



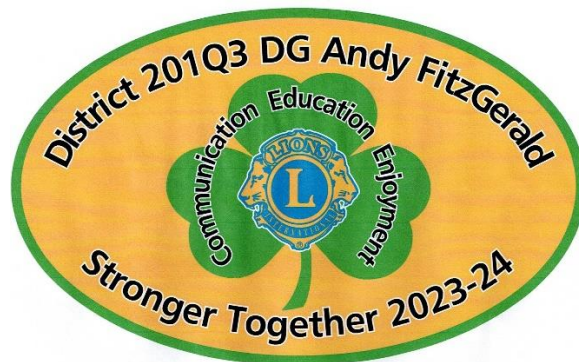
We Serve

DISTRICT 201Q3

District Action Manual

(Service, Leadership, Membership)

2023 – 2024



Andy FitzGerald

District Governor

**“Communication, Education, Enjoyment
Stronger Together”**

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DISTRICT GOVERNOR'S WELCOME

Welcome to you all. Whether you are returning or are new to it, I would like to thank you for offering your services and hope you will enjoy your experience. This manual has been put together to give you, hopefully, a tool to help you through the year with as much information for you that we could fit in.

This year the International President Dr Patti Hill's theme is "Change the World." This goes with the saying 'where there is a need there is a Lion'. Whilst I am not going to change everything, I would like all the district portfolio chairs to be more proactive in promoting themselves to all clubs.

My theme is Communication, Education, Enjoyment – Stronger together.



A lot of problems can be solved with good **communication** whether at club, zone, region, or district level.

Education: There is so much available either through you as cabinet members or on the Lions' web Pages. As a member of Lions International the web site is there for you to look up anything you want. Just log on and hit the little magnifying glass on the right-hand side – then put in what you want to know and voila there it is!! I have managed to find amazing things and I am not a whiz at the Internet!!

Enjoyment: Why did you join Lions in the first place? What was it that encouraged you to join?

Are these relevant today? Give some thought to these because without Communication and Education you will not have Enjoyment or be Stronger Together.

Our big challenge this year is "The Big Audacious Mission". There will be a lot of ideas and plans coming from the Global Action Team with the District Leadership Team, District Service Team, and District Membership as well. They will pass on lots of knowledge to get this project going.

Most of all I want you to enjoy the next year. I know I am excited about it all. We have a fantastic District so let's keep it going and have fun doing it.

Thank you and look after yourselves. Remember, I am there any time you need to talk, vent or share.

Lion Andy FitzGerald
District Governor



DG Andy with International President Dr Patti Hill



DG Andy with her family – daughter Fodhla, grandsons Joe and Alec



MD201Q3 District Five Year (2022 to 2026) Strategy

DG Andy Fitzgerald 2023-24 District Goals Overlay

Five Year District Strategy

“Our DLT Coordinator will report completed zone, club officer and member training in LEARN.”

1. To have more club members assume leadership roles.
2. To grow and develop members and leaders through learning and experience.
3. To increase the number of effective members.
4. To achieve a more diverse membership e.g.: gender, age, and ethnicity to better reflect the demographic of the communities in which we live.
5. To increase membership in all clubs.
6. To increase the number of Lions and Leo clubs.

“Encourage all clubs to have a succession plan in place contesting all club positions.”

“By the end of 2023 – 2024, our District will have processes in place to identify and support the rebuilding of clubs.”

7. For clubs and members to have a better understanding of, and engagement with District and LI directions through participation in Global Causes service projects, reporting in My Lion, attendance at zone meetings and conventions etc.
8. To adapt to current trends in volunteering and fundraising.
9. To raise Lions profile by effectively using a variety of media formats.

“By end of 2023-2024 all clubs will achieve an increase in membership.”

“By the end of 2023 – 2024, our district will charter 1 new club.”

“To encourage all clubs to be involved in one or more new service projects.”

“Our team will ensure that 80% of our district clubs will report service.”

“To improve communication between district and clubs.”

10. Encourage clubs and their members to donate to LCIF and ALF

“By the end of the 2023-2024 fiscal year, our district will support Lions Clubs International Foundation (LCIF) and Australian Lions Foundation (ALF)”

The Q3 District Global Membership Approach (GMA)

Q3 District has committed to participating in a process known as the “Global Membership Approach” to support districts worldwide to increase membership growth and retention.

