



Officer Training  
**Membership Chair**

**Meeting Member Needs... Fun, Flexibility & Service**

**Please review the following materials included in the handout:**

- a. Global Action Team Membership Chair Description
- b. Club Membership Chairperson e-Book
- c. Club Membership Chairperson's Guide

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

- a. [Member Satisfaction Guide](#)
- b. [Just Ask!](#)
- c. [Club Officers](#)
- d. [Club Resource Center](#)
- e. [Lions Member Resource Center](#)
- f. [Blueprint for a Stronger Club](#)
- g. [Your Club, Your Way](#)

**Thank you for participating!**

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

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# GLOBAL ACTION TEAM

## Global Membership Team (GMT) Club Membership Chairperson

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### Term

One year elected position as a club officer and member of the board of directors.

### Position Overview

As the GMT club membership chairperson, you will bring Melvin Jones' dream to life - that every need can be met by a Lion or Leo. By bringing new members into your club, not only will you develop new friendships, but you will ensure your club will have stronger foundation to serve your community and the world. You will impact lives!

### Actions for Success

- Collaborate with the district Global Action Team on membership initiatives, and participate in relevant district, region and zone meetings and events.
- Develop and lead a membership committee to help implement action plans to achieve the club's membership goals and to positively increase the member experience.
- Encourage all members to participate in membership growth by inviting prospective members to the club. Follow up with prospective members promptly.
- Promote a harmonious club atmosphere by listening to and addressing, with the support of the club board of directors, concerns that prevent a positive member experience. This may include a survey or other opportunities for feedback.
- Engage new members in activities that are of interest to the member.
- Collaborate with the club service chairperson as well as other club committees to promote membership opportunities.
- Understand the different membership types and programs offered and promote membership programs to club members.
- Ensure that new members are provided with an effective orientation so new members understand how the club operates within its district, multiple district and Lions Clubs International, with the support of the Club 1<sup>st</sup> Vice President/Club Leadership Chairperson.
- Attend the district governor's advisory committee meeting of the zone in which this club is located when appropriate.

### Measuring Success

- Conducts at least one more membership drive in the community than the prior year.
- Contacts a minimum of two former members about returning to the club.
- Increases total membership over the previous fiscal year.
- Retains 100% of members.
- New members participate in new member orientation.

### Recommended Qualifications

- Passionate about Lions and is invested in the club's future.
- Leads by example; actively sponsoring new members.
- Strong project management, public speaking, and presentation skills.
- Able to use technology (Email, Microsoft Office, MyLCI, LCI website, social media).

## Reporting

- The GMT club membership chairperson reports to the GMT district coordinator.
- The GMT club membership chairperson, GST club service chairperson, and the GLT club leadership development chairperson report to the Club Global Action Team chairperson (club president).



# Club Membership Chairperson

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e-Book



**Lions Clubs International**



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## Welcome to the Club Membership Chairperson e-Book!

This e-Book is designed to support you in your role as membership chairperson for your club. It contains tools and resources for you to be successful not only in your individual role, but as a cohesive team member with your fellow club members and officers.

It's easy to navigate the e-Book! Just click on the various sections contained in the Table of Contents pertinent to the tasks you perform to fulfill your role. From there, you will find useful information and hyperlinks that take you directly to tools, resources and documents that make your job easier.

## Prepare to Lead; Prepare to Succeed

You as the Club Membership Chairperson serve in the critical role of facilitating positive membership growth through the addition of quality members to your club. Potential members may be introduced to your club when your fellow club members invite guests to your club events or through club-organized membership drives for larger groups of potential members. More importantly, as a result of local service projects where you will find involved and highly committed fellow citizens, your club has an opportunity to attract new members that share a passion to provide humanitarian service.

If you spend some time studying, attending training and planning to fulfill the responsibilities of your position prior to the start of your term in office, you will better support the membership growth efforts of your club.

## Familiarize Yourself with MyLCI

MyLCI is an online portal which connects you directly to the international association. It provides easy access to club member information to help you maximize communications and, report new members to the association through the club secretary.

If you will be using MyLCI for the first time, once you have been reported as the incoming club membership chairperson, you may establish your user ID and password any time after April 1. You will initially have access to the training area until the beginning of your term in office on July 1, when you will gain full access to MyLCI.

