur during meetings is not always easy. Your members expect and have confidence in the club president to lead during these times.

Agenda formats vary from club to club and may be tailored to meet your club's individual needs. A typical club meeting or board of directors meeting format:

- Call to order by president
- Introduction of guests
- Program (guest speaker, entertainment, etc.) may either precede or follow the business portion
- Reading and approval of minutes of previous meeting
- Treasurer's report
- Old or unfinished business
- New business
- Adjournment

The club secretary typically has numerous duties for these meetings:

- Creating an agenda in conjunction with the president;
- Notifying participants of the time and location of the meeting;
- Recording minutes during the meeting;
- Recording attendance, makeup meetings and awards presented.

Communicate Effectively

For a club officer, it is vital that the lines of communication remain open among members of the leadership team as well as between the leadership team and the board of directors, club members, district officers and the community. Keeping these people up to date on club news, issues, etc. and helping them work through challenges will be an important part of your year. If disputes arise between any member or members, and

the club, consult the dispute resolution provision in the *Standard Form Club Constitution and By-Laws (LA-2)*.

Handle Correspondence

Club officers often handle an abundance of correspondence. Correspondence should be answered promptly and professionally to ensure the efficient running of the club.

Attend Zone Meetings

Zone meetings are very helpful for club officers. These local gatherings allow clubs to exchange ideas regarding programs, projects, fundraising, and membership issues, and offer a forum for establishing cooperative relationships between clubs. In addition to the club officers, encourage other potential future leaders to attend zone meetings since they are informational and are an opportunity to meet other Lions from clubs in your area.

District Governor's Club Visit

The district governor or his/her designee visits clubs in the district to evaluate the operations of the clubs and discuss Lions business matters. Clubs are encouraged to use this visit to strengthen their relationship with district officers. After setting a date for the visitation, clubs should give him/her time on the agenda to address members. Throughout the year, clubs are encouraged to inform the district governor about major activities. A governor or his/her designee may visit clubs in the districts individually or jointly at the zone level.

Attend Conventions

Attendance at conventions—including district, multiple district and international—is a wonderful way to learn more about the association, get motivated and meet fellow Lions. Have a club goal for a number of members to attend, who have been identified as future leaders.

Finishing the Year

Transition to the Next Leadership Team

Just as you may have looked to the sitting club officers for advice before you took office, the incoming members of the leadership team may look to you for advice. If asked, brief them regarding the status of the club, and any other pertinent information. The transfer of club records to the next leadership team is necessary and important. Discuss any plans or projects that are not completed that will continue into the next year.

Year End Recognition

Make sure to thank those who supported your club's efforts during the year. Recognizing club members, community residents and those who have been helpful to your club is a wonderful way to end your year in office.

Apply for the Club Excellence Award: The application should be completed by the club secretary, signed by the respective district officers, and returned to the LCI English Language Department for processing. Applications received after the deadline printed on the application will not be considered for the award. The deadline date is printed on the application. The application can be downloaded from the association's website in the Club Resource Center.

CLUB OPERATIONS

Excellence in club operations leads to member satisfaction and retention. As a leader, you have the opportunity to ensure that the club meeting and the overall club experience is meaningful and rewarding. Whether it is how the meetings are hosted or how effectively service activities are managed, every event or communication is part of the overall member experience. To assess your club members' overall satisfaction, use the *How Are Your Ratings?* survey which is available on the LCI website. Your club can also participate in the *Club Excellence Process* which includes the member survey.

Club Meetings:

Club meetings are a key aspect of member satisfaction. Club meetings provide a platform of involvement, camaraderie, and recognition. They should be positive and informative as well as inclusive. Encourage everyone to participate. Remember to include social time and opportunities to network and exchange business cards.

For additional material regarding preparing for effective club meetings, take the online course, *Managing Meetings*, in the Lions Learning Center (LLC).

Club Meeting Program Ideas:

Most general meetings feature a program for the benefit of their members. Club programs can inform or entertain. They can enrich your members personally and professionally. And, while political and religious discussions should be avoided, the general meeting is a perfect opportunity for members and guests to learn about the community and issues that might relate to the interests of the club members.

There are many places to find good programs, including:

- **Local Community Leaders** such as a mayor, member of government, police or fire chief, school superintendent, etc. Not only will your club benefit from their programs, but you will have the opportunity to introduce these influential people to your club.
- **Local Business People** such as representatives from your members' companies, the chamber of commerce, or convention and visitor's bureau.
- **Recipients of Club Service** invite those who have benefited from club efforts to speak as a way to motivate members to continue their dedication to serving those in need.
- **Cultural Organizations** such as museums, theaters and orchestras offer interesting and informative programs and are a good way to add variety.
- **Organizations that Help the Disabled** such as Special Olympics, local blindness assistance organizations, agencies for the disabled, groups that provide assistance to the elderly and others. While these groups will usually request funding from the club, they may also provide opportunities for hands-on involvement.

- **District Committee Chairpersons** – Learn about the status of your district's important projects to encourage club support.
- **Backup Programs** – Have a few programs ready that can be put on quickly and easily in the event of a last minute cancellation. Some ideas for quick programs include:
 - presenting the International Program video and discussing how your club is contributing to the association's goals for the year;
 - holding a membership recruitment "summit" and brainstorming creative ways your club can recruit new members;
 - asking your public relations chairman report on the status of publicity efforts and your club's perception in the community.

Keep a list of these "emergency" programs on hand, and you'll be prepared to act quickly.

Increasing Meeting Attendance

- Make sure meeting dates, time and location are convenient to the members.
- Make sure the meeting place is comfortable and meets the needs of your members.
- Use multiple communication methods to encourage attendance, including email, letters and phone calls. Communications should be upbeat and include a positive description of the meeting program and emphasize the importance of their involvement in the club's activities.
- Invite members and potential members and encourage them to bring friends. Even if they miss a meeting, continue to keep them on your invitation list. Make phone calls to members who miss more than one meeting to find out the reason they are not attending meetings. Keep them informed of the developments and the progress made on service projects.
- Provide a detailed status report of each club project and encourage members to get involved.
- Feature an interesting program or presentation at each meeting.

Monitor & Recognize Attendance

It is the responsibility of the club officers to monitor and record attendance of members, establish make-up rules and verify that members have fulfilled attendance requirements. Members who are not attending meetings should be encouraged to become more involved. It is equally important to recognize members who are active members so they continue their involvement. Perfect attendance awards are available for members who have attended every regularly scheduled meeting for twelve months or more, making up missed meetings in accordance with the club's policies. The period may begin with any given month. Awards

that recognize attendance as well as recognition awards for outstanding service are available in the Club Supplies Catalog.

Reporting & Forms

Reporting is important to every organization and LCI has worked very hard to make reporting easy with the introduction of the MyLCI website.

Once your position as a club officer has been reported to LCI headquarters, you will receive an email message to welcome you to MyLCI. This generally occurs the first week of the new fiscal year. From the end of May to July 1, officers new to MyLCI will have access to the MyLCI Training Area. The officer will be asked to create a user name and password to access the MyLCI site. In order to create a password you will need your member number and a unique email address. If you have used MyLCI before, you can use the same user name and password you used in the past. Beginning July 1, you will have full access to MyLCI depending on the club position you hold. Refer to the MyLCI Support Panel when you are online for answers to questions about the function you are using. Questions about registration, passwords or membership reporting can be directed to mylci@lionsclubs.org.

To access the MyLCI website, follow the path below or click <http://mylci.lionsclubs.org/>

- Go to the LCI home page at www.lionsclubs.org or <http://www.lionsclubs.org/EN/index.php>
- Click the **MyLCI** link in the top, center of the page

Take time to familiarize yourself with the various forms clubs submit on a regular basis and the information available. Please note that paper versions of these forms are available for download via the association's website.

- **Monthly Club Membership Reporting (MyLCI / c23a)**

All Lions clubs are asked to report any membership changes on a monthly basis. Even when there are no changes in membership, clubs should report "No changes for the Month." Monthly reporting ensures accurate statement billing, magazine and miscellaneous mailings, award(s) criteria and other benefits.

To access the MyLCI Website, follow the path below or click <http://mylci.lionsclubs.org/>

- Go to the LCI home page at www.lionsclubs.org or <http://www.lionsclubs.org/EN/index.php>
- Click the **MyLCI** link in the top, center of the page
- Enter your user name and password to access the MyLCI site

Club presidents and secretaries can submit their monthly membership changes using the MyLCI website. Membership changes reported using MyLCI are recorded

immediately and available to view by LCI headquarters, district and multiple district officers and chairpersons. The current reporting month is open for submission of reports throughout the entire month – from the 1st through the last current day of each month. When "No Changes for the Month" has been selected, subsequent reporting entries are permitted for that month. Related reports will be updated accordingly. The reporting month closes on the last calendar day of each month at 12:00am (midnight) Central Standard Time (CST).

Note: the MyLCI site only accepts the current calendar month's report. You may backdate transactions up to two (2) months but, they will be displayed in the detail section of the current calendar month's report. For reports dating back further than two (2) months, you will need to submit a paper MMR form (c23a) to the Member Service Center at the address listed below.

Membership reports cannot be submitted, in advance, of upcoming months.

Club presidents and secretaries can also submit their monthly membership changes using the paper MMR form (c23a). Membership reporting forms received by the 20th calendar day of the month (for example, July 20, August 20) will be entered in that same month. The paper MMR form is available to download by searching MMR or c23a on the LCI Website or can be obtained from the Member Service Center at the address listed below.

Paper MMR forms can be submitted by mail, fax or email to the Member Service Center at the address listed below.

Lions Clubs International
Member Service Center
300 W. 22nd Street Oak Brook Illinois, 60523 USA
Phone 630-468-3830
Fax 630-706-9295
Email memberservicecenter@lionsclubs.org

- ***Monthly Club Service Activity Report:***

One of the best parts of being a Lion is serving our local communities as well as meeting worldwide humanitarian needs. Club secretaries are asked to report the club's service activities as they occur. Service activity reporting helps us measure the impact of our service and helps our leaders at the district, multiple district and international levels understand the needs and interests of the local club, helps inspire fellow Lions with our success stories and provides a searchable record of the year's activities.

MyLCI is used to report service activity. Club presidents and secretaries are able to submit and update service information and all club officers with access to MyLCI are able to view the service activity reports. Once reported, the service activity information is immediately available to view by district and multiple district officers and chairpersons. When no service activities are performed for a given

month, it is not necessary to record any service activity information for that month.

Club secretaries can report their club's service activities online by following these simple steps:

- Go to the LCI website: www.lionsclubs.org
- Click: MyLCI at the top of the home page
- Enter your user name and password to access the MyLCI site
- After logging in, click on "My Lions Club" at the top and select "Service Activities" from the drop-down menu.
- Click "Add Activity" at the top of the page and complete the various fields.
- Click "Save" once all the necessary information is entered. The activity should now appear on the summary page. If you check **Share this story**, other clubs will be able to view the details of your service activity.
- Repeat the last two steps to add additional activities

By completing the monthly service activity report online, club secretaries are able to:

- Keep a descriptive, searchable record of their club's service activities
- Upload up to two photographs for each service activity
- Use the "signature activity" tool to report re-occurring service activities
- Enter service goals and track their club's progress toward achieving them
- Use the support center panel for additional instructions and tools related to a specific functional area of the report
- Search for activities (including photos and project descriptions) that are being shared by other clubs and districts worldwide

Secretaries using MyLCI ensure that their club's service activities are included in the Association's annual State of Service Report and the various summary reports that are available to district officers through the MyLCI system. LCI no longer accepts paper service activity reports via mail, email, or fax.