A Q3 cabinet position (GMA Support Lead) drives this GMA process under the direction of the District Governor. This position will manage the process by working with the DG Team, the GAT Coordinators, Team leaders and Region/Zone Chairs on plan development, implementation, and accountability.

The Q3 GMA Support Lead for 2023 - 2024 is Mark Bates

What is the Global Membership Approach?

The Global Membership Approach combines a planned strategic approach and a set of resources for Q3 district teams to utilize to develop membership by:

- Rejuvenating the Q3 district with new clubs
- Revitalizing Q3 clubs with new members
- Re-motivating existing members of Q3 clubs with fellowship and exciting service.

Designated teams within the Q3 GAT structure have been organized to focus on achieving these three objectives.

What has happened in our district as we adopted the Global Membership Approach?

We have built a team of experienced, and enthusiastic Lions which includes the Global Action Team, DG, and the Zone Managers.

A Q3 5 Year Strategy (see attached) was developed where our district identified the needs of our area, though a SWOT analysis and focussed discussions with cabinet members and clubs. Realistic membership goals were then developed accordingly.

How is the Global Action Team (GAT)involved?

Our GAT team includes the Leadership Team, Service Team, Membership team and Zone Managers with the DG serving as chairperson. It serves as the primary resource for the Global Membership Approach.

In our Q3 district the GMA Leader would be responsible for ensuring that the Global Membership Approach is implemented. GAT Team Leaders provide support, advice and training to ensure the Q3 5-year Strategy is implemented.

How can clubs support of the Global Membership Approach?

Engagement of members at the club level is the foundation to successful membership growth and retention. This can be done through a simple club planning process. Typical planning would start by asking members.

“If we continue as we are where will our club be in 5 years’ time?”

From there a SWOT (Strength, Weaknesses, Opportunities and Threats) analysis will clarify what needs to be done to plan for the next 5 years.

Our GAT team and Zone Managers are very willing to assist clubs in their planning process. Please ask.

For more information on the GMA process visit

<https://www.lionsclubs.org/en/resources-for-members/resource-center/global-membership-approach>

DISTRICT & CLUB ACTION TEAMS



In District 201Q3, your **Action Team** promotes and supports service, leadership and membership activities, at the **Club** and **District** level.

Leaders drive membership and service. Quality service inspires community-minded people to join us and gives Lions opportunities to lead projects. Membership growth increases service impact and produces new leaders who can guide clubs into the future.

We have purposefully taken the '*global*' initiative and focused on how we can best enact this by directly supporting **Clubs** and **individuals** in our **District**. There are **three teams**:

1) **Membership Team**

Promotes ideas, tools and strategies to assist Clubs to recruit new members, engage and retain existing members and start new Clubs and Club Branches.

2) **Leadership Team**

Helps people grow into Lionism by delivering local leadership and Lions Information sessions and promoting International and Multiple District learning activities.

3) **Service Team**

The Service Team champions the service framework of Lions International, as well as promoting our National and District service projects/foundations to maximize impactful service, action and growth. They also provide support to Clubs to record service hours.

| DISTRICT ACTION TEAM | | |
|--|---|---|
| Membership Team | Leadership Team | Service Team |
| <ul style="list-style-type: none"> • Alan Brooks (District Coordinator) • Team Members: <ul style="list-style-type: none"> ○ PDG Greg Rollason ○ Lauren Sankey • VDG1 Richard Williams | <ul style="list-style-type: none"> • Donna Hedges (District Coordinator) • Team Members: <ul style="list-style-type: none"> ○ Doug Evans ○ • VDG2 Narelle Gluer | <ul style="list-style-type: none"> • Debbie Williams (District Coordinator) • Team Members: <ul style="list-style-type: none"> ○ Chris Sang ○ Danielle Runge • DG Andy FitzGerald |

Members of the **Action Team** can assist your Club Service Director, Membership Chair and First Vice President (as Leadership Chair) in their important roles. The Zone Chair and Region Coordinator will also offer support. We look forward to working with you.

DISTRICT SERVICE TEAM
Lion Debbie Williams – District Coordinator

You need to be aware of what others are doing, applaud their efforts, acknowledge their successes and encourage them in their pursuits. When we all help one another, everybody wins. Jim Stovall

The Lions motto “We Serve” is the focal point for what LCI calls the Global Service Team. Service to our community, whether that community is local, national or international, is what members of our Lions family want and need to do. It is the main reason why community minded members join a Lions Club.

