



Meeting Our Members' Needs

THE LION LIFECYCLE

New Lions

(first 2 years)

CONDUCT A MEANINGFUL INDUCTION CEREMONY

- You only get one chance at a first impression
- Make sure you have all the new member materials at the induction (LCI New Member Kit, Club Shirt/Vest, Club Orientation Handout, etc)
- Make sure the Lion who conducts the Induction Ceremony is trained/prepared. Perhaps invite your Zone Chair, VDG, DG or PDG to induct your new member.
- Make sure to include a brief overview of the Club's importance to the community, including project.
- Include an opportunity for your new member to talk about himself/herself... why they joined, their personal life, career, etc.

ASSIGN A MENTOR

- Mentor should be an experienced Lion who is passionate & knowledgeable about being a local Lion. This is not necessarily the sponsor. One benefit of the mentor being different than the sponsor is the new Lion now has 2 resources to tap into.
- Mentor duties include introducing the new Lion to all the current members, making sure the new Lion has ongoing orientation on the inner workings of the Club & its projects/fundraisers, answering questions, encouraging him/her to participate in club, District & State activities & either educating the new Lion on the organization beyond the club or finding someone who can.

ORIENTATION. ORIENTATION. ORIENTATION

- Local
 - We are Lions first & foremost

in our local clubs. Educate new member on your club structure, committees, project/fundraising calendar, etc.

- Expectations of membership - duties, meeting attendance, project/fundraiser participation, etc.

GET NEW LIONS INVOLVED IN A PROJECT NOW

- People join Lions to serve their community. They stay to serve their community.
 - Make sure your club is conducting regular community service projects.
- Reinforces the importance of the Club to the community.
- Working with fellow Lions helps establish new friendships & bonds.

Active Lions

HAVE INTERESTING MEETINGS

- Make sure meetings are promoted/communicated to all members.
- Include a pre-meeting social time.
- Provide an agenda before the meeting & stick to it.
- Make sure chairs & others who are scheduled to present are prepared w/ handouts, sign up sheets, etc.
- Start & finish on time.
- Keep meeting moving - no one every complained that a business meeting was too short.

MAKE LIONS FUN

- Lions want to serve & have fun doing it
- Train your Tail Twister to bring an element of fun to every meeting
- Don't take everything so seriously... we are all volunteers.
- Schedule member/family social events.

KEEP THEM INVOLVED

- Encourage them to take on leadership roles (committee chair, club officer, zone chair, District committee, etc.).
- Introduce them to Lion training opportunities online & face to face (Conventions, Forums, Workshops, etc).

RECOGNITION

- Make sure all members feel appreciated - thank them formally & informally.
- Provide public recognition of Committee members & chairs immediately following projects/fundraisers. Present a token of appreciation/trinket.
- Recognize exceptional achievements with formal recognition (Melvin Jones, Birch-Sturm, Knight of Sigh, Lion of they Year, etc.).
- Recognize achievements outside of Lions (new baby, promotion, graduation, etc.)

Mature Lions

- Look to them for knowledge & support - our long-serving members have a great deal of wisdom to share. Use it.
- Don't forget to include communication methods that reach all members (printed copies, U.S. mail, etc.).

Insurance Policy

- If a member misses 3 meetings, call them. Let them know you miss them & check if everything is ok. Is there anything we can do to help?
- Make a commitment to meeting all your members' needs
- Create a Retention Committee - at least 2 members who focus on meeting member needs.