## Learn How to Access MyLCI

When you [Logon to MyLCI](#), you have access to essential information about your club, district and multiple district which can help to streamline your administrative tasks.

- [Introduction, Basic Features](#) - This short video provides a brief overview of the features of MyLCI.
- [Navigating MyLCI](#) - This short video provides guidance on how to navigate on MyLCI.

## Create Your Account in MyLCI

- [Registration and Password Instructions](#) - These easy instructions will aid you in gaining access to MyLCI. Be sure to write down your user ID and password in a safe place once you are set up.

## Creating Custom Data Downloads for Communications

- [Download Club Officer or Member Information](#) - Use this key feature of MyLCI to create mailing address, email address and phone lists for easier communication.

MyLCI Technical Support and Troubleshooting – Email: [MyLCI@lionsclubs.org](mailto:MyLCI@lionsclubs.org) or call: 630-468-6900.

## Tools and Resources Available to you

If you are new to the position of club membership chairperson, or just want to be sure that you have the most updated position description, tools and resources available, it is good to spend some time exploring the many resources available to help you prepare for the year. Many are located on the LCI website. Start by gathering and understanding the tools and resources available for you.

## Putting Together a Plan to Support Your Club's Membership Growth and Vitality

Remember, membership growth comes from two ideas, first you need to keep the members that you already have in your club happy so they keep coming back, second you should have a plan for attracting new members to your club. Below are some useful tools available for your club to assess previous efforts and keep itself focused on a plan for meaningful service, positive membership growth and continual successful leadership succession to keep your club fresh and responsive to its members' and community's needs.

- [Club Quality Initiative](#) - If you are new to your position on the board, check with your club president to see if your club completed a club quality Initiative, which may contain some feedback from members from the previous year's activities. Pay attention to any specific goals that the club set regarding its efforts to grow membership and improve membership satisfaction.
- [Blueprint for a Stronger Club](#) - The most effective Lions clubs regularly identify ways to expand their service impact, develop leaders and meet club members' needs and expectations. Like any worthwhile project, it is important to develop and implement a plan, or "blueprint," to guide your actions.
- [Your Club. Your Way!](#) - Are your club's meetings all that they can be? You have a choice...Your club has the freedom to structure club meetings in a way that best meets your members' needs. This guide includes a number of options to consider and tips to encourage attendance and involvement.



- [How are Your Ratings](#) – This process will help you discover little problems and address them before they become big ones by seeing your club through your members' eyes. It lets you know what is going well and what needs attention so that you can keep your meetings and service projects relevant to your members.

## Review the Club Membership Guide

[Club Membership Chairperson Guide](#) - The position of club membership chairperson is important to the health and vitality of your Lions club and its ability to serve the community. This guide will explain your responsibilities, provide tips and introduce available resources to assist your efforts.

- Create a membership plan.
- Facilitate the recruiting process of new members, working with the club members.
- Ensure that new members receive orientation as appropriate.
- Implement the Club Mentor Program for new members.
- Participate as a member of the District Governor Advisory Committee meeting focused on membership.
- Assist club officers in a Club Quality Initiative workshop.
- Turn over all records to incoming membership chairperson at the conclusion of your term of service.

## Recruiting New Members

The [Just Ask! New Member Recruiting Guide](#) 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.

## Understanding Membership Types and Categories for Each Member of Your Club

Membership types and categories allows flexibility in levels of involvement of an active member so that membership in a club is flexible in today's busy lifestyles.

- [Membership Types and Categories](#) – This quick-reference guide explains the details of various membership programs available:
  - **Membership types** – The association provides both regular membership and special discounted membership programs for families, college students, former Leos and young adults. These types determine international fees and dues levels billed to each Lion.

- **Membership categories** - There are several membership categories which provide various levels of involvement for regular club members to best fit their needs as volunteers. Local club dues may vary for these categories and those dues levels are provided for in the club's constitution and by-laws.