Individual Lions and Leo clubs volunteer to address local humanitarian needs by mobilising people and resources to deliver hands-on service and improve the overall wellbeing of their communities.

With more than 1.4 million members in over 200 countries and geographic regions around the globe, Lions have a shared identity and a shared responsibility to the people of the world through SERVICE.

The District Service Team (DST) will champion the service framework of LCI and LCIF and empower the Lions family around the world to maximise impactful service, action and growth. We will work with the District Leadership and Membership teams to help District 201Q3 to grow and serve more people.

The Service Team is not just a few people at District. Each Club is encouraged to appoint a Service Chair to link with the District Service team and provide the strength in our chain to impact the Service that we do.

LCI has already established a support network from LCI all the way down to District level. Clubs are encouraged to identify a member to be their Service Chair and liaise and link with this worldwide network.

A Club Service Chair will bring Melvin Jones’ dream to life - that where there is a need, it can be met by a Lion or Leo. The whole District Team is responsible for implementing impactful service and fundraising projects, increasing service project engagement of members, and elevating awareness of Lions collective impact in fulfilling global humanitarian needs.

Within our District, an additional level of support has been established at the Region level to work with and support Zone Chairs and the Club. However as with all Lions activities, the impact starts at Club level. A Club Service Chair is a function, not necessarily another person. The function is to support the Secretary, engage the Club for Service projects and then ensure the projects are reported.

Club Service Chair – Responsibilities

Support the development and implementation of service projects that:

- Have more impact and help more people.
- Inspires and motivates Members to try something new and different.
- Creates a sense of pride in belonging to Lions and Leos.
- Attracts more diverse people to join Lions – age, gender, ethnicity, socio/economic, skills and knowledge.
- Helps to raise the visibility of Lions’ service impact in local communities.
- Shares information on service project successes, opportunities, and challenges.
- Uses the new Lion Portal, to input service data, adding value at Club, District and International levels.
- Encourages alignment with LCI’s global causes and overall mission and vision.

Benefits of having a Club Service Chair

- Takes the reporting burden away from the Secretary.
- Allows for upward mobility in Lions Clubs International.
- Creates new service opportunities.
- Opportunities to be more involved with your District.
- Opportunities to have Leos and youth involved in service.
- Directly receive new resources and ideas from LCI.
- Raise the profile of our Global Causes in your club.

Benefits of Reporting

- Captivate and connect.
- Increase global awareness.
- Pave the way to partnerships.
- Uncover the next big idea.
- Enhance our support.

Why Report Service?

- Build a brighter future.
- Increase our membership.
- Leverage our Foundation.
- Recognize and reward.

Global Causes



DIABETES



ENVIRONMENT



HUNGER



VISION



CHILDHOOD CANCER

Over the last 100 years, the kindness of Lions has multiplied across borders, oceans, and continents. With over 1.4 million members, we now have an opportunity to change our world.

That's why we're uniting our global service around five areas of need.

These Global Causes present significant challenges to humanity, and we believe it's our turn to meet them. Lions have accepted the challenge and are moving forward. We are all part of this great wave to make a difference. Do not let anything stand in your way to achieving the goal.

Disaster Relief

Disaster Relief is a LCI Focus Area as well as a Lions Australia key activity. From time-to-time Lions clubs within the district plan and organise disaster or drought relief efforts especially if it affects their local communities.

Organising clubs are asked to advise the District Governor of such plans so that the District Governor can gauge the extent of such relief efforts and be able to respond to any enquiries or media requests.

It would be appreciated if clubs could provide the following information to the District Governor via email to ensure the correct information and acknowledgements are given when required.