Service Activities can be reported throughout the year and ends on July 15 of the next fiscal year. The activities reported by the clubs remain available online for 2 years following the year of service.

For more information on service activity reporting, visit the LCI website and search by keyword "activity report." For technical assistance, contact LCI's support center via email at mylci@lionsclubs.org or by phone at (630) 468-6900.

- ***Club Officer Reporting:***

Each year following the election of the new club officers, clubs are asked to report their new officers to International Headquarters. When the new officers are reported:

- Find A Club (the locator on the association's website) will reflect the new officers

- The new officers will be able to receive timely mailings from international headquarters and the district
- The new officers will be able to access and utilize the MyLCI website

For the same reasons, we ask that you also report any officer changes that occur during the year. We ask that each club report their newly elected or re-elected officers to International Headquarters by May 15 each year.

When you submit your officer report online, you will note that there is a position entitled “director”. This provides you the option to register additional club board members who do not hold any of the other officer titles listed.

Club presidents and secretaries can report their new officer information and changes using the MyLCI website. Officers reported using MyLCI will be immediately available to view at LCI Headquarters and by the multiple district and district officers and chairpersons.

Club presidents and secretaries can also report their new officer information and/or changes using the paper Club Officer Reporting form (PU101). The paper form is available to download by searching Club Officer Reporting form or PU101 on the LCI website.

Paper Club Officer Reporting forms can be submitted by mail, fax or email to the Member Service Center at the address listed below.

Lions Clubs International
Member Service Center
300 W. 22nd Street Oak Brook Illinois, 60523 USA
Phone 630-468-3830
Fax 630-571-1687
Email memberservicecenter@lionsclubs.org

- ***Club Supplies Order Form (M74):***

This form may be used to order club supplies from International Headquarters. Remember to allow plenty of time for orders needed by a certain date. Club officers and/or members may place orders through the Lions Clubs Online Store and/or download the order forms at www2.lionsclubs.org but only the club president, secretary or treasurer may bill orders to the club account using your MyLCI login and password.

Phone: To place a US telephone order including Alaska, Hawaii, Puerto Rico, U.S. Virgin Islands and Canada toll free call 1-800-710-7822 between 8:00 a.m. and 4:30 p.m. central standard time excluding holidays. Calls from the 800 number cannot be transferred to other departments.

Fax: To place a fax order, dial 1-630-571-0964 – 24 hours a day, 7 days a week. For security purposes and to safeguard your privacy we do not accept credit card orders via fax.

Mail Orders To:
Lions Clubs International
Club Supplies Sales Department
300 W 22nd Street
Oak Brook, Illinois 60523-8842
USA

E-Mail : An electronic printable order form is available online at www2.lionsclubs.org (clicking on Forms). E-mail the completed form to clubsupplies@lionsclubs.org. For security purposes and to safeguard your privacy we do not accept credit card purchases via e-mail.

On Line: Internet orders can be placed online at www2.lionsclubs.org. Payment can be made with a credit card. The order confirmation will be e-mailed automatically.

Club Name Changes

Club name changes must comply with the requirements established in Board Policy. Requests should be sent to the English Language Department at International Headquarters. To request a club name change use form DA 980 on the LCI website.

Replacement Charters

Clubs that are in good standing and have misplaced their charter may order a replacement charter from the New Clubs Department (newclubs@lionsclubs.org). There is a US\$25.00 fee for this service.

Club Mergers

Two or more clubs may merge together, provided that both clubs are in agreement with which club will be cancelled and the name, officers and committees of the remaining club. Each club's membership and the district cabinet must adopt a resolution supporting the merger. The remaining club must submit a Merger Request Form (DA-979) and required documents to the English Language Department.

Lions Clubs International Trademark Policies

Lions Clubs International has a legal obligation to protect its registered trademarks. To address this need, the Board of Directors adopted the *Lions Clubs International Trademark Policies*. These policies define the association's trademarks and provide members, clubs and districts (single, sub and multiple) with guidelines on how and when they can use the association trademarks.

Under these policies, Lions members, clubs and districts are automatically granted permission and license to use the association trademarks in the promotion and furtherance of Lions Clubs International's purposes and club or district operations, such as sponsored programs, projects, community service and other events, so long as such use is done in accordance with the policies adopted by the International Board of

Directors, and the trademarks are not used on any item to be sold or otherwise available from the Club Supplies and Distribution Division and official licensees. For a complete copy of the association's trademark policies, please refer to the Lions Clubs International Web site or contact the Legal Division at legal@lionsclubs.org or (630) 203-3847. For any questions on licensing, approval for specific use on products, goods, etc., please contact the Club Supplies and Distribution Division at clubsupplies@lionsclubs.org or (630) 571-5466, ext. 6798.

Status Quo and Club Cancellation

Status quo is a temporary suspension of the charter, rights, privileges, and obligations of a Lions club. The objective of status quo is to stop the activity of clubs that are not fulfilling the obligations of chartered clubs until the reason for placement into status quo is resolved or the club is cancelled.

Lions clubs may be placed in the following categories of status quo:

- Failure to comply with the purposes of the association, or conduct unbecoming a Lions club, such as, failure to solve club disputes or involvement in litigation
- Failure to fulfill any obligations of a chartered Lions club, such as, failure to hold club meetings regularly or failure to submit the Monthly Membership Report for three or more consecutive months;
- The club is non-existing or fictitious
- The club has asked to disband or participate in a club merger.

While in status quo, the club cannot:

1. Conduct service activities
2. Conduct fund-raising activities
3. Participate in district, multiple district, or international functions or seminars
4. Participate in any voting procedures outside of the club
5. Endorse or nominate a candidate for district, multiple district and international office
6. Submit the Monthly Membership Report and other report forms
7. Sponsor a Lions club, or organize a Leo club or a Lioness club

In order for a status quo club to regain the status of good standing, the club must:

1. Correct the reason for which the club was placed in status quo
2. Pay all outstanding balances in the district, multiple district and international accounts
3. Submit a completed Reactivation Report to report membership and leadership changes if needed

If a club in status quo fails to correct the reason for which it was placed in status quo and comply with the LCI Constitution and By-laws, the club will be subject to cancellation. The cancellation of a club may be rescinded within 12 months from the date of cancellation if the reasons for canceling the club are resolved. All previous dues must be paid. The district

governor or the coordinating Lion must submit a Reactivation Report to rescind the charter cancellation.

Clubs that are placed in status quo will have the support of their zone chairperson, district governor, first vice district governor and second vice district governor to help the club regain active status. If you have any questions regarding status quo, the English Department at Lions Clubs International can also be of assistance.

Protective Status:

A Lions club may be placed in protective status quo when requested by the district governor and the country or the area of the Lions club is experiencing:

- War or civil insurgency;
- Political unrest;
- Natural disasters;
- Any other special circumstances which prevent a Lions club from functioning normally.

A Lions club shall stay in protective status quo for an initial period of 90 days, plus 180 additional days if warranted. A protective status quo club shall be allowed to function normally, based on the definition of Lions club's functions defined in the Board Policy Manual, but exempted from:

- Payment of district, multiple district, and international dues;
- Submission of Monthly Membership Report and other report forms.

The club is released from protective status when the club is able to fully function, pay outstanding district, multiple district and international accounts and submit a reactivation report. The recommendation to release a status quo club shall be made at any time of the year; in cases of extreme hardship, the International Board of Directors, at the request of the District and Club Service Committee, may provide partial dues relief.

Priority Club Designation

In order to allow district authorities to provide special attention to weaker or less established clubs, LCI has created the designation of Priority clubs. Priority club designation allows members of the District Governor Team to make up to two additional club visits to the club funded by the existing district governor budget. This designation does not change the status of the club nor change the clubs rights or obligations and is designed to provide support to clubs that need additional attention.

Priority clubs automatically include all clubs that have been chartered over the previous 24 months, clubs in status quo or financial suspension and clubs that have been cancelled over the previous 12 months that could be reinstated.

The district governor may request priority designation for five additional clubs. To request priority designation for clubs that are not newly formed, recently cancelled, in

status quo or financial suspension as noted above, the district governor must indicate why additional support is necessary, provide a plan outlining the needed activities and assign a Guiding Lion to the club. The plan must be approved by the club, the district governor, and the first vice district governor and then submitted to the District and Club Administration Division. These clubs must continue to pay dues and fulfill the responsibilities of a Lions Club or may risk being placed in financial suspension and cancelled. If measurable progress is not made within six months, these clubs may lose their priority designation. A club is considered to have achieved success when it has reached the goals set by the club when priority designation was granted. More than five additional clubs may be given a priority designation with the approval of the District and Club Service Committee.

FINANCE

Club Financing

Most clubs use the budget system of financing. This is a practice of anticipating in advance as accurately as possible the income and expenses of your club for a specific period and then preparing a budget on that basis. Budgets should be used as guidelines for spending.

Clubs should have two budgets for their fiscal year: (1) an administrative budget and (2) an activities budget. The administrative budget is what finances club operations. Its income comes mostly from club dues. The activities budget finances the club's activities and projects. Its income should come from special fundraising projects held by the club in the community. Income from the club's fundraising projects cannot be used to defray the club's administrative costs, even if the club advertises that funds raised will be used for the club's own purposes. The club can, however, deduct the direct operating expenses of the fundraising project from the funds raised.

Financial Responsibilities

The club treasurer is responsible for making payments for items purchased by the club, as well as district, multiple district and international dues.

Each month, the club treasurer will receive an itemized statement of charges and credits from International Headquarters, if transactions occurred, or if the club maintains a balance on its account. These charges and credits may include semi-annual international member dues, entrance fees, charter fees, and prorated dues for new members, fees for reinstated members, dues for transfer and life members, and club supplies. It is the responsibility of the club treasurer to review the statement for accuracy and submit the statement to the club's board of directors for approval. The treasurer should also regularly monitor the club account on MyLCI in order to verify that all payments made to LCI have been correctly credited to the club. If a payment is not shown on the account, resend the payment identification information to the Accounts Receivable and Club Account Services department email accountsreceivable@lionsclubs.org or by fax 630-571-1683.

Payment is expected within the established terms for all club account balances. A club which has an unpaid balance in excess of US\$20 per member or US\$1,000 per club whichever is less, outstanding past 120 days will be automatically suspended, including the charter, rights, privileges, and obligations of the Lions Club. In the event the club does not reach an active status by the 28th of the following month, the club's charter will be automatically cancelled

Club treasurers should comply with the following instructions to ensure that the club's account is properly credited with payments.

Lions Clubs International Payment Instructions

After the club's board of directors has approved the monthly statement, the club treasurer is responsible for submitting a payment to the association's bank account. If LCI does not have an account in the country, payment can be issued as noted in the payment instructions accompanying the statement.

In all instances, please write the complete club name, club number, and the purpose of the payment on the front of the check or deposit slip. **This is most important to ensure the payment is applied to the club's account. When making a deposit, it is very important to send a copy of this information to the Accounts Receivable and Club Account Services department by fax 630-571-1683 or email: accountsreceivable@lionsclubs.org**

Specific payment instructions by country are available on the association's website. These instructions are also included with clubs' monthly statements. Club treasurers should review the *online payment instructions* located on the LCI website.