## Special Membership Programs

- [Family Members](#) - The Family Membership Program applies 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 be part of the Family Membership Program, your club secretary must complete the Family Unit Certification Form or file online.
- [Young Adults](#) - Young adult members bring new energy and diverse skills into your club and ensure your club will be in existence in 40 years. Contrary to popular belief, young adults want to volunteer and are volunteering at a higher rate than normal. We've made it easier to get them involved by providing you with the tools you need.
  - The [Young Adult Recruiting Guide](#) and [Young Adult Recruiting Guide PowerPoint](#) teach existing clubs why young adults want to volunteer and provides ideas to revitalize how the club operates in order to attract young adults.
  - [Be Part of Something that Matters Brochure](#) targets young adults for membership and is useful when inviting young members.
  - [Become Involved Become a Lion](#) video highlights young adults speaking about why they became a Lion, the benefits of membership and what types of service projects their club is involved in.
- [Student Member Programs](#) - Students enrolled in an educational institution and between the age of legal majority and through age 30 can take advantage of the Student Member Program and pay only half international dues. They are also exempt of any entrance fees when they join.
- [Club Branches](#) – This webpage has information and tools about club branches, which could be a way to grow membership in your club if you have a group of people who want to be involved in different ways.
- [Leo to Lion Transition](#) - Current and 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, can join an existing Lions club or charter a new Lions club. All former Leos receive a charter/entrance fee waiver, and former Leos between the age of legal majority and through age 30 pay half international dues. Plus, all Leo years of service will also be included in your Lions membership record.
- [Lions Worldwide Induction Day](#) - Lions Worldwide Induction Day is a worldwide event that welcomes new members and gives Lions the opportunity to stimulate membership growth and increase public awareness. Take action and start planning for Lions Worldwide Induction Day.

- [Worldwide Induction Day Planning Guide](#) - This comprehensive guide includes event planning tips, recruiting ideas and public relations suggestions to help your club, district or multiple district conduct a successful and meaningful event.

## **Adding Newly Recruited Members**

Your club secretary will work closely with you when adding new members to your club. When a new member joins the club, assist the member in selecting the membership category that appropriately matches their chosen level of involvement with the club. In addition, it is important to be aware of the various membership types available through the association that provide a potential member a reduced level of international dues, including family membership, student membership and Leo to Lion membership.

- [Membership Application](#) - This writable PDF form may be emailed directly to a prospective new member. You may use the information from the form to add new members in MyLCI. Be sure to retain a copy of all new member applications with your official club documents and make a copy to give back to the prospective member.

## **New Member Orientation**

- [New Member Welcome Book](#) - This guide explains a bit about the mission of the organization, service projects, structure of the org, etc.
- [New Member Orientation Training Guide](#) - helps the orientation trainer plan for new member orientation and gives trainer tips along the way to successfully conduct new member orientation.
- [New Member Orientation Guide](#) - New members follow the orientation trainer during orientation. Members can also use the guide as a reference during their time as a Lion.
- [New Member Orientation PowerPoint](#) - provides the orientation trainer with a presentation template to follow when conducting new member orientation. Trainers should customize the presentation so it is relevant to their club.
- [The Lions Mentoring Program](#) - can be used in conjunction with new member orientation to ensure the new member successfully completes both programs.

## **Mentoring Program**

The objective of the Lions Mentoring Program is to help every member achieve the goal of better serving his or her community. It does so through a program of personal development that helps members realize the potential that their unique skills and knowledge offer. The Lions Mentoring Program prepares them for leadership in clubs, in the association and in their personal lives as well. For Lions Clubs International, this means more hands and better service for the people who need it most.

- [Basic Mentoring Program Guide](#) - The Lions Basic Mentoring Program is designed to give structure and coherence to help a new Lion begin his or her career of service
- [Advanced Mentoring Program Guide](#) - The emphasis of this level is upon developing accountability for results by focusing on community projects and programs that provide useful and needed humanitarian service.

## **The First 30 Days in Your Position**

The beginning of the fiscal year is a crucial time to complete many tasks. This includes working with the club secretary who will be maintaining the roster of the club and setting the calendar for events and projects. Another important task is to set up a system to retain business records; especially those that pertain to membership.

### **Attend Club Officer Training Offered by Your District**

The training offered through your district is designed to assist your entire team of club leaders to be more effective as a leadership team and provides an opportunity for each officer to learn the basic skills to complete the most important tasks.