CLUB NAME:

DATE:

PROJECT MANAGER:

CONTACT NUMBER:

PROJECT:

TYPE of SUPPORT GIVEN:

AMOUNT RAISED:

DONATION TO:

Resources:

- [Global Service Team Toolbox](https://www.lionsclubs.org/en/resources-for-members/resource-center/gst-toolbox)
<https://www.lionsclubs.org/en/resources-for-members/resource-center/gst-toolbox>
- [How to use MyLion to support your service](https://www.lionsclubs.org/en/resources-for-members/resource-center)
<https://www.lionsclubs.org/en/resources-for-members/resource-center>

DISTRICT LEADERSHIP TEAM

Donna Hedges – District Coordinator



Role of the Vice President in Leadership Development within the Club

The Standard Club Constitution states that the responsibilities of a Vice President include:

- Serve as a key member of the club's Global Action Team as the club Leadership Chairperson and along with other members of the leadership committee:
 - 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 Membership Chairperson.
 - Ensure current and/or incoming club officers attend training, offered by the district and/or via the Lions Learning Center (LLC)
 - Communicate to the District Global Leadership Coordinator the need for training, the names of potential new leaders and the leadership development activities that club members attend.
 - Identify potential leaders and encourage their development as future leaders.
 - Encourage members to participate in leadership training offered by the district, multiple district and Lions Clubs International.
- Be an active member of the district governor's advisory committee of the zone in which this club is located.

How can we develop club members to take on leadership roles?

1. New member orientation/mentors

- Role of the Sponsor
- Importance of Induction Ceremony
- Collaboration between the Membership Chair, Service Chair and the Leadership Chair in onboarding new members
- Orientation Program – access the New Member Orientation Guide & Basic Mentoring Guide

2. Internal club education about Lions

- Ongoing – for all members
- "Take 5" Sessions at meetings
- Guest Speakers at dinner meetings – invite District Project Chairs
- Introduce the District Governor A1 Award
- Lions Learning Centre – online courses

3. Encourage attendance at zone meetings, club development days, conventions, Inter-club visits, Board meetings, District Changeover and other District/Zone events

4. Identify future leaders

- Utilise the skills and interests of members
- Engage in service/fundraising projects to match
- Encourage to take on Project Chair positions eg Youth of the Year
- Taking a Board Position
- Mentors

5. Development pathways for future leaders

- Project Chair
- Board Position
- Club President
- Cabinet Role
- District Governor
- MD Roles – committee member

6. Succession Planning

- Process of identifying and preparing new leaders to replace current leaders when their leadership term is complete
- Helps ensure long-term vitality of Lions Clubs through a system of identifying and preparing new leaders for all levels
- Benefits of new leadership
 - Conveys a positive perception of growth and evolution
 - Brings new ideas
 - Brings new resources and contacts
 - Supports renewed enthusiasm and energy
- Resource: Lions Learning Centre – online course

7. Promote learning and training opportunities.

- Courses conducted by trained LCI members through Institutes
- Become a Guiding Lion
- District based learning opportunities eg Club Development Days, Guiding Lions workshop
- Accessing the many resources on the LCI website eg eBooks
- Online courses through the Lions Learning Centre
- Access live training through the Virtual Events Center



District Leadership Team

Your District Team will work with you to support people to...

- make a positive difference in their Club, Zone and District.
- share best practice and develop a 'toolbox' of practical ideas.
- identify current and future leaders.
- promote face-to-face and online courses.
- encourage progress through our Lions organization.

We will encourage participation in a range of learning and development opportunities throughout the year and will be available to speak with clubs or zones about what we can support and / or run customised information / training sessions at a local zone or club level.

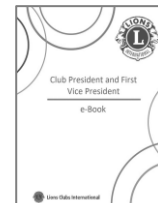
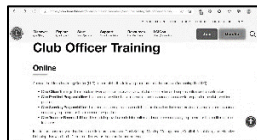


Resources

1. Lions Clubs International website – Member Resources

[Resource Center | Lions Clubs International](#)

2. The Lions Learning Centre (LLC) offers all Lions and Leos the opportunity to learn and sharpen their knowledge of Lions fundamentals and leadership skills through online interactive courses. Access the LLC from the “Learn” application using your Lion Account login and password.