- *Online Payment Options - In addition to paying by Credit Card, PayPal is now an option for Club Treasurers with a valid MyLCI User ID and password. Club Treasurers can visit MyLCI on the Lions Clubs International website. After logging onto MyLCI, choose Club, Statement and select PayPal or Credit/Debit Card.*
- **US DOLLAR PAYMENTS** - When making payment with a US dollar draft drawn on a United States bank or branch, the payment should be mailed to the association's lockbox (**Note:** Please do not write deposit information on the back of a check):

The International Association of Lions Clubs
35842 Eagle Way
Chicago, IL 60678-1358 USA

- **US DOLLAR WIRE TRANSFERS** - When making payment with a US dollar wire transfer, include the complete club name and club number in the transfer instructions, and wire the funds to the following association account:

JP MORGAN CHASE BANK, N.A.

10 South Dearborn Street
Chicago, Illinois 60603, US
Swift Number: CHASUS33
Routing (ABA): 021000021
Account Number: 00105732
Beneficiary name: The International Association of Lions Clubs
United States wire transfers require the routing ABA#. International wire transfers require the Swift Number.

- *Clubs submitting US dollar wire transfers or non-US currency drafts or wire transfers should fax deposit information to the Accounts Receivable Department to ensure accurate and timely crediting of payments. Include a copy of the wire or deposit slip along with the club name, club number, amount to be credited to the club account and purpose of payment. Please fax information to 630-571-1683.*
- **NON-US DOLLAR PAYMENTS** - *When making a payment with a non-US currency draft or wire transfer, the funds should be deposited in a local country association bank account. The local country association bank account location and account number can be obtained from your district governor, Accounts Receivable Department or the association's website. If there is no local association bank account, refer to the payment instruction online or contact the Accounts Receivable Department at International Headquarters.*
- **CREDIT CARD PAYMENTS** - *Club Treasurers who have established a valid MyLCI User ID and password can pay by credit card via the Lions Clubs International website. By visiting www.lionsclubs.org, club treasurers may pay with Visa, MasterCard, Discover and American Express credit and debit cards. Please note: The exchange rate will be determined by the credit card company.*

Direct any inquiries concerning the club's account to the Accounts Receivable Department. The fax number is 630-571-1683. The e-mail address is accountsreceivable@lionsclubs.org.

Lions Clubs International Foundation (LCIF) Payment Instructions

In order to ensure that your donation reaches LCIF, it is crucial to indicate that the donation is intended for LCIF.

- **US DOLLAR PAYMENTS** - *When making a donation to LCIF with a US dollar draft drawn on a United States bank or branch, payment should be mailed to:*

Lions Clubs International
Department 4547
Carol Stream, Illinois 60122-4547
USA

- **US DOLLAR WIRE TRANSFERS** - *When making a donation to LCIF with a US dollar wire transfer, specify that the donation or payment is intended for LCIF and*

include complete payment or donor information. and wire the funds to the following LCIF account:

Lions Clubs International Foundation
JP Morgan Chase Bank, N.A.
10 South Dearborn Street
Chicago, IL 60603 USA
Account Number: 754487312
Routing ABA #: 0210 0002 1
Swift Code: CHASUS33

Notify LCIF via e-mail, lcif@lionsclubs.org or fax 630-571-5735 of an incoming wire transfer.

- **NON-US DOLLAR PAYMENTS** - *The following options are available for non-US dollar donations or payments:*
 - US dollar wire transfers
 - US dollar deposits made to an LCI US dollar bank account
 - Non-US currency deposits made to a local LCI bank account
 - Credit card payments charged in US dollars only

Other Financial Information

The association's website also contains additional valuable information about:

- *Exchange rates*
- Payment instructions
- Unidentified deposits

To access any of these pages, log on to www.lionsclubs.org and click on the Member Center, Resources, Finance, then select the page needed.

Exchange rates are updated on the 1st of every month and the unidentified deposits are updated on the 15th of every month.

Statements sent to club treasurers contain the monthly exchange rates established by the association. Remember, if a payment is made in subsequent months, the association's website posts the current month's rate of exchange.

Unique payment instructions, by country, are sent with the monthly statements of accounts. Payment instructions are also available on the association's website.

Sometimes a payment cannot be identified. The payment information is given to the district governor. Unidentified payments are also posted on the association's website. The club treasurer should confirm that each payment is credited to the club account. Contact the Accounts Receivable Department with proof of payment for payments that are not credited to the club's account.

Preparing Financial Reports

Most of a treasurer's time during a board meeting is spent presenting and explaining the financial report. It is important to choose a format for the report that is clear, easy to follow and accurate. Some items to include in the report:

- Itemized income and expenses for the period since the last financial report.
- The amount budgeted for expenses.
- The net monetary assets of the club at the beginning and end of the reporting period.
- A running total of the amount of money the club actually spent on community projects versus the same figures from the previous year.

Financial Suspension of Clubs

A Lions club, which has an unpaid balance in excess of US\$20 per member or US\$1,000 per club, whichever is less, outstanding past 120 days will be placed on financial suspension, including the suspension of the club's charter, and all the rights, privileges, and obligations of the Lions club. Suspended clubs can hold meetings to discuss the future of the club and to identify actions to take to regain an active status. Any club that has been approved for a payment plan by the Finance Division will not be cancelled, so long as it continues to fulfill its obligation per the approved payment plan.

In the event the club does not acquire an Active Status or enter into a payment plan on or before the 28th day of the month following suspension, the club's charter will be automatically cancelled. The cancellation of a club for financial suspension may be rescinded within 12 months from the date of the cancellation, in the event the club has paid their account balance in full and a completed reactivation report is received filled out by the current district governor. Clubs that have been cancelled more than twice due to financial suspension will not be eligible for reactivation.

Clubs on Status Quo or Financial Suspension cannot:

- Conduct service or fund raising activities
- Participate in district and multiple district functions or seminars
- Participate in any voting procedures outside of the club
- Endorse or nominate a candidate for district, multiple district and international office
- Submit Monthly Membership Reports and report forms
- Sponsor a Lions club, or organize a Leo or a Lioness club

Clubs on Suspension shall:

- Hold meetings to discuss the future of the club and identify the steps needed to regain an active status
- Make payments to clear the existing outstanding balance, or request a payment plan

SERVICE

Lions clubs make local communities better places to live. People in your community know that they can count on your club to pitch in. Lions work on a diverse array of community service activity projects, and each club is responsible for the quality of that service.

Selecting Service Activities

Generally, considerations for choosing service activities fall into three areas:

- Activities must be relevant to the unique needs of your community.
- Activities may be ongoing and traditional activities supported by Lions Clubs International, such as blindness prevention, diabetes awareness, environmental services and youth programs
- Activities may relate to the priorities of the annual International Theme which details the international president's areas of emphasis

Most clubs try to achieve a balance between these three areas when selecting activities for the year. Involvement of members in selecting activities will generate new ideas, increase member participation in activities and improve member satisfaction. It is also a good idea to review your club's goals before choosing activities. Most importantly, look at your resources closely—time, budget and volunteer support—before committing to a project.

Planning Service Projects

Once you have selected a service activity, it is time for planning.

- Establish the goal of the project – what do you want to achieve?
- Give the project a name – this is valuable for promotional purposes
- Assemble the project team – consider what is needed to successfully complete the project, and seek out club members with those skills
- The project team leaders will then establish a work structure – deciding how the project will be done, and who will do what

Monitoring Service Projects

- Communicate – keep in touch with project team members
- Review progress and provide motivation along the way
- Encourage adjustments to the project team's plan as necessary – issues may arise that require modification. The important thing is to get the project done – and done well!

Evaluating Service Projects

- Upon project completion, compare your results to the goals established – do they line up?
- With the project team, analyze the process – what did the project team do well? What could be improved? An honest evaluation will help your club to do even better next time. Be sure to document key points and recommendations for future reference.

Celebrating!

- Acknowledge the contributions of all involved – as a club officer, recognition from you is important.
- Celebrate and take pride in knowing your club made a positive impact
- Be sure to report your activity through the Service Activity Report (MyLCI) and click **share** so other Lions Clubs can learn from your success.

Ideas for service projects and additional information related to conducting projects can be found on the LCI website.

PROMOTING YOUR CLUB

How your club is perceived in the community is essential to its success. Developing and implementing a comprehensive public relations program will help ensure that community members support your club. Public relations involves all forms of communication – written, verbal and non-verbal. It includes writing news releases and distributing promotional flyers. Equally important are actions often taken for granted, such as wearing a Lions lapel pin and marching in a parade.

Your PR program will encompass both ongoing club publicity, and promoting special events, such as fundraising and service activities. Good public relations will help foster community support and can support your club's membership efforts, as people want to belong to a successful and reliable organization. By actively promoting your club and its worthwhile activities, you'll be projecting a positive image in the community.

Equally important is internal communication. Many clubs worldwide find that preparing a club directory and publishing their own newsletter help keep their members informed. Another communications tool that is becoming essential is a club website. The site can reach your audiences—both internal and external.

Explore PR opportunities that are available via the LCI website and through social media such as Facebook, YouTube, Twitter, Flickr and Instagram. You can share your news, videos and photos with captions with the public or with your club members as your club decides is appropriate.

E-Clubhouse

The e-Clubhouse enables clubs to build a free Web site and enhance their presence on the Web by using fill-in-the-blank fields and pre-formatted templates to make giving clubs a polished and tech savvy appearance easy. The e-Clubhouse also provides consistency with the new Lions branding while enabling clubs to preserve their individuality. The site includes a club calendar, club projects, photo gallery and contact us page to help tell others about their Lions club. Up to five more pages can be added. It's up to the club to key in information and to determine how it will be used for their club. Encourage clubs to develop their own Web presence with the e-Clubhouse by visiting the LCI website.

RECOGNITION

Recognition can be defined as, “acknowledgement with a show of appreciation.” It is important that club officers let members know their service is noticed and valued.

Lions Clubs International has an extensive formal recognition program to reward Lions for special achievement. Recognition can also be a more personal reinforcement that we call informal recognition. From a simple “thank you,” to buying lunch, to sending a note, to naming a club event in their honor, club leaders should be creative in their efforts to let others know they appreciate their hard work. For more ideas, refer to the publication *The Art of Recognition* on the LCI website.

- **Recognize Club Members:** Recognition is an excellent way to maintain morale in the club. Clubs may determine guidelines for honoring the service of its members. The secretary is responsible for maintaining accurate awards records and ordering awards. Suitable awards honoring outstanding service are available from the Club Supplies Catalog. Awards should be ordered as early as possible to ensure timely delivery.
- **Host Appreciation Dinners:** Many clubs choose to hold an appreciation dinner for all community residents who have helped their club. It is a good opportunity to say “thanks” to everyone.
- **Membership Awards:** Descriptions of the various membership award programs are available on the LCI website.

RESOURCES

There is an abundance of information, materials and people ready to assist you as you serve your term in office. You are encouraged to take advantage of these resources as needed.

Lions Clubs International Website

The association’s official website, located at www.lionsclubs.org, is an essential tool for club officers. There are hundreds of pages of information on the site. The Club Resource Center on the LCI website includes many documents that are useful to club officers.

On the LCI website, you will find basic information about the association’s programs, contact information and e-mail links to International Headquarters, various directories and an online Club Supplies store. Many publications can be downloaded, which saves both time and money.