### **Know Your Members! Review the Club Roster**

Stay engaged with your club secretary while reviewing your membership roster immediately in July.

- To find a good report of member information in MyLCI, under the My Lions Club/Reports, run the Club Roster of Membership Data Report to be sure all who are listed are still active in the club.
- Use the [Membership Application](#) to collect new member contact information. Add any new members not yet reported to LCI
- Along with your club secretary, prepare a list of members who may no longer be active in the club for the board to review for potential removal from the roster.
- The club secretary will make final roster adjustments in MyLCI prior to June 30 and December 31 to ensure your club is not invoiced for dropped members. Be sure to confirm with the previous club secretary any membership changes that occurred at the end of the fiscal year.
- Your club secretary can use MyLCI to print membership cards once dues have been received from members or [order membership cards](#) from the Member Service Center.

## Update all Contact Information for Your Members

Current contact information for your members helps to ensure good communication within the club. Use the **Member Information Update Report** in MyLCI to gather current contact information for all club members.

- [Lions Clubs International Calendar of Events](#) - This online calendar provides important information and dates of major service, leadership and membership programs, initiatives and events, including the International Convention.

## Monthly Tasks

As club membership chairperson, you will complete a set of tasks on a monthly basis. You will be preparing for both club and board meetings.

### Prepare for Programs and Meetings

- Your club may determine the level of protocol that you wish to follow for all visitors. Be sure to communicate your club's traditions and level of formality when welcoming guests so that the guest understands what to expect when visiting your club.
- [New Members Induction Ceremonies](#) - This guide contains suggested wording to induct new members into the club.
- Utilize a sign-up sheet for guests for the purpose of recruitment and potential member list.
- Create a monthly birthday and club anniversary list by member and date (month and date only), send to the marketing communications chairperson to include in the newsletter and the club president to announce at each club meeting.
- You may be asked to assist with distribution of service and membership chevrons, etc. Awards are often provided to the club president for presentation.

### Maintain the Club Business Records

Maintain full documentation of all key membership support functions, including membership applications, to provide to the club secretary for record retention of general membership, committee and board meetings.

### Member Document Management

- [Membership Application](#) - This writable form may be emailed directly to a new prospective member. Give a copy of the application to the club secretary for reporting the new member on the club's roster in MyLCI.

- [Application for Life Membership](#) - This application is for members that meet the criteria to become Life Members of the Association.
- [New Membership Dues Billing and Fees](#) - This chart shows the international dues and fees that will be billed to the club for members based on the month in which the new member is reported.

## Quarterly Meetings

### Zone Meetings (District Governor Advisory Committee Meetings)

The District Governor Advisory Committee is made up of a zone chairperson and officers from the four (4) to eight (8) clubs that make up the zone. The club officers from these clubs meet on a quarterly basis, usually during the first three quarters of the fiscal year, led by your zone chairperson.

- [The Model District Governor Advisory Committee Meeting](#) - This guide assures that both the zone chairperson and club officers understand what to expect at the quarterly zone meetings. You can expect to be a key participant during at least one meeting, which will focus on membership. The zone meetings provide you and opportunity to share your club's best practices and to learn from fellow club membership chairpersons.

## Semi-annual Tasks – Focus on December and June

### Review and Update the Club Roster with the Club Secretary

Your club members will be invoiced twice a year by the international association. Most districts and multiple districts also invoice dues twice a year. Your club secretary may ask that together, you two review the roster of members twice a year to make sure that it accurately portrays a list of all members including those recently added to the club.

- [New Membership Dues Billing and Fees](#) - This chart shows the international dues and fees that will be billed to the club for members based on the month in which the new member is reported.

## Annual Events

### District/Multiple District Conventions

Conventions offer great opportunities to share best practices and ideas with other fellow club membership chairpersons. It is an even better way for you and your fellow club officers to bond together as leaders committed to leading your club in improving its quality in service, membership and leadership growth.