3. eBooks – for President/Vice President, Secretary, Treasurer, Service Chair

4. Virtual – access live training through the Virtual Events Center

5. Leadership Institutes – develop your leadership skills by participating in one of the Lions Clubs International institutes:

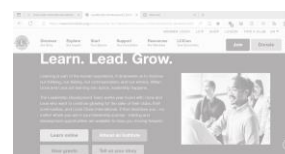
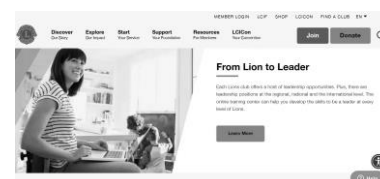
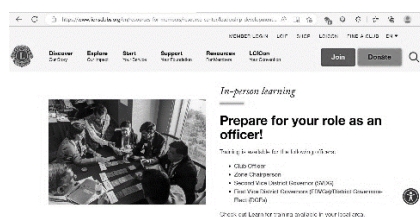
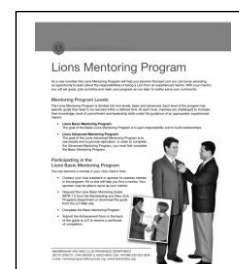
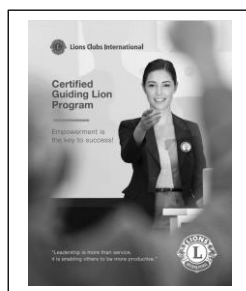
- Advanced Lions Leadership Institute (ALLI)
- Emerging Lions Leadership Institute (ELLI)
- Regional Lions Leadership Institute (RLLI)
- Faculty Development Institute (FDI)
- Lions Certified Instructor Program (LCIP)



6. District based Learning/Leadership Opportunities:

- Club Development Days
- Guiding Lions Workshop
- Others as identified at local level.

[Check out the **District Newsletter** for learning and development opportunities throughout the year.]



DISTRICT MEMBERSHIP TEAM

Alan Brooks – District Coordinator

Congratulations to all Membership Chairs and your Club support team.

Thank you for your commitment to this important role. This manual aims to make your jobs easier, whether this is your first time in the role, or you have previous experience.

District Officers, including your Zone Chair and Region Chair, are available to help. Please make use of these people. Membership recruitment, engagement, retention and growth are necessary ingredients if we are to maintain our position in local communities as the leading service club organisation of the world.

I hope you enjoy your time as Membership Chair. Please share the ideas in this manual with your Membership team and Club members.



The four **District ‘Incoming Officer’ forums** are valuable opportunities to gather and share. This is an important commitment and sets a positive tone for the forthcoming Lions’ year.

Please encourage members of your Club to participate. *‘Bring a friend!’*

MEMBERSHIP – AN OVERVIEW

Let’s look at the range of membership activities. While the Membership Chair or committee may not be able to do all these things, they need to monitor them and influence the Club to better serve its members and potential members.



1. **Retention / Engagement**

- Are members happy and engaged in service?
- Are they valued and appreciated?
- Does your Club meet the needs of the age and experience of members?

2. New Members

- We are continually looking for new members – two more hands!
- What strategies are proving effective?
- What are your induction / mentoring processes?

3. Leadership / Development / Succession Planning

- Who are the next Club Officers, Project Chairs or Cabinet Officers?
- How are you supporting members to grow into those roles? (Do we have an ‘apprenticeship’ program?)
- How do you support involvement in Club Officer Forums, Zone meetings, Institutes, Conventions and other learning opportunities?

4. Extension

- How do you interact with neighbouring Clubs?
- Is there an opportunity to start a new Club in your area?

Where to start?




Which of these four areas is most important for your Club? Do you have a plan of action?

MEMBERSHIP – THE BIG PICTURE

Finding and retaining members is the life blood of each Club. This is a shared responsibility.

How often do you **STOP, THINK, DO?** (Review how your Club is travelling).

- ❖ **STOP:** What is not successful? Stop doing it.
- ❖ **THINK:** What can we do to improve? Choose one or two things to work on.
- ❖ **DO:** Keep what is working and celebrate your successes.

| | |
|---|---|
| <p>Do you have <u>quality meetings</u>?</p> <ul style="list-style-type: none"> • Are all people participating? • Do you have a program of guest speakers? • Are people friendly and encouraging? • Are people’s ideas and input sought and valued? |  |
|  | <p>Do you have a <u>diverse program of service activities</u>?</p> <ul style="list-style-type: none"> • Is there the right balance to engage people? • Does it meet a range of talents and fitness levels? • Is project leadership encouraged? • How does it match with community needs? |
| <p>Do you have a <u>varied social program</u>?</p> <ul style="list-style-type: none"> • Who organizes these important activities? • Who has input? • Is it cost effective? • Are the timings and venues right? |  |

GETTING STARTED

(More details about this topic are at Appendix B)

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized.