MyLCI Website

The MyLCI website at <http://mylci.lionsclubs.org/> is a tool used by club officers to maintain member names, addresses and phone numbers, view and pay LCI statements, print membership cards, report and track the club's service activity, view miscellaneous reports, club rosters, create member mailing lists, designate the next year's officers and report monthly membership.

Access to functions and data on the website is based on the user's current role within the Lions organization and as such, requires the user to logon with a registered user name and password.

Five short English video segments are available to guide officers who would like to learn more about MyLCI.

MyLCI Introduction	An overview of the functions and basic features of the MyLCI Web site.
LCI Logon and Registration	Demonstrates how to create a username and password for the LCI Web sites.
Using the MyLCI Web site	Demonstrates how to navigate and use the help features of MyLCI Web site.
MyLCI Membership Reporting	Demonstrates how to add, drop and edit membership records.
MyLCI Family Units	Demonstrates how to create and edit a Family Unit.

Video segments, demonstrating how to report next year club officers, via MyLCI, are available in English.

Club Officer Reporting using MyLCI	Demonstration of reporting next year club officer assignments using MyLCI
----------------------------------------------------	---------------------------------------------------------------------------

After logging on to MyLCI, a training area is also available to new officers to help them become comfortable with using the website.

Support For MyLCI

For more information about MyLCI, or assistance with submitting online and paper forms for club-level reporting, contact the MyLCI Support Center at 630-468-6900 or by email at mylci@lionsclubs.org .

Club presidents, secretaries and treasurers need a user name and passwords to access this information. Club officers are able to choose their own password. Each officer must be registered with LCI with a unique email address. Therefore it is very important that clubs report their new officers in a timely manner, either online or with the paper PU-101 form, and that they verify and update all contact information and include a unique email address for each individual officer. If a club reports only one shared email address for all the club officers, they will not have access to online reports. For more information

regarding online report filing or passwords, visit the LCI website, or contact the MyLCI Support Center at 630-468-6900 or by email at mylci@lionsclubs.org.

Standard Form Lions Club Constitution and By-Laws (LA-2)

This publication, available on the website, is another important item for club officers. The Club Constitution and By-Laws outlines the structure, duties and responsibilities of Lions clubs and club officers, and is the ultimate guide for club management. Information contained within this constitution is the club's primary governing guidelines. If your club has its own constitution and by-laws, it must conform to the Standard Form Lions Club Constitution and By-Laws.

Periodicals

Each Lions club member receives the LION Magazine. *Lions Newswire*, the monthly newsletter on the association's website, keeps members throughout the world informed of important events as well as Lions Clubs International policy changes and news of current Lions events and activities. The Lions Newswire is posted monthly on the LCI website.

International Theme

The annual international theme, which explains the international president's focus for the year, is available on the association's Web site and in the July/August issue of the LION Magazine. It is suggested that clubs choose some activities that would reflect the international theme priorities.

District Officers

Club officers are encouraged to work with district officers to achieve shared objectives. Your district governor, first vice district governor, second vice district governor and region and zone chairpersons can help you with questions and problems that may arise during your year. Many districts also have materials for club use, such as a video lending library, that may be helpful. Often, past officers can offer advice based on their experience. Districts often provide a directory of district and club officers, which is useful for communication with district officers and other club officers.

ORGANIZATION OF INTERNATIONAL HEADQUARTERS

International Headquarters is arranged into several groups that support similar goals and have a natural collaborative working relationship. The following description of each division within International Headquarters can also enable clubs and members to contact the correct division. The general phone number for International Headquarters is (630) 571- 5466.

ADMINISTRATIVE OFFICERS AT INTERNATIONAL HEADQUARTERS

Executive Administrator

The executive administrator of Lions Clubs International oversees the administration and operation of International Headquarters. The executive administrator's primary responsibility is to implement policies and procedures through the association staff that sustain the vision and purposes of the association and foundation.

The executive administrator:

- Manages the activities of the International Headquarters groups and staff
- Works closely with the International President, the Executive Committee, and the International Board of Directors to assure that the worldwide activities and expansion of Lionism are in keeping with the philosophy and policies of the association

Secretary

The secretary implements and manages the corporate governance programs for the association and prepares and distributes the official minutes of the International Board of Directors Meetings and Executive Committee.

Treasurer

The protection, management and investment of the association's funds and other resources in accordance with the approved policies of the International Board of Directors, are the main responsibilities of the treasurer. The treasurer is also responsible for budget preparation, as well as international officer and director expense claim audits.

LCIF Executive Administrator

The executive administrator of Lions Clubs International Foundation is responsible for the administration of the foundation, which is a separate legal entity with charitable, tax-exempt status. The LCIF executive administrator works with LCIF Chairperson and LCIF Board of Trustees to implement the foundation's mission of supporting the efforts of Lions clubs around the world in serving their local communities and the world community as they carry out essential humanitarian service projects.

INTERNATIONAL HEADQUARTERS GROUPS

DISTRICT & CLUB SERVICE AND LEADERSHIP DEVELOPMENT GROUP

District and Club Administration

Email: districtadministration@lionsclubs.org

Assists the administration of districts and clubs worldwide. Provides language services in the association's official languages. Issues District Governor Team and Club Excellence Awards and supports club development by providing clubs with the Guiding Lions program and Club Rebuilding Awards. The English Language Department serves as an important communication resource for district governors.

Leadership Development

Email: leadership@lionsclubs.org

Designs, develops, implements and evaluates leadership development programs, seminars, and conferences at the international, multiple district, district and club levels. Provides online learning opportunities (Leadership Resource Center: <http://www.lionsclubs.org/EN/member-center/leadership-development/index.php>) and curriculum tools and resources for local use. Supports and collaborates with the Global Leadership Team (GLT) to identify and satisfy Lions' training and development needs around the world.

GLOBAL DEVELOPMENT GROUP

Email: globaldevelopment@lionsclubs.org

Service Activities

Email: programs@lionsclubs.org

Supports Lions and Leos in implementing meaningful service projects and activities through the provision of project planning resources. Current service categories include children, youth, health, environment, and international relations, as well as special initiatives such as the Centennial Service Challenge and the Reading Action Program. The division also collects data on Lions and Leo activities through the Service Activities Report. This data helps the association demonstrate how Lions and Leo local acts are making a positive contribution to global development priorities. The Service Activities Division is comprised of the Programs & Service Initiatives Department and the Leo Club Program Department.

Marketing and Membership

Membership

Email: membershipdev@lionsclubs.org

Directs and initiates efforts by members and member committees in establishing standards for membership and programs for bringing new members into the association. Oversees the GMT and Operations functions.

Public Affairs

Email: pr@lionsclubs.org

Directs all public affairs activities including managing public relations and media relations. Manages all audio/video productions and events including providing leadership and creative input on high profile events and programs such as Centennial, LDUN, etc.

Marketing

Email: marketing@lionsclubs.org

Directs, develops and implements marketing strategies to support key programs of the association including new club and membership initiatives, service initiatives, along with the marketing of all recognition programs and other key programs of Lions. Oversees the graphics function.

Communications

Email: communications@lionsclubs.org

Directs all internal and external communications, advertising, brand management and corporate messaging. This includes all online communications and The Lion magazine.

TREASURY, FINANCIAL & BUSINESS OPERATIONS GROUP

Finance

Email: finance@lionsclubs.org

Manages the association's resources, both people and money. Directs the implementation of the association's financial policy, including banking, transfer of funds, general accounting functions, cost accounting and investments. Provides various financial services to members.

Information Technology

Email: informationtechnology@lionsclubs.org

Provides technology services that include technology infrastructure, membership and financial systems, a business intelligence system for reporting, member services websites including MyLCI, communication systems, document management system, club, officer and member data administration, district and international convention support and technical support for staff and members (website: www.lionsclubs.org).

Club Supplies and Distribution

Email: clubsupplies@lionsclubs.org

Responsible for inventory, marketing and distribution of club supplies worldwide. Manages worldwide licensing programs. Coordinates assistance to other departments that procure, inventory, promote, ship and bill Lions club materials throughout the world.

OTHER HEADQUARTERS GROUPS

Convention

Email: convention@lionsclubs.org

Develops, manages and coordinates all logistics and major activities relating to the international convention, DGE Seminar, and International Board of Directors meetings.

Legal

Email: legal@lionsclubs.org

Responsible for maintaining the association's worldwide trademark registrations, global insurance program and risk management and litigation. Provides guidance and advice to Lions on the association's constitution and by-laws and board policy, including district elections, international director endorsement inquiries, dispute resolutions and constitutional complaints

LIONS CLUBS INTERNATIONAL FOUNDATION

Website: www.lcif.org Email: lcif@lionsclubs.org

Responsible for administration of the foundation, including promotion, fundraising, investment management, execution of grants and liaising with trustees and board of directors. Manages emergency grants, the SightFirst program, the Lions Quest program and other humanitarian grant programs, in addition to processing donations and providing recognition.

Enjoy the opportunity to be one of the leaders of your club. You not only represent your club, but also the district and association as you work with club members and the community throughout the year. Your term as a club officer can be a rewarding experience, personally and professionally. Your efforts are highly valued and appreciated. Have fun and good luck!



We Serve

The International Association of Lions Clubs

300 W. 22nd Street
Oak Brook, IL 60523-8842, USA
Phone: (630) 571-5466
Fax: (630) 571-1693
E-mail: englishlanguage@lionsclubs.org
www.lionsclubs.org



Lions Clubs International



Membership Satisfaction Guide

*How to keep
members happy
and coming back*

Membership Satisfaction Guide

How to keep members happy and coming back

INTRODUCTION

To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If you went to a restaurant and it did not meet your expectations, would you go back? The same goes for a Lions club!

Along with welcoming your new members, it is important to make sure they begin participating in club activities right away. If your club members feel welcome, comfortable and are involved in community service, they will remain part of your club for a long time.

Research shows that people become Lions for many reasons. The most common are:

- To serve their community
- To be involved with a specific service or cause
- To be with friends
- To become a leader in the community
- To be with other family members who are Lions

How can your club provide the experiences your members are seeking?

Keeping your club efficient, productive and meaningful to your members results in many benefits:

- A club that is vital and a respected part of your community.
- The ability to provide service locally and globally.
- The ability to offer personal and professional growth opportunities to your members.
- A club that provides enjoyable fellowship.

Does your club feel unified, or is it just a collection of individual Lions?

Be sure your club has a club mission statement, objectives and defined goals. Communicate these to your members clearly and openly.

- LCI's Leadership Development webpage offers online [club officer orientation](#), and the [Lions Learning Center](#) offers a goal setting course to help with this process.

If a club is not thriving, it cannot serve.

Lions Clubs International (LCI) has many resources available to support your club. Contact the [Membership and New Club Operations Department](#) at memberops@lionsclubs.org or go to the [LCI website](#), www.lionsclubs.org. Other resources include the utilization of your district zone and region chairpersons, and GMT/GLT coordinators and specialists to assist the club.



Search
Terms:

Throughout this guide, you will find this icon and a list of terms. To find more information and downloadable materials, type these terms into the search box on the LCI website.

- ☐ Club Officers Orientation
- ☐ Lions Learning Center

If your club has not gone through the Club Excellence Process (CEP), consider doing it now. Every club can benefit from this workshop. CEP can help you determine how the experience of membership in your club matches with the expectations of your members.