### Year-end Check List

#### Membership Awards Applications

- [Chevron Award Program](#) - The Chevron Award Program recognizes Lions for their long-term service, beginning at 10 years and continuing in five year increments until 75 years of service. Chevron awards for the current fiscal year are automatically sent to district governors in the first quarter for presentation to the recipients at an appropriate event, such as a district convention or other celebration.
- [Club Excellence Award](#) - Your success as a membership chairperson directly contributes to your club earning this award by achieving excellence in the four main components of LCI Forward; improving membership, community service, marketing communications and effective club management. The best clubs earn this year after year. Work with your club president and secretary to complete this application immediately following the close of your fiscal year.
- [Centennial Celebration Membership Award](#) - The Centennial Celebration Membership Awards provides all Lions and Lions clubs the opportunity to earn special *Limited Edition* awards for inviting new members and helping to organize new clubs.
- [Membership Satisfaction Awards](#) - Clubs that end a fiscal year with a net gain can earn the Membership Satisfaction Award banner patch in two ways.

#### Prepare Documents and Orient the Incoming Membership Chairperson

A notebook is often used to retain documentation of agendas, minutes, membership rosters and reports, new member applications, committee reports and important correspondence for the year. If this is maintained on a monthly basis, it will be ready to serve as a reference for the incoming membership chairperson. If the club choosing to retain files electronically, all items that pertain to the documentation of all membership and business proceedings should be included.

## Legalities and Technicalities

- [Lions Clubs International Privacy Policy](#) - Lions Clubs International (LCI) recognizes the importance of protecting the private information of our members.
- [Lions Clubs International Foundation Privacy Policy](#) - Lions Clubs International Foundation (LCIF) is committed to protecting the privacy of our website visitors, donors and Lions. Personal information is not sold, rented or shared with any individual or organization.

## Governing Documents and Membership Provisions

- [Standard Club Constitution and By-Laws](#) - Your club may have its own constitution and by-laws. If not, your club comes under the *Standard Club Constitution and By-Laws*. Be sure to keep the most current edition available for references needed regarding the privileges and obligations of different membership categories. Your club secretary should provide you and each new member added to the club a current version.

## Purchase Club Items Online at the LCI Shop

The Club Supplies Store is an easy way to order the most commonly used supplies and Lions Clubs International branded merchandise. Your club president, secretary or treasurer may be able to assist placing orders to be charged to the club account.

Here are some quick links to the most frequently requested items:

- [Club Meeting Supplies](#) - This section of the club supplies online catalog contains gavels, gongs, meeting forms, and member name badges.
- [New Member Kits](#) - The items contained in the New Member Kit welcome a Lion into the organization and recognizes the new member's sponsor as well.
- [Lions Apparel](#) - This area contains club vests, shirts, caps and other popular clothing items; many that may be customized with your club's information.
- [Peace Poster Kit](#) - Please note that these kits are available for purchase only from January 15 through October 1 each year.
- [Awards and Medals](#) - Browse this department for various medals and certificates.
- [Plaques, Awards and Recognition](#) - This section contains a wide variety of products to help you recognize outstanding Lions.
- If you have further questions regarding club supplies, please email [orderdetails@lionsclubs.org](mailto:orderdetails@lionsclubs.org).





# Club Membership Chairperson's Guide

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Lions Clubs International





## Introduction

The position of the Club Membership Chairperson is important to the health and vitality of your Lions club and its ability to serve the community. As a member of the Global Action Team for your club, you will work together with the club's Service Chairperson and the Leadership Chairperson, a role automatically filled by your club's Vice President, to develop and implement initiatives focused on leadership development, membership growth, and expanding humanitarian service. This guide will help you to support members, both current and new, to ensure that they have a meaningful, impactful, and rewarding experience as part of your club.

## Did you know?

Materials can be downloaded from the Lions Club International (Lions International) website, [lionsclubs.org/MembershipChair](https://lionsclubs.org/MembershipChair) or ordered by contacting the Membership Department at [membership@lionsclubs.org](mailto:membership@lionsclubs.org).

# Preparing for Your Term

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized. The time you invest now will be well worth it through the remainder of your term. Review this guide and the supporting materials mentioned in it. Connect with your last Club Membership Chairperson to learn what worked well, what didn't work well, and about the members in your club. Use the *Planning Calendar* at the end of this guide to lay out your plan for the year. Finally, connect with your club secretary to ensure that your email address is current. Lions International will send you monthly messages to help you achieve success.