The time you invest in planning the year will be well worth it!

CLUB MEMBERSHIP COMMITTEE

Your Club's 'Membership Committee' depends on the number of members available.

There are several ways you can look at the makeup of this committee. Here is one option:

Member A

- Responsible for Membership and Members' Welfare.

Member B

- Focuses on Leadership development and Retention.

Member C

- Concentrates on Extension.



NEW MEMBERS

INTRODUCTION

More Lions means a stronger organization. Why would people join us? (You can share your personal experience). We need to consider what's in it for prospective members. Do you have a 2-minute (initial) response ready when asked... "Why should I join Lions?"

BENEFITS OF MEMBERSHIP

Reasons to be a member of a Lions Club include:

- Helping your community and at the same time gaining valuable skills.
- Expanding your range of friendships.
- Making a positive impact on people's lives, both locally and internationally.
- Gaining leadership skills with the opportunity to lead in a respected organization.
- Networking with people in your community and around the world.
- Energising your life and having fun.
- Knowing that what you do is worthwhile and makes a difference.

TYPES OF MEMBERSHIP

A list of membership types is at <http://www.lionsclubs.org/resources/EN/pdfs/me105.pdf>. Check them out, as there are some that suit people more than regular membership.

INITIAL CONTACTS

People who want to join Lions frequently contact their local Club, approach us at a Club activity, or contact the **Lions Multiple District office** (Newcastle). They are looking for a prompt response to their request.

When a person contacts your Club, take immediate steps to respond.

If they contact Newcastle, the query (with contact details) is referred to the District Membership Team. We identify the enquirer's nearest Club and phone the President or Membership Officer. We follow-up with an email to the Club and enquirer.

A nominated Club representative contacts the enquirer (ideally within 2-3 days), to answer any questions and issue an invitation to meet for a coffee or to attend their next social or activity.

ENCOURAGING NEW MEMBERS

Simple strategies will help boost your Club's membership efforts. The most likely people to join Lions are those with whom you have a connection – family, friend, colleague, or neighbour. Perhaps they haven't joined because they haven't been asked. Others are keen to support a particular community project. See Lions at work is a powerful drawcard.

BE PREPARED

Obtain resources. Order / print some publications available from Newcastle, to have on hand for recruiting opportunities. Make your own distinctive flier.

Train your committee and Club members with the benefits of joining a Lions Club, as one of the most common questions prospective members ask is, "What do Lions do?" Focus on what is important to your Club.

Your answers could include:

- *Lions have fun and fellowship.*
- *Your Club's local community service, fund-raising support and networking.*
- *District, Australian Foundations. LMRF, LEAC, Prostate cancer, eye health, childhood cancer, diabetes awareness, stamps, Christmas cakes, recycling glasses, mobility walkers, drug education, hearing dogs, spinal and cord blood, Beyond Blue, Alzheimer's research, disaster relief.*
- *Youth activities, YOTY, Leo Clubs, Youth Exchange, Fire Poster, Peace Poster, Reading, Camp Duckadang.*
- *International, eye health, Measles immunization, Emergency Relief, LCIF.*

BE SEEN

- Have brochures with your contact information, and a dedicated Lions Information Person with an '**Ask me about Lions**' button. Prepare a laminated A3 sheet for use at BBQs, advertising your community projects and the "Just Ask" logo.
- Participate in community activities – ANZAC Day, parades, festivals.
- Prepare media releases before the activity. Add a simple photo or two.
- Explore low-cost advertising options such as schools, Members of Parliament and Councillor newsletters, local sporting event programs etc.
- Ask "community welcome" organizations / real estate agents to include information about your Club in their "Welcome kits".

- Have your Club's meeting time and location, along with a contact name and number for membership enquiries, placed in the community calendar section of a local paper and in your local council's publications.
- Have a link to your Club's website / Facebook page added to your local community's web site. Magnify your impact!
- Regularly update your Club Facebook page.

ASK ONE

- Hold an informal "invite a friend" night during a regular club meeting. Encourage every member to bring a friend to the event, to learn more about the benefits of membership.
- Hold a membership open house. Ask members to invite at least five people and open the event to the public, set up displays highlighting your clubs' contributions to the community and have members on hand to answer questions from attendees.
- Emphasize that membership is the responsibility of all Club members.
- Have a Club sticker attached to your Christmas cake sales.