A CEP workshop can be conducted in one of two formats: CEP Lite or CEP Pro. CEP Pro is a facilitator-guided workshop, and CEP Lite is a self-guided workshop in which a club member acts as the coordinator.

There are the three major activities in the CEP:

1. Conduct a *Community Needs Assessment*. This assessment will help clubs better identify unmet needs in the community, and determine which club projects and programs are important to the people you serve.
2. Give club members the *How are your Ratings?* survey. This will help identify your club's strengths and weaknesses, and align club activities with the interests of members.
3. Develop action plans to support the goals your club will create in the CEP workshop.



- ☐ Club Excellence Process
- ☐ Community Needs Assessment
- ☐ How Are Your Ratings?

STEP 1: DEFINE MEMBER SATISFACTION FOR YOUR CLUB

The first step to ensuring your members have a positive experience is to know what they want from membership in your Lions club. Understanding what your members think about being a Lion will help you direct your efforts. Making changes based on your club members' needs and desires is the key to a good experience for them.

You should also decide how your club will measure member satisfaction. Is it more new members who stay for longer than one year? Is it fewer members leaving the club? Is it more members participating in club events and service?

- Members feel involved when you ask for their opinions. Ask your members: Why is the club here? Do our activities demonstrate this? If a non-Lion looked at one year of our club activities, what would they think was important to our club? Remember to check regularly to see if your members' responses change.
 - This guide has a sample *Member Questionnaire* form you can customize and use to collect responses from your club.
- Assess why your members have left in the past. Consider contacting former members of your club to find out why they left. A sample *Former Member Questionnaire* form is also included in this guide.
- Carefully consider whether your club's stated objectives, goals and mission statement reflect what your current members want your club to be.

STEP 2:

CREATE YOUR CLUB'S MEMBERSHIP SATISFACTION PLAN

Losing members is an issue for many clubs, but the reasons why members leave are often the same. This guide addresses the five general issues former Lions cited most often as reasons for leaving:

- I. Unproductive meetings
- II. Personal reasons
- III. Membership issues
- IV. Club culture
- V. Service

This guide offers suggestions for easily made adjustments that will encourage your members to remain with your club.

I. Addressing Unproductive Meetings

Your members need to feel club meetings are a good use of their time. No one likes to feel their time has been wasted.

The most commonly cited responses regarding unproductive meetings were:

- Meetings were unproductive
- Meetings were not enjoyable
- Lions clubs are too hierarchical and formal
- I did not enjoy the Lions customs

How do you improve your meetings? By planning your meetings so members know what to expect.

First, consider if your club even needs to have a meeting.

- What does your club need to do? Just distribute information or discuss what you are sending out? Is the instant feedback from a meeting necessary or desirable for this topic, or would it be better if your members had time to think about it? Do your members need the information right now or can it wait?
 - Consider using cyber meetings, email or other tools to communicate with your members quickly and without the formality of a meeting.

Communicate clearly and often with your members, and encourage them to let you know what they think. The Lions Learning Center offers a course about *Effective Listening* that can help you become a more effective listener who is better able to respond to the needs of your members.



Before the meeting:

There are 5 questions you need to know the answers to when planning a meeting:

1. Why are we meeting?
 - o Is the purpose of the meeting to conduct club business or for social or public relations reasons?
 - Only include business that is necessary – do not have reports from inactive committees or report information that is not relevant to the meeting topic.
 - Adjust the style of the meeting to your members. Do they prefer formal presentations or active discussions?
2. How long will the meeting last?
 - o Do your members enjoy the Lions customs and traditions? Are there some they might prefer to eliminate? Could the time be more productively used to address club business?
 - Set a realistic time schedule for the meeting, but remember to leave a little time in the agenda to address unanticipated issues.
3. When are we meeting?
 - o A different time or day might increase attendance.
4. Where are we meeting?
 - o Consider a new place for your meetings. A different space could bring a new perspective. Even arranging the room differently can have an effect.
5. What do we want to accomplish by the end of the meeting?
 - o Distribute an agenda and supporting materials (such as financial reports or last meeting minutes) to let your members know what will be covered prior to the meeting. Include an item for members to bring up any ideas or concerns that have arisen since the last meeting. Be flexible in order to allow your members' thoughts and opinions to be heard.

With the answers to these questions, you can organize a productive meeting, develop your agenda and prepare any materials you need. The [Lions Learning Center](#) offers a course titled *Managing Meetings* to teach you meeting management strategies, effective meeting preparation and meeting facilitation.





The next step is to inform your members about the meeting:

- Send invitations/reminders through email and/or your usual club communications. Be sure to include the agenda and any supporting materials so your members can review them before the actual meeting.
- If your club has ground rules for conducting meetings, be sure these are available on the club website and distributed to your members. You might even reference them by stating “discussion as permitted by club rules” by specific agenda items.

Other thoughts for planning a meeting:

- Is a meal necessary? Will light refreshments or beverages be sufficient? Can your members bring their own meal if they prefer?
- Does your club want to have a program at every meeting?

Once the meeting begins:

- Keep to the schedule and end on time! Your members’ time is valuable to them so respect it.
- Follow the agenda. That is what your members have planned for and are expecting.
- Follow the club’s rules for meetings.
- Present top-level information. You have already given your members the details with the agenda and supporting materials so those who want details have them.
- Note the time, place and purpose of upcoming meeting(s).

After the meeting and between meetings:

- Use technology to communicate – your club’s website, blog, email and social media all quickly and efficiently deliver information to your members. Communicate with your members consistently and always follow-up as promised. Use the [Lions Online](#) publication for ideas.

There are 5 questions you need to know the answers to when planning a meeting.



- ☐ Lions Learning Center
- ☐ LION Magazine
- ☐ Lions Online

Meeting Programs:

Would your club prefer to have programs as events separate from business meetings?

- Consider presenting appropriate programs to the community for public relations purposes and/or to showcase the club to new potential members.
- Programs related to your club's service goals could be presented as a community educational event. Your club could invite people who receive the service or who provide related services.
- Sponsor a networking event. Your club organizes a space, promotes the event and invites local business owners and professionals to meet and exchange information.
- Think about having a social meeting in a public place. This can be fun for your members and good public relations for your club at the same time. Maybe a park, zoo or bowling alley? If your club sponsors, or is connected with, a particular venue that would be a logical choice.
- Once in a while, replace a scheduled meeting with a public relations event in the community. Design your event to appeal to your target members.
- Look at the LCI website, [LION Magazine](#) and other Lions publications for ideas that have been successful for other Lions clubs.

II. Addressing Personal Reasons

When a Lion leaves for personal reasons, something in their lives has changed and their Lions membership became a lower priority in their lives.

Your members' lives change. Does your club adapt to the needs of its members? Not every change can be accommodated, but some may only require small adjustments to keep your members a part of your club.

The two most common responses in this category are:

- Being a member required too much of a time commitment.
- The dues were too expensive.

Time commitment:

If members don't enjoy being a Lion, they will see it as just another obligation. Here are some issues to consider:

- Is the time your club asks for used well? After a 1.5 hour meeting, do your members feel they could have done the same things in 45 minutes?

- Is the perfect attendance requirement necessary, especially if your club has an active, updated website and other social networking sites? Or can it be eliminated to add flexibility to your members' schedules?
- Are your meeting times convenient for most of your members? Consider holding meetings at alternating times – one meeting in the evening and the next at lunch.
- Is your meeting location central and easily accessible, or does it add a significant amount of time for your members to travel to and from the meeting site?
- Think about creating a [club branch](#) that meets at a different time but otherwise participates with your parent club on projects and fundraisers, or maybe a [cyber club](#) branch or committee that meets online but actively participates in your events.
- Start or promote family programs like a [Cub club](#) if child care is an issue for your members? Maybe an [Alpha Leo](#) club if teen issues are distracting parents?
- Does your club allow members to participate in selected activities, or is participation in every club activity required?
- Does your club respect the time your member has to volunteer?



- ☐ Club Branch
- ☐ Cub Club Program
- ☐ Cyber Clubs
- ☐ Family Membership Program
- ☐ Leo Club Program
- ☐ Leo to Lion Program
- ☐ Student Membership Program

Addressing Expense:

Money is an issue for most people. Do the dues seem too expensive because your members feel they do not get value for the money they spend, or is the amount simply more money than they can budget in their circumstances? Consider the following:

- Look carefully at your club's dues. Might more members stay with the club if it was less expensive? Could that offset a reduction in club dues?
- Would costs decline if you eliminated a full meal at every meeting? Maybe have meals only at designated meetings or have refreshments instead of a meal, or consider an optional meal after the meeting concludes.
- Could a different meeting place cut costs?
- Think about shifting the cost of some club activities from fully sponsored by the club to a fee for participation or to partially sponsored by the club.
- Inform your members about appropriate LCI programs that can decrease the cost of being a Lion. [Student](#), [Leo to Lion](#) or [Family Membership](#) programs can all reduce international dues for qualified Lions. Consider a reduced dues program at the club level as well.
- Could a Cub club program eliminate child care costs for members while they attend meetings or events?



- ☐ Campus Club Program
- ☐ Champions Lions Club
- ☐ Club Branch
- ☐ Cub Club Program
- ☐ Family Membership Program
- ☐ Leo Club Program
- ☐ Lioness Lions Club Program
- ☐ Lions Learning Center
- ☐ Lions Quest Clubs
- ☐ New Member Orientation
- ☐ Special Interest Clubs
- ☐ Young Adult Recruiting Guide

III. Addressing Membership Issues

The most common responses related to membership issues are:

- Not enough younger members
- Club did not encourage the participation of my family
- Club did not treat women fairly
- I was unable to network for my own professional development

A key to a healthy club is willingly and actively trying to encourage diversity of membership. The [Lions Learning Center](#) offers a course about *Valuing Member Diversity*.

- Evaluate your club's current projects and opportunities. Are there new projects your club would like to develop that could attract new members? For example, developing a networking event could promote your club to prospective target members and provide opportunities to your current members as well.
- Utilize the [Young Adult Recruiting Guide](#) to learn how to invite younger members into your club.
- Creating family programs like a [Cub club](#) or a [Leo club](#) allows your club to involve members' children and grandchildren, and may encourage younger target members who have children to join.
- Some younger members may be caring for parents or older relatives, as well. Make these family members feel welcome in your club, and emphasize family involvement to encourage these members to join or remain with your club.
- Think about committee and project leadership roles as a training ground for new leaders. Younger members and women can use these opportunities to develop leadership skills.
- Examine your club's requirements for filling leadership roles. Are the prerequisites rigid or flexible enough to allow a variety of members to fill these roles?
- Can your members select a level of involvement that suits their lives at that particular time, and adjust as necessary? Flexibility is key to attracting and keeping younger members.
- Use LCI's [Member Orientation](#) resources so your new members fully understand what Lions has to offer throughout their membership.
- Make families welcome at service projects. Are there roles children can fill while their parents serve?

Encourage your new members to invite others as soon as they are comfortable doing so. Also consider trying to welcome your new members in small groups of 2-4 people. New members generally find common ground and fellowship with other new members.

Take advantage of LCI's [Club Branch Program](#) to gather small groups of new Lions:

- Sponsor a [campus club](#) branch at a local school, college or university.
- If your club has or knows of former Lionesses, create a [Lioness Lions club](#) branch.
- For [family members](#) who prefer not to serve together, create a family branch. This allows separation while allowing members to take advantage of the family dues reduction.
- A [special interest club](#) branch is based on a shared special interest. [Champion clubs](#) support Special Olympics and [Lions Quest clubs](#) are based on the desire to see children succeed.
- Or, simply start a branch composed of members who all ride bicycles, own dogs or cook.