## Responsibilities

Club Membership Chairpersons assist their clubs with membership growth. Growth is achieved through new member recruitment and membership satisfaction, which results in members staying and serving longer with their club. Responsibilities include:

### Actions for Success

- Collaborates with your Leadership Chairperson, Service Chairperson and the Club President (the chairperson for the Global Action Team) to further initiatives focused on leadership development, membership growth and expanding humanitarian service.
- Supports member retention by creating a harmonious club atmosphere. Makes members feel part of a family while serving the local community.
- Develops and leads a membership committee to create and implement membership goals and action plans.
- Motivates club members to invite new members and inspires positive club membership experiences.
- Ensures new members are provided with an effective new member orientation in collaboration with the club leadership development chairperson (vice president).
- Collaborates with the club service chairperson to promote membership opportunities during service projects.

- Participates in region, zone and district meetings and events.
- Contacts prospective member leads promptly.

## Top priorities for every Club Membership Chairperson

1. Develop a membership growth plan
2. Make a list of prospects, and follow up – you have to ensure that invitations are being made to join the club.
3. Use the Just Ask! Recruiting Guide
4. Ensure members are properly oriented
5. Keep club atmosphere positive
6. Ask members to provide prospects, then repeat steps 1-5
7. Promote the club at service events in the public by working with the Marketing Communications Chairperson
8. Go to Zone and District meetings
9. Collaborate within your club, zone and district
10. Collaborate with the Marketing Communications Chairperson to build a club website with stories of your service and resources such your district's homepage, lionsclubs.org and LCIF.

## Measuring Success

- Conducts at least one more membership drive in the community than the prior year.
- Contacts a minimum of two former members about returning to the club.
- Increases total membership over the previous fiscal year.
- Retains 100% of members.
- New members participate in new member orientation.

## Membership Satisfaction

- Create a plan for membership satisfaction and present it to the club's board of directors for approval and support.
- Understand and incorporate membership satisfaction programs.
- Assist club officers in organizing a *Club Quality Initiative* to examine your community's needs, assess your current membership satisfaction and develop action plans.



- Improve current club membership by conducting a How Are Your Ratings survey with your active members.
- Promote membership awards programs to your club members, and ensure that members are recognized for their efforts in the club.

## Membership Recruitment

- Review the Just Ask! Guide located at [lionsclubs.org/MembershipChair](https://lionsclubs.org/MembershipChair)
- Create a plan for club membership growth. Present the plan to the club's board of directors for approval and support.
- Prepare your club to recruit members by identifying why your club needs new members, and what sort of members your club needs.
- Understand the different membership types and programs offered by Lions International, and which ones may apply to your club. Learn about district and multiple district dues for different membership types.
- Encourage the recruitment of new members and promote award programs to the club members.
- Ensure that new members have a valid email address to help them receive useful communications from Lions International.
- Review the *New Member Orientation* and conduct sessions with new members to compliment the New Member Experience emails they will receive.
- Encourage participation in the Lions Mentoring Program.
- Promote membership during service events. Fun events that invite community members to participate are an excellent recruitment tool.

A positive member experience is the foundation of retention. Partner with your clubs Service Committee to ensure that service projects are meaningful to each member's humanitarian interests.

### ➡ Did you know?

Starting in July 2017, new members receive emails from Lions International designed to educate, inspire and encourage engagement with Lions activities. This is designed to increase retention within this segment of your membership. Please ensure that you are complementing this messaging by sharing what your club is doing at the local level to help contribute to the overall success of Lions worldwide.



# Support and Guidance

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As the membership chairperson, there are many people who will be available to assist you throughout the year. Working closely with your membership committee and your District Global Action Team, specifically the District Global Membership Coordinator, will allow you to receive the support and guidance you need to meet your responsibilities.

## Membership Committee

It is recommended that you begin by recruiting a membership committee to ensure that there is enough help to get work done. You should structure your committee in the way that best fits for your club's needs; however, Lions International recommends including the following club members:

- Last year's membership chairperson
- Next year's potential membership chairperson
- Any club members interested in new member recruitment or member satisfaction

This recommended structure helps clubs make membership satisfaction and growth a priority by putting a unified team together to lead the club's efforts. Because both the previous and future membership chairpersons are involved in the committee, it also ensures that membership efforts flow smoothly from year to year and the sitting chairperson can have an understanding of what has worked and what hasn't for your club.