BE STRATEGIC

- Look at your community for events, markets, shopping centres, school activities, community clubs or education providers where you can promote your Club.
- Review the areas where other Clubs may excel, such as a more convenient meeting time and place. Adjust if necessary.
- Consider your partner as a new member. Does your Club work with the school system, eye care professionals or other community businesses? People who have worked with your Club are often excellent prospects.
- Manage your Club so family members and the community can participate easily.
- Invite community leaders and other prospective members to a special Club Sponsor Night recruitment dinner. During the event, introduce invitees to the outstanding services your Club provides to the community, as well as highlight the benefits of Club membership. Consider having a door prize and some fun activities.

HAVE A PLAN

- Prospecting lists are an excellent way to stimulate ideas for new members. This allows Club members who are not comfortable asking others to become members to be involved in the process. By using a prospecting list, all Club members can participate in generating leads, but individuals who truly enjoy recruiting new members can do the actual recruiting. At a regular Club meeting, work through a prospecting list.
- Target Marketing involves seeking out a special interest group to become members of your Club or form their own Club. An identified group will be able to expand their horizons into new service opportunities, while still maintaining the bonds that initially held them together.
- If you don't already have a Club information leaflet, be creative and design one that reflects your Club, has contact information and is available at all Club activities. There are numerous 'model' brochures that you can easily adapt.

FOLLOW UP CONTACT

Meet with prospective members and assess their suitability. Provide information about your Club and Lions Purposes and Ethics. If your Club does not suit them, encourage alternative options.

Meet the new member and offer to pick them up for their first meeting. Give them a phone number to contact and have someone nominated to guide them and introduce them around.

Select a suitable sponsor and / or mentor. Ensure paperwork is submitted and an appropriate induction is undertaken by the Club. Involve the new member in projects and make these relevant to their abilities and needs. Encourage them to take part in training and leadership programs.

HINT!

- ❖ ‘*Sponsorship is an Important Responsibility*’ (ME-21) contains information about the responsibilities and benefits of sponsoring new members.
(ME-21 is at: <http://www.Lionsclubs.org/EN/content/pdfs/me21.pdf>.)

The ‘*Orientation Guide*’ (ME-13) contains comprehensive information about planning and conducting an effective member orientation. It contains suggestions for localizing materials, suggested outlines, checklists and complete orientation content.

The *Orientation courses* (ME-13b-f) are a series of five publications that individually address different orientation topics. The courses are designed for presentation in short (15-20 minute) segments during Club meetings.

Planning a memorable induction ceremony is easy with the guide ‘*Meaningful New Member Inductions*’ (ME-22). The publication offers step-by-step planning instructions, as well as suggested ceremony wording. (<http://www.lionsclubs.org/EN/content/pdfs/me22.pdf>.)

SPONSOR RESPONSIBILITIES

Sponsoring a new member is one of the finest commitments a Lion can make to his/her Club.

By sharing their devotion to service, they are ensuring that their Club has a healthy future. Sponsors transition the new member into the Club and help ensure they make a great start.

A sponsor can assist a new member by:

- introducing them to all Club members.
- providing a New Member Kit and Lions emblem button
- involving the new member in Club activities.
- making sure the member receives a thorough orientation.
- answering any questions regarding Club operations or other aspects of the association.
- encouraging the new Lion to share ideas, questions and grow into Lionism.
- Taking some time to ask for feedback as the year progresses. The eyes and experiences of a new member provide interesting insights into how your Club is functioning.

HINT!

- ❖ ‘*Sponsorship is an Important Responsibility*’ (ME-21) contains information about the responsibilities and benefits of sponsoring new members.
(ME-21 is available at: <http://www.Lionsclubs.org/EN/content/pdfs/me21.pdf>.)

NEW MEMBER INDUCTION

The induction of new members is an important occasion; one that is marked with a meaningful ceremony. It is inspirational and motivational. It confirms the new member’s selection of Lions Clubs as their service Club of choice and connects them with the reasons why they are volunteering.

Induction ceremonies are meaningful events for all members, reconnecting them and their partners with the importance of their service journey.

WHY ARE MEMBERS LEAVING LIONS?