- ☐ Club Officers Orientation
- ☐ Emerging Lions Leadership Institutes
- ☐ Leadership Development
- ☐ Lions Learning Center
- ☐ Member Orientation
- ☐ Mentoring Program
- ☐ Webinars

Branches may eventually convert to new independent Lions clubs or merge into the parent club as desired.

IV. Addressing Club Culture

A Lions club is the sum of its members. As membership changes, clubs must adjust. The goal is to get your new members involved and keep your current members excited about your club.

The most commonly cited issues with club culture relate to feeling out of touch, or not part of the group.

- Club felt too political.
- Club felt too old-fashioned and stodgy.
- The leadership in my club changed and I did not like the change.
- Clubs are too hierarchal and formal.
- I did not enjoy the Lions customs.
- There were not enough opportunities for us to socialize.
- I had been with the club for a while and started to feel unappreciated.
- I did not feel like I belonged.

Think about whether your club is comfortable for your members.

- Tailor your club's practices to your members – do your current practices help or stifle your club?
- What traditions, customs and club rules support your club's vision of itself? Are the others helpful, or do they get in the way?
- Do your club's activities reflect the club goals/objectives/mission? If a non-member looked at your club activities, what would your club's purpose appear to be? Is that in line with your club's vision of itself and your members' expectations?

Make every member feel that they contribute to your club, and that their contribution is important.

- Respond when members make suggestions or offer input. Always follow up.
- Create opportunities for all members to get as involved as they want to be.
- Encourage new members to explore multiple opportunities within the club. Let them start where they are most excited to be, but be clear that committee participation rotates as part of leadership development.
- Use LCI resources such as [Member Orientation](#) to help your club make new members feel welcome and [Club Officer Orientation](#) get new officers oriented.
- Encourage use of the [Mentoring Program](#) and assign Lion mentors within the club in addition to the new member's sponsor. This provides two points of contact in the club for the new Lion.

Be open to suggestions and adjustments suggested by all of your members.

- Use your club's existing service projects as a source of ideas and guidance on what has worked or not worked well for your club BUT not as a list of "what we must do".
- Make a practice of retaining a review of your club activities as well as the plans. Be open to your members' evaluations of existing ideas and any new ideas for improvement.

Hold joint meetings and joint service projects with nearby Lions clubs. This can generate new ideas and new perspectives.

Encourage each club member to invite community members to join your club whenever they meet someone who might enjoy being a Lion.

LCI has many resources for leadership training: [Emerging Lions Leadership Institutes](#), [webinars](#) and online courses through the [Lions Learning Center](#) are available for ongoing [leadership development](#) for individual Lions.

Make every member
feel that their
contribution is
important.



V. Addressing Service

Remember that every Lion joined your club because they were interested in providing service. This is the common bond for your members.

The most typically cited responses related to service were:

- Not enough focus on helping the local community
- Club did not provide the types of services that interested me
- Not enough opportunities to serve the community
- Too much focus on fundraising

Make sure your club's goals/objectives are clearly defined and communicated. Your members need to know what kind of service your club does.

- Regularly check with your club to see what sort of service they want to provide. Are your projects tailored to the interests and abilities of today's club members? Is your current service what your members want to do?
- Why does your club do the same projects every year? Is it "what we do" or is the club excited to do them?
- Can you make minor changes to existing service projects to meet your club's needs?
- Could your club's projects keep the same focus but be better tailored to your community's needs?
- Consider the scale of your service projects. Do you have one large annual service event or several smaller events? Which is better for your club? Which is better for your community?
- Think about new projects. Consider a joint project with other groups who share the same objectives.

Your club can create a new service project oriented to a particular interest or community event.

- Consider an [Adopted Service Program](#) or [Global Service Action Campaign](#). These programs have already been successful somewhere in the world.

Look at some new options for service projects. If your club has not completed a [Community Needs Assessment](#), this is a good place to start. This will help you identify the areas of need in your community. LCI has many resources and ideas for service projects that could re-energize your club! Go to the LCI website and review the resources available for [planning projects](#).

Complete [Service Activity Reports](#) for all your club's activities and service projects as a record of what was done and a way for your club to track all of the services you provide to the community.



- ☐ Adopted Service Programs
- ☐ Community Needs Assessment
- ☐ Global Service Action Campaigns
- ☐ Planning Projects
- ☐ Service Activity Reports



- ☐ Lions on the Web
- ☐ Lions Clubs PR Tools
- ☐ e-Clubhouse

Resistance

When addressing issues by making changes to your club, you are likely to encounter resistance. To minimize it, use the Why-What-When-How process to implement changes:

- **Why** - Clearly explain the reasons for the proposed changes.
- **What** - Explain what your members can expect to see happen.
- **When** - Have a definite starting point for the changes.
- **How** - Outline what you expect the result of the changes to be.

Once the process has begun:

- Encourage your members to give feedback on the changes – and respond to it.
- Consider tweaking new programs if they do not provide the expected results, based on a realistic timeline.

Make sure your club leaders set a good example by accepting and embracing the changes. Make sure everyone is on the same page and build team spirit – you are all heading to the same place!



Technology

The underlying theme for many of these suggestions is communication. When Lions know what is going on with their club, they feel like they are an important part of the club – not left out. Use available technology to inform your members, promote your activities, and educate your community about Lions and what they do. For example, an online newsletter is faster and cheaper than traditional paper, and can be easily distributed.

Some ideas your club may want to explore if they are not already using these:

- [LION Magazine online](#)
- Email
- Website ([e-Clubhouse](#))
- Social networking
- Newsletters/blogs
- Social invitation sites – send invitations and receive RSVP's and post-event information
- Financial sites for dues, donations and event fees

Choose the tools that work best for your club and are easily kept up-to-date. Be sure to train your members so they are comfortable using the technology.

STEP 3: IMPLEMENT AND REVIEW YOUR PLAN

Regularly review your plan to see if the results are what your club wants to see. Remember – as your membership changes, so will your plan. New members bring new perspectives and a variety of interests and skills to your club, so utilize their talents.



MEMBER QUESTIONNAIRE

Name: _____ Date: _____

Why did you join the Lions club? _____

What current club service project is most important to you? Why? _____

What current club service project is least important to you? Why? _____

What types of new service projects would you like the club to be involved in? _____

What other activities would you like our Lions club to be involved in? _____

What ideas do you have to improve our Lions club experience? _____

What questions do you have about the club? _____



FORMER MEMBER QUESTIONNAIRE

Name: _____ Date: _____

Why did you leave our Lions club? _____

How long were you a member of our Lions club? _____

Did you leave our club or Lions as an organization? _____

What club service project was most important to you? Why? _____

What club service project was least important to you? Why? _____

What changes in our club would have encouraged you to remain a member? _____

What activities would you have liked our Lions club to be involved in? _____

What ideas do you have to improve our Lions club experience? _____



Lions Clubs International

Membership and New Club Programs Department
300 W 22nd St
Oak Brook IL 60523-8842 USA
www.lionsclubs.org
Email: memberprog@lionsclubs.org
Phone: 630.203.3846



Lions Clubs International



Just Ask!

*New Member
Recruiting Guide
for Clubs*

Just Ask!

New Member Recruiting Guide for Clubs

INTRODUCTION

Just Ask! is designed to guide your club through the process of recruiting new members and effectively managing club growth. The strength of your membership and the health of your club will determine your ability to do what all Lions love to do – serve. So keep in mind that more members mean more service.

Although the concept is simple – just ask community members to join – this guide will help you prepare an effective outreach plan so you are successful when you’re ready to ask.

Just Ask! will lead your club through a four-step process for recruiting new members:

1. Preparing your club
2. Creating your club’s growth plan
3. Implementing your club’s growth plan
4. Welcoming your new members

Lions Clubs International (LCI) has many resources available to support your club. Contact the Membership and New Club Operations Department at memberops@lionsclubs.org or go to the LCI website (www.lionsclubs.org).



Search Terms:

Throughout this guide, you will find this icon and a list of terms. To find more information and downloadable materials, type these terms into the search box on the LCI website.



Assess your club and your community.

To align your club activities with the needs of your members and community, consider these valuable options:

- **Give your club members the *How Are Your Ratings?* survey.** Member feedback can help identify your strengths and weaknesses, and determine what matters most to your members.

This survey also allows you to discover little problems and correct them before they become big ones. Any issues within your club need to be addressed before bringing new members in.

- **Conduct a *Community Needs Assessment*.** This assessment will help you better identify unmet needs in the community, and determine which club projects and programs are important to the people you serve. Discovering new service opportunities can help you find potential new members and help explain why you need them.
- **Participate in the Club Excellence Process.** The Club Excellence Process (CEP) is a fun, interactive workshop designed to help all clubs achieve their true potential. A CEP workshop can be conducted in one of two formats: CEP Lite or CEP Pro. CEP Pro is a facilitator-guided workshop, and CEP Lite is a self-guided workshop in which a club member acts as the coordinator.

CEP helps clubs conduct a *Community Needs Assessment* and the *How Are Your Ratings?* survey, then develop goals and action plans to achieve them. It's perfect for any club that wants to make the most of its membership and service!

STEP 1:

PREPARE YOUR CLUB

The first step to inviting new members to join your Lions club is to get your club ready.

- **Decide what you want your club to be.**
 - What does your club want to focus on?
 - What do your members want your club to be?
 - How do you envision your club next year?
Five years from now?
- **Identify what you want your club to accomplish.**
 - What type of service projects does your club want to conduct?
 - How often?
 - Where?
- **Decide what your goals are.** Use the *Recruiting Goals* form in this guide to define your club membership goals. Be sure to consider how new members will fit in with your objectives.
 - **Why does your club want new members?** Before you begin inviting new members, it is important to identify why. The answer should be clear, tangible and relevant, not simply "for more service." For example: "If we had 3 more members, we could pack 100 more lunches for the homeless each month."
 - **Who are your target members?** Are they younger members, women, community professionals, parents of Leos, family members or friends? Your club may have more than one target group. Keep in mind that when recruiting new members, it often works best to recruit a group of 2-4 people.

- **Who will help your club recruit?** Although everyone in your club should be encouraged to help recruit new members, a membership development team should be selected to guide the recruitment effort. Use the *Membership Development Team* form in this guide to organize your team.

Each member has strengths and preferences. Make the most of these by encouraging your members to take on roles in the recruiting process. Important roles include:

- **Organizing** – Some members are planners; they see each step and can prioritize what needs to be done. These Lions should focus on guiding your club's recruiting effort.
- **Promoting** – Tech-savvy and creative members can create brochures, issue your press releases, and update your website and social media networks.
- **Reaching Out** – These are your Lions that like to talk, especially about your club. Encourage them to promote Lions to your target groups and get them on the phone with prospective new members.
- **Welcoming** – Lions who are trained to conduct new member orientation and coordinate mentoring will ensure your new members feel welcome and quickly settle into your club. LCI provides training for both orientation and mentoring.