## Global Action Team

As a member of the Global Action Team, you have the support from your district Global Membership Team (GMT) coordinator and the district governor, who is the chairperson of the district Global Action Team. If you have any membership related questions or concerns, you should reach out to them – they are there to support you!

## Other Lion Clubs

Clubs also benefit from other clubs by sharing “best practices.” As a membership chairperson, you can easily increase member satisfaction and reach membership growth goals by utilizing the support network that has been established.

## Lions Clubs International

Lions International understands that growing your Lions Club is important because of the difference each new member can make in your community and understands the importance of keeping your current members satisfied. With a little personalized effort you can ensure that your club is a good fit for both newly recruited members and members with many years of service.

We are working to build a repository of best practices and successful stories, so let us know what works to make your new members feel more welcome, and to celebrate the long – standing members of your club!

# Membership Satisfaction

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To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If your club members feel that their time is well spent at club functions and activities, and have built friendships within the club, they will remain part of your club for a long time. That is why it is important to keep members engaged by incorporating various member satisfaction strategies and resources. These tools focus on club cooperation, member morale and enhanced meetings to help get members involved.

## ➡ Did you know?

There are several tools and resources online?

Check out: [lionsclubs.org/MembershipChair](https://lionsclubs.org/MembershipChair) for several different membership satisfaction resources to find the one that would work best for your club.

## New Member Checklist

Use the following new member checklist to ensure you are welcoming your members and are making them feel like family:

- Have I made the new member feel welcome?
- Have I given them responsibility that matched what their goals were at the time of joining?
- Have I valued their input, and respected their ideas?
- Have I made them feel like a member of the family?

## Member Satisfaction Guide

The [\*Member Satisfaction Guide\*](#), along with the following resources referenced in the guide, available at [lionsclubs.org/MembershipChair](https://lionsclubs.org/MembershipChair) will help ensure your members are getting the experience they expect from your club:

- [\*How Are Your Ratings? Survey\*](#)
- [\*New Member Orientation\*](#)
- [\*Lions Mentoring Program\*](#)
- [\*Community Needs Assessment\*](#)

## Member Satisfaction Report

Use the *Membership Satisfaction Report* at the end of this guide to track the initiatives you have taken towards membership satisfaction. Submit this report to club officers each month so they are aware of the club's efforts.

# Membership Recruitment

Every club needs members in order to achieve its service goals. New members provide clubs with fresh ideas, new projects and additional ways to make a difference in the community. As club membership chairperson, you will organize membership growth efforts and ensure that goals are being met.

## Just Ask! New Member Recruiting Guide for Clubs

This helpful, step-by-step guide available at [lionsclubs.org/MembershipChair](https://lionsclubs.org/MembershipChair) is designed to direct your club through the process of recruiting new members and effectively managing club growth. Although the concept is simple – just ask community members to join – this guide will help you prepare an effective outreach plan by leading 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

## Membership Opportunities

When members are invited to join Lions, share with them the international dues programs and membership categories so they are able to choose the one that fits their situation. The *Membership Opportunities Flyer* will teach you and your club members about all of the membership types and categories available.

## Membership Recruiting Event or Invitation Report

Use the *Membership Recruiting Event or Invitation Report* at the end of this guide to track the number of participants at events, prospective member's information and notes or follow-up information about those members. Submit this report to club officers each month so they are aware of the club's recruiting efforts and successes.

## Club Branch

Your club can grow its membership by starting a club branch. A club branch is an excellent opportunity to get more members of the community involved who may not be able to attend meetings because of timing, distance, or other reasons. Another reason to start a club branch may be to recruit a group of people who want to focus their service efforts on a particular interest. You can also start a club branch with members of your club who would like to meet at a different time, location, or would prefer a different meeting format, such as a virtual meeting. This is an excellent way to get more people involved and engaged in Lions. Club branch members are members of your club and count toward your overall membership and service reports. To learn more about this creative way to grow membership in your club, visit [lionsclubs.org/MembershipChair](https://lionsclubs.org/MembershipChair).