Secretaries select a category to describe the separation when people leave Clubs:

- ◆ Resigned in good standing
- ◆ Non-attendance / non-payment of dues
- ◆ Moved
- ◆ Transferred in good standing
- ◆ Other
- ◆ Deceased

Research conducted by Club Care Officers has shown that many of the people who have resigned in good standing do so due to changed health or family circumstances, or due to the cost of being Lions. Others leave because of conflict; they are not happy with their Club or the organization.

So, what can we do to ensure our members are engaged?

1. AVOID LENGTHY / BORING MEETINGS

Meetings are a significant part of the Lions Club experience and have a big impact on how the Club is perceived by its membership. Meetings are important to the efficient functioning of the Club. Holding effective and fun meetings will keep members interested and keep the Club running smoothly.

2. VALUE MEMBER'S IDEAS AND INVOLVEMENT

Members who are active in the Club are far less likely to drop out. People join a Lions Club for many reasons, but chief among them is to volunteer their time and help those in need (SERVICE). If they are not given this experience and don't feel that their contributions are needed or valued; they will look elsewhere for an opportunity to volunteer.

We need to show members that we value them and their contributions to our organization and the community.

3. AVOID POLITICS / CLIQUES

Many Clubs do a great job of warmly welcoming new members, but after initial introductions, don't make them feel part of the Club.

Established cliques lead either to conflict or alienation. Neither is good for the Club.

4. NEW IDEAS

The longer people are on the same committee or hold the same office, the greater the risk of the Club resisting new ideas. It may also undervalue the skills and experiences of other members.

People occupying the same position for a long time may become bored and complacent. Newer members may become frustrated because they feel irrelevant to the functioning of the club.

This does not mean that every year there must be a dramatic change in how the Club functions and the projects it pursues.

To keep the Club atmosphere fresh, rotate committee members to encourage new opportunities. Consider an 'apprentice' scheme where members assist the Secretary, Treasurer or other key positions. Think ahead... how are we preparing for next year?

5. WE CARE

Be inclusive! Most new (and existing) members need nurturing to feel a part of the Club – both socially and in terms of their involvement. Make sure your Club properly inducts, orients and involves new members in all aspects of the Club. It is a shared responsibility to make newcomers feel like they are an important part of the team.

People approach things in different ways. Accepting differences will help form a more cohesive, better functioning Club.

Whether there are large issues to be bridged, or subtle differences, approaching either of them with understanding and patience is the key to success. In so doing, we will go a long way to better understand our fellow Lions and build an atmosphere which will help retain our members.

6. ENCOURAGE IDEAS & RESPONSIBILITY

Support ideas and build up personal esteem. Provide opportunities for newer members to accept responsibility. This may mean we need to relinquish a treasured position that we have held for some time. We do not own any position in the Club; nor is there only one way to do something.

A new person in the position, or a new idea, may help the Club and the members grow. When we hand over a position, it provides the opportunity to support and mentor our replacement and help to build their confidence in the role.

7. SUPPORT WELLBEING

If members fail to attend meetings, call them to see if everything is ok. Perhaps they have been unwell and may need some assistance, or there may be another reason why they did not attend.

It could be a sign that the member is not happy about something in the life of the Club. Depending upon the outcome of the call, it may be necessary to arrange a visit to discuss the current circumstances.

8. SHOW APPRECIATION

Thank members (and partners) for their efforts. Members are not necessarily looking for recognition, but really appreciate the genuine thank you. We can all recall how an unexpected thank you made us feel.

9. PERSONAL CIRCUMSTANCES

If you believe someone may be disengaging, it is imperative to find out why.

For example:

- If Lions is too expensive for them, you may suggest they attend only one dinner meeting a month or pay their fees monthly. (If they set up a regular payment in their net banking, they may not notice the outgoing).
- If their health, or a family member's health, is reducing their availability, reassure them that we understand, and may be able to assist them somehow.
- If they are working away from home, they may transfer to another Club temporarily, but stay in touch with their home Club as an Associate Member.
- If the meeting night does not suit them, assure them that they are still welcome to be a member, and discuss how they stay in touch, or suggest another local Club that meets on a night that is suitable to them.
- If they do not feel they fit in or are concerned about personalities or the way the Club is run, recognize their feelings and consider how best to respond.

CLUB CARE AND RETENTION

Engagement with a