- ☐ New Member Orientation
- ☐ Mentoring



STEP 2:

CREATE YOUR CLUB'S GROWTH PLAN

In this step, you will create your club growth plan. Your organizing Lions should take the lead in creating the plan. Include target dates for completion and assign tasks to each goal. The *Club Growth Plan* form included in this guide can serve as a template

Once your plan has been created, share it with your club members. Assign each task to specific Lions, and follow-up with them as needed to offer assistance and ensure the plan stays on schedule.

To help your club, this guide includes suggestions that have worked for other Lions clubs. Feel free to use some of these suggestions or come up with your own ideas.

Who will we recruit?

Identify groups associated with your club's target members. For the widest reach, ask all your members to help think of potential sources. Here are some additional tips:

- Consider using lists that have already been compiled. Look at organizations or businesses that share common interests with your Lions club.
- If you conducted a *Community Needs Assessment*, don't forget to ask your contacts to become involved.
- Hold a brainstorming session with your club members. Ask each member to write down the names of three businesses, groups or organizations that focus on the same areas your club does service in.
- Use the *Recruiting Wheel* in the back of this guide to help your members think of people who may be interested in joining the club. Use the *Build a Lions Network* form in this guide to collect the information.
 - Be sure any list includes either a physical address or email addresses, depending on your club's method of sending out invitations. Phone numbers are a plus for follow-up purposes.
- Make personal visits to local businesses and offices. Speak with the business owners or managers about their interest in joining, and ask for their permission to speak with their employees about joining.



Where and when will we recruit?

Decide what recruiting activities best fit your club and community. The promotion Lions should take the lead in this area and prepare the materials to use. Here are some recruiting suggestions:

- Hold an informational meeting. Invite your target members and conduct a short prepared program to let people know what your club does and who they are. Serve light refreshments and be sure Lions are available to talk one-on-one or in small groups.
- Sponsor a community event or set up a booth at a special event. When recruiting at an event, prepare a standard 30 second to two minute speech about your club and its impact in the community for your members to use. If target members are interested in learning more, direct them to your club website or social networking sites. If you have an informational meeting scheduled, provide an invitation containing the location, date and time to those who show interest.
- Invite target members to a service project. Be sure to have Lions available at the project to speak with target members and answer questions, as well as providing service!

Visit the [Lions Learning Center](#) on the LCI website to find online communication training courses to support your recruitment efforts.

Use the Recruiting Wheel in the back of this guide to help your members think of people who may be interested in joining the club.

When you want to know something about a business or organization, most of the time you look at their website. What will people find on yours?

Use the Club Locator tool on the LCI website to find your club. (If you don't have a link listed, make sure the club secretary has been given permission in MyLCI.) Click on your club's link. What does it look like? Is it informative? Easy to use? Does it represent your club well? Make sure target members find an attractive club website filled with current information, including meeting notices, a calendar of events and service project descriptions with pictures.

What materials will we recruit with?

Prospective members will want to see information about your club and the association. Before any active recruiting begins, make sure to update your club's website and any social media presence, and have current materials ready.

LCI offers a wide variety of recruiting materials that explain membership and talk about the association. Publications can be downloaded from the LCI website and print materials can be ordered via email by contacting LCI's Membership and New Club Operations Department at memberops@lionsclubs.org.

The website also offers customizable materials for clubs. You can download the *Club Brochure Template* or *Be a Lion Brochure* and use them to create personalized materials for your club.

In addition to printed materials, it is important for your club to have an up-to-date online presence. Before attending an informational meeting or deciding to join, target members will search the Internet for information about your club.

If your club doesn't have a website, use the free [e-Clubhouse](#) tool to create one. The e-Clubhouse provides a preformatted website for even the least Internet savvy. It has a club home page with meeting information, calendar of events, club projects page, photo gallery and contact page. All your club needs to do is add your information. As your club gets more comfortable with e-Clubhouse, you can add more pages. Be sure the informational meeting is listed on your club's calendar!

If your club has any social networking presence, be sure to update those sites regularly and advertise the addresses. Be sure the informational meeting is promoted on these sites too.

Ask your members to include their club activities on their personal social networking pages. The *Social Media 101 Best Practices Guide* includes useful information on social networking and best practices.

For other ideas on how to invite new members and promote your club, check out the *30 Marketing Ideas* brochure.

How will we promote our informational meeting?

Informational meetings are intended for Lions and target members to meet and build interest in joining your Lions club.

- Ask each member of your club to bring one non-Lion to an informational meeting. Encourage your members by letting them know that the first person they ask might turn them down, but eventually someone will be interested.
- Use lists of target members to prepare invitations. Send invitations by postal mail or email. Be sure the invitations include your club's website and any social media sites. Make it clear that invitees are welcome to bring others who may be interested.
- If sending the invitation by postal mail, include RSVP information. Consider following-up by telephone if invitees don't reply.
- If sending the invitation by email, consider using a site that allows users to RSVP online. Also consider following-up by telephone if you don't receive replies.
- Consider placing an ad promoting your meeting in a local newspaper or in a newsletter or magazine directed to your target members.

Tips for planning a great informational meeting:

- Hold the meeting at the same time and day your club normally meets.
- Serve light refreshments such as cookies and soft drinks, not a full meal.
- Have a short (one hour or less) prepared program focused on your club's goals. Be sure to give an overview of Lions activities and membership benefits. Emphasize your club and discuss its service, leadership development, networking and family involvement in your presentation.
- Use your program to create the agenda.
- Fully explain the cost of joining your Lions club. Be sure to include international, multiple district, district and club dues and explain what the money pays for.
- Communicate the date, time and place of your regular meetings and let the target members know they are welcome to attend.
- Have members of your club available to speak one-on-one or in small groups while enjoying the refreshments.



- ☐ Lions Learning Center
- ☐ Invite Members
- ☐ Club Brochure Template
- ☐ Be a Lion Brochure
- ☐ Club Locator
- ☐ e-Clubhouse
- ☐ Social Media 101
Best Practices Guide
- ☐ 30 Marketing Ideas

STEP 3:

IMPLEMENT YOUR CLUB GROWTH PLAN

Reach out to your target members

The outreach Lions should take the lead on this. When recruiting new members, it is important to ask them what they think is important when it comes to volunteering. Can your club fulfill their wishes and needs? If they are not the right fit for your club, consider helping them start a new club or find a neighboring club to join.

There are many ideas for reaching out to target members. LCI has developed a script for recruiting, which is included in this guide. The script is most effective when it is adapted to your own personality and when you speak from the heart.

Explain to your
target members
what your club
does and why
you need them.

- When recruiting, always ask, “Has anyone asked you to join the Lions club?” If the answer is “no,” ask them if they are interested in giving back to or serving the community in some way and then talk about your club and its service. If the answer is “yes,” find out why they didn’t join and see if they are willing to try again or share the name of someone who might be interested.
- If you are making personal visits to local businesses and offices:
 - Do not wait more than 10 minutes. Your time is best spent contacting multiple prospects. Instead, ask if there is a convenient time to meet.
 - If asked what your visit is regarding, simply say that you are recruiting for a Lions club in your community and only need 3-5 minutes of the person’s time.
 - Take clues from the offices. You can tell a lot about a person by looking at the décor on the walls of their office. Do they have a family, a hobby, a humanitarian interest? Often awards, pictures and other items in their office can provide such clues.
 - Limit the materials you carry. Only bring invitations to the informational meeting or to a service project. Otherwise, the prospect may ask you to leave information for their review. However, if they are too busy to speak with you, are they likely to read the material? Explain that more materials will be available at the meeting.
 - Always be positive. Remember, you are providing the opportunity to change their lives, not selling a product! If prospects do not appear interested, thank them for their time, ask for a referral and move on. An irritated individual will not join and have only negative thoughts of Lions.





☐ Membership Application

Host the informational meeting

Use the meeting to show your target members what is special about Lions and your Lions club.

Before the meeting:

- Call or email target members who indicated they would attend to remind them of the date, time and location. Remind them they are welcome to invite their friends, family or other community-minded individuals who might be interested in joining.
- Have an agreement from your board members that they are willing to accept the potential new members.

At the meeting:

- Set the room for fewer people than you have invited since a few “no-shows” are common. Have additional chairs available in case more people attend.
- Dress in a professional manner but do not wear a Lions vest or too many pins. Research shows these customs are better introduced as your new members are engaged in service activities. Club customs and traditions should be explained during new member orientation, not at the informational meeting.
- Personally welcome each participant.
- Start the meeting on time. The meeting should not last longer than 60 minutes.
- Follow your agenda as closely as possible.
- Explain to your target members what your club does and why you need them. It is best if you can show pictures or video from service projects. Talk about the outcome of your club’s projects and the impact they have had on people’s lives.
- Provide accurate estimates of the commitment of time and money to be a member of your club.
- Ask attendees to suggest new projects for your club. Ask them to think about what role they would like to take in these projects.
- Distribute [Membership Applications](#), and if possible, collect them with the entrance fee before the target members leave the meeting.



Follow-up with meeting participants

Follow-up with any target members that attended the informational meeting but did not fill out a membership application.

Have your outreach Lions coordinate the follow-up. Be sure to assign someone to each name and request an update at the next meeting.

- Contact the participants to thank them for their time. Confirm their interest and invite them to attend your club's next meeting or a service project. Encourage them to give you names of people they know who may be interested in joining the club.
- Make follow-up contact by phone, email or letter within 48 hours of the meeting.

Review your *Club Growth Plan*

Regularly review your goals and your schedule to ensure you are on track. Adjust the timeline and goals as necessary.



Make follow-up contact by phone, email or letter within 48 hours of the meeting.

STEP 4:

WELCOME NEW MEMBERS

Conduct a new member induction ceremony

An induction ceremony is the symbolic beginning to a member's service as a Lion, and is key to lifelong retention of a member. The welcoming Lions should plan these activities using LCI's [New Member Induction Ceremonies Guide](#). Be sure to order a free [New Member Induction Kit](#) from the club supplies shop for each new member.



- ☐ Induction Ceremonies
- ☐ New Member Orientation
- ☐ Mentoring Program

Offer your new members orientation and mentoring

It is important for new members to feel welcome and to receive information about your club and the larger association.

- **Orientation** – The importance of new member orientation cannot be emphasized enough. Orientation provides a foundation for your new members by helping them understand how your club functions, what their roles will be, and what the big picture of their district, multiple district and LCI is. Informed new members are more likely to feel comfortable with your club and become actively involved right away. A properly oriented member is also one who is likely to remain in Lions for years.
 - Conduct orientation using the [Lions New Member Orientation Guide](#) within the first three months of membership.
- **Mentoring** – The Lions Mentoring Program helps every member achieve the goal of better serving his or her community. It is a program of personal development to help your members realize the potential of their unique skills and knowledge. The mentoring program prepares them for leadership in Lions and in their personal lives, as well. For LCI, this means more hands and better service for the people who need it most.
 - LCI suggests that level one of the Basic Mentoring Program be completed during the same time period as orientation. The *New Member Orientation Guide* closely follows the goals and activities required for completion of level one of the Basic Mentoring Program.

New members should be offered these programs through their sponsors. Sponsors should contact their GLT district coordinator for information about these programs, as well as training.



☐ Membership
Satisfaction Guide

WHAT'S NEXT?

INVOLVE YOUR NEW MEMBERS

People join Lions to serve. After welcoming your new members, it is important to make sure they become actively involved in your club and your service projects to ensure they have a good experience. If new members feel welcome and engaged, and if they are involved in service, they will stay part of the club for a long time.

