

Club President Introducing March Madness Membership Event

(Call to Order Transition Moment)

“Before we move into tonight’s agenda, I’d like to take just a few minutes to talk about something very important to the future of our club.”

(Pause) “As Lions, our motto is *We Serve*. But service only happens when we have people willing to serve.”

The Opportunity

“This March, we are participating in something called **March Madness Membership Event**.

The challenge is simple:

Our club has been asked to recruit just **ONE new member during the month of March**.

Not five.

Not ten.

“Just one.”

Why This Matters

“Think about this for a moment.

If every club adds just one member, our district grows.

If every district grows, our association grows.

And when we grow, our service grows.”

“Growth is not about numbers.

It’s about impact.”

Make It Personal

“I want each of you to think about one person you know:

- Someone who cares about this community.
- Someone who is respected.
- Someone who would benefit from fellowship and leadership.

Now ask yourself — have I ever personally invited them to become a Lion?”

(Pause and look around the room.)

“Most people don’t join because they’re waiting to be asked. And often, no one asks.”

The Ask

“This month, I am asking each of you to have one conversation.

You can say something simple like:

‘I’m a Lion because I care about this community.

I think you would make a great Lion. Would you consider joining us?’

That one invitation could change their life — and strengthen our club.”

“When Melvin Jones founded our association, he believed ordinary people could do extraordinary things when they came together to serve.

Clear Goal

“So here is our club goal:

By March 31st, we will welcome **at least one new member** into this Lions family.

And when we do — we will celebrate it.”

Close with Energy

“The world needs Lions now more than ever.

Let’s grow.

Let’s serve.

Let’s make March matter.”

“Thank you — now let’s get to work.”



We Serve—and in March, we grow!

Dear Lions of Area C (*Wisconsin, Iowa, South Dakota, North Dakota, Minnesota*),

This month, we're inviting every club in Area C to participate in a **March Madness Membership Growth Event** by adding just **ONE new member** - One new Lion per club.

It sounds simple—but the impact is tremendous!

This month, **each club will:**

1. Identify at least three prospects.
2. Personally invite them to a meeting or service project.
3. Induct at least **ONE** new Lion before March 31.
4. Remember, they must be included in your membership roster on the Portal to count!

Let's make March fun and energetic:

- Challenging a neighboring club
- Celebrating new member inductions
- Sharing photos and success stories
- Recognizing sponsors and mentors

Growth reflects our core values of *Service, Dedication to Excellence, Integrity, Collaboration, Diversity, and Innovation*. When we invite someone to join Lions, we invite them into a global movement of servant leaders who live the motto: **Lead to Serve, Serve to Lead**.

Your community needs Lions like never before. Let's make March memorable—with momentum, purpose, and pride.

With Lion pride and appreciation,

PID Pat Vannett

Constitutional Area 1 Global Action Team Leader
United States and Affiliates
Lions Clubs International

PIP Brian Sheehan

Constitutional Area1 Special Advisor
United States and Affiliates
Lions Clubs International



MISSION1.5

MARCH MADNESS MEMBERSHIP CHALLENGE
EVERY CLUB. ONE NEW LION. ONE POWERFUL MONTH.

MARCH 1 – MARCH 31

THE CHALLENGE

ADD ONE NEW MEMBER IN MARCH.

One new Lion.
One new leader.

One stronger club.
One greater community impact.

WHY GROW?

BECAUSE WHEN WE GROW — WE SERVE MORE.

- More hands
- More service
- More impact
- More lives changed

RECOGNITION

SWEET 16 –
First clubs to add a member

FINAL FOUR –
Top recruiting Clubs

MEMBERSHIP CHAMPION-
District recognition

HOW TO WIN

1. Identify five potential members
2. Invite them to a meeting or service project
3. Share why YOU became a Lion
4. Ask directly: **“Would you consider becoming a Lion this month?”**

WE LIVE AND GROW TO SERVE

If every club adds ONE member...
Imagine the multiplied impact across our district.

MAKE MARCH COUNT.
EVERY CLUB. ONE NEW LION.