### ⇒ Did you know?

It's important to prepare your club before you begin your recruiting efforts. An unprepared club may not seem welcoming to a new member, and your efforts to get new members to stay will not be very successful. First be sure that your club is ready for new members before recruiting. Use the *Just Ask!* Guide to help in this process.



# Awards and Recognition

Lions Clubs International offers various membership awards and recognition to recognize Lions and clubs for their accomplishments. As the membership chairperson, it is important that you share the following opportunities with your club members to encourage them to recruit new members and keep current members satisfied:

- **Sponsor Certificate:** Lions that sponsor a new member anytime in the Lions year receive a certificate of sponsorship signed by the international president.
- **Membership Key Awards:** Lions earn their first membership key by inviting two new members and may earn up to seventeen keys for member invitation. Each key is designed to reflect the number of new members a Lion has sponsored.
- **Member Satisfaction Award:** Lions clubs that maintain 90 percent of their membership or reverse long-term membership loss in a fiscal year receive the Member Satisfaction Banner Patch.
- **Chevron Awards:** Beginning at 10 years, and continuing in 5 year increments, Lions are recognized with a Chevron Pin for their long-term service.

Finally, there may be special initiatives from your International President. Ensure your email is correct on file with Lions International in order to receive updates on any special initiatives.





## Membership Chairperson Planning Calendar

**JULY / AUGUST / SEPTEMBER**

- Create a Membership Development Plan to include both retention and recruitment tactics.
- Identify key calendar events in your community in which you can promote member recruitment.
- Connect with your club secretary to ensure that you have important member milestones on your calendar to celebrate with your club.

[illegible]

## OCTOBER / NOVEMBER / DECEMBER

- Connect with members who haven't been to a meeting or activity for a while.
- Conduct membership survey using "How are Your Ratings, or another survey tool". Report findings back to your club and create an action plan to improve member satisfaction.
- Collaborate with your club secretary to ensure that membership rosters are up to date.

[illegible]

## Membership Chairperson Planning Calendar

**JANUARY / FEBRUARY / MARCH**

- Begin Planning for Worldwide Induction Day to ensure your event in April is a success.
- Consider starting a new Club Branch as a way to attract different segments of your community to participate.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.**APRIL / MAY / JUNE**

- Welcome new members to your club on Worldwide Induction Day.
- Celebrate success and record tactics that worked well and didn't work to help the membership chair with planning for next year
- Connect with your club secretary to ensure that members rosters are up to date.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Club Membership Recruiting Event or Invitation Report

Club Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Event Type: ☐ Meeting ☐ Project ☐ Fundraiser ☐ Membership Drive ☐ Member Invitation

☐ Other: \_\_\_\_\_

**Description:** \_\_\_\_\_

\_\_\_\_\_

### Participants (if applicable)

Number of Lions: \_\_\_\_\_ Number of Non-Lions: \_\_\_\_\_ Total Participants: \_\_\_\_\_

### Prospective Members

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes/ Follow-Up: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes/ Follow-Up: \_\_\_\_\_

\_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Notes/ Follow-Up: \_\_\_\_\_

\_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

# Club Membership Satisfaction Report

**Club Name:** \_\_\_\_\_ **Month:** \_\_\_\_\_

The following initiatives have been completed to help ensure club members are satisfied.

- |  |                       |
|--|-----------------------|
| <input type="checkbox"/> Created, reviewed or modified a club satisfaction plan. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a member questionnaire.                       | Date Completed: _____ |
| <input type="checkbox"/> Conducted a former member questionnaire.                | Date Completed: _____ |
| <input type="checkbox"/> Completed the Club Quality Initiative.                  | Date Completed: _____ |
| <input type="checkbox"/> Conducted a Community Needs Assessment.                 | Date Completed: _____ |
| <input type="checkbox"/> Conducted a How Are Your Ratings? Survey.               | Date Completed: _____ |
| <input type="checkbox"/> Addressed a reason members leave.                       | Date Completed: _____ |
| <input type="checkbox"/> Other.  | Date Completed: _____ |

**Description:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What was learned?** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





## Lions Clubs International

### **Membership Division**

Lions Clubs International

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