Members get involved for a number of reasons:

- To serve their community
- To be involved with a specific service or cause
- To be with friends
- To become a leader in the community
- To be with other family members who are members

How can your club provide these experiences to all of your members?

Members feel involved when you ask for their opinion. The *New Member Questionnaire* in this guide is a good way to learn what your new members expect from your club and what their ideas are for future club projects and activities. LCI recommends using the questionnaire in this guide as a template to create a customized survey for your club.

LCI has developed a [Membership Satisfaction Guide](#) to assist clubs in providing the best experience they can to their members.



RECRUITING GOALS

Club Name: _____ Date: _____

To prepare for new member recruiting, we will: _____

Why do we want new members?

(Example: If we had 5 more members, we could screen 100 more children for vision problems each month.)

Who are the new members our club wants? Why?

(Example: We want to invite younger members who are 10 years younger than our current average age to revitalize our membership and extend the life of our club.)



MEMBERSHIP DEVELOPMENT TEAM

This team guides your club's recruiting activities and exercises their individual talents to maximize your club's efforts. There are four key roles on this team:

Organizing: Organizing the recruiting program, planning activities and prioritizing tasks

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Promoting: Creating brochures, recruiting materials and press releases; managing photos; and updating your club's Internet presence

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Reaching Out: Talking to target members, community members and family members; reaching out and following up with prospective members

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____

Welcoming: Conducting the New Member Induction Ceremony, coordinating with new member sponsors to offer new member orientation and the Basic Mentoring Program

Name: _____ Phone: _____

Email: _____

Name: _____ Phone: _____

Email: _____



CLUB GROWTH PLAN

Who will we recruit? (List your club's target members.)

Where and when will we recruit? (Identify locations and times to help reach target members.)

Date for completion: _____

What materials will we recruit with? (Consider printed and electronic.)

Date for completion: _____

How will we promote our informational meeting?

Date for completion: _____

What will we do in our informational meeting?

Date for completion: _____

How will we follow up after the meeting?

Date for completion: _____



RECRUITING WHEEL

The Recruiting Wheel is an effective method to compile lists of people who could be invited to join your club. Distribute this page at a regular meeting. For each category on the wheel, have an experienced Lion ask: "Who is the one?"

Example: Who is the one relative you feel would like to make a contribution to improve the community? Give your members a brief time to think about their choices, and fill in the *Build a Lions' Network* form as thoroughly as possible.



* May include but is not limited to elected officials, school principals, police and fire chiefs and hospital administrators.

** May include but is not limited to doctors, accountants, dentists, lawyers and bankers



BUILD A LIONS NETWORK

Serving as a Lion is an honor. That's why we invite people to make a commitment to our cause.

Research shows that over 40% of Lions joined because a friend was already a member. Do you know anyone interested in joining a Lions club? If you don't know of anyone now, maybe your friends, family or co-workers do.

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

Address: _____

Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name: _____ Relationship: _____

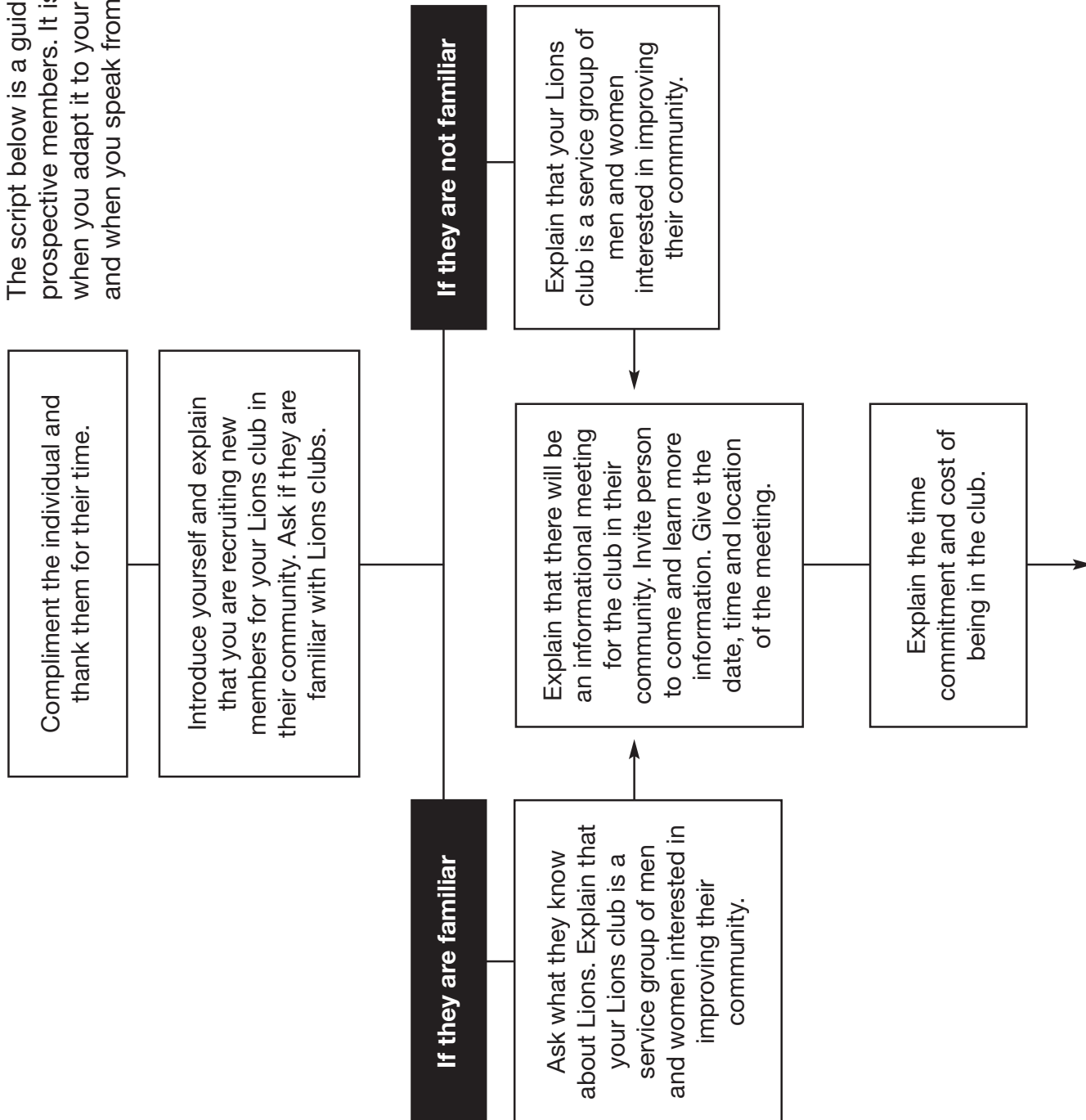
Address: _____

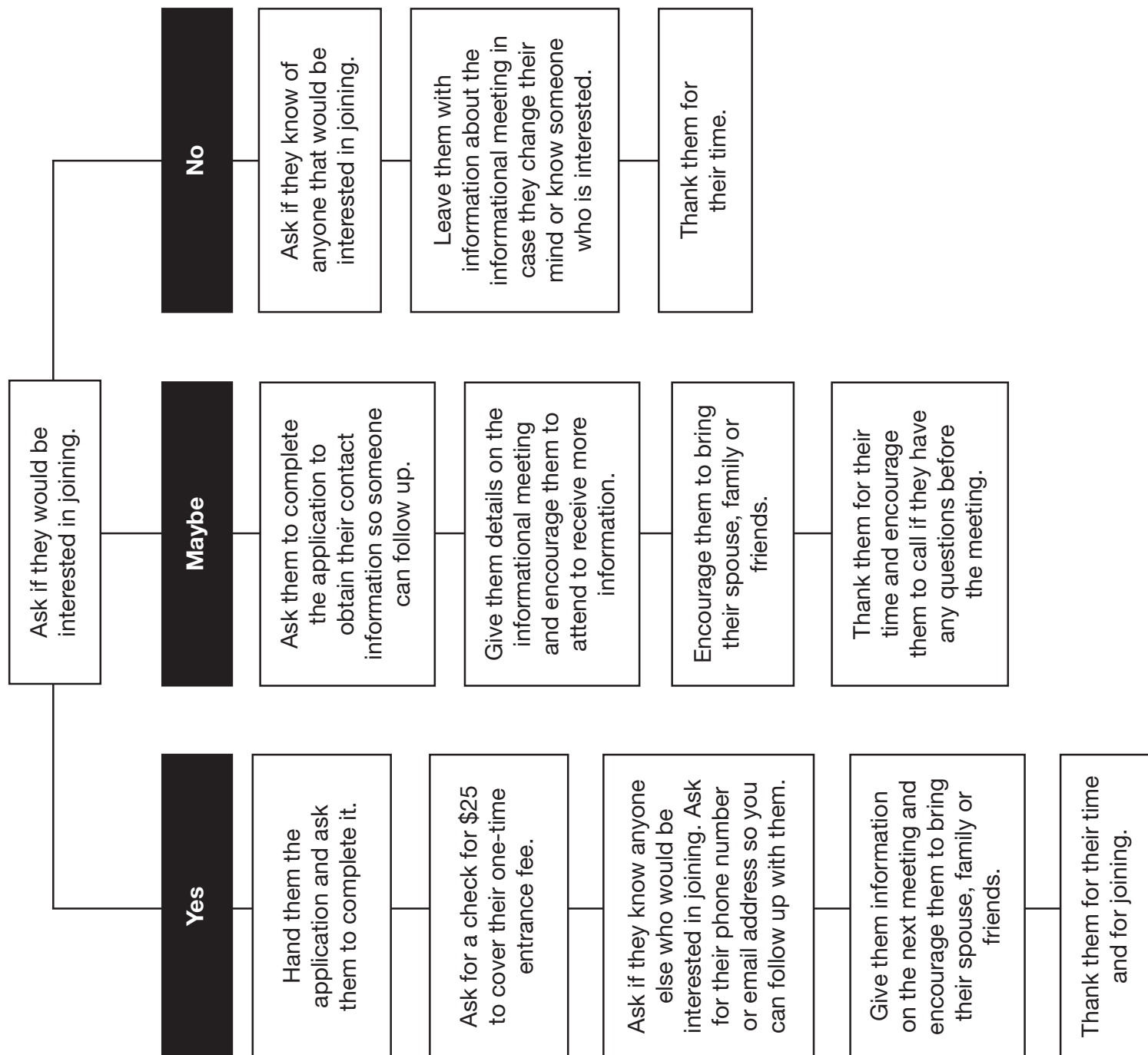
Name: _____ State: _____ Zip: _____

Phone: _____ Email: _____

SCRIPT FOR RECRUITING

The script below is a guide for talking to prospective members. It is most effective when you adapt it to your own personality and when you speak from the heart.







NEW MEMBER QUESTIONNAIRE

Club Name: _____ Date: _____

Why did you join our Lions club? _____

What are you looking for in your involvement with our club? _____

What personal skills do you have that might be an asset to our club? _____

What club activities would you like to be involved in? _____

What ideas do you have to improve our club experience? _____

What ideas do you have for service projects that we are not currently involved in? _____

Is there anything else you feel is important? _____



Lions Clubs International

Membership and New Club Programs Department
300 W 22nd St
Oak Brook IL 60523-8842 USA
www.lionsclubs.org
Email: memberprog@lionsclubs.org
Phone: 630.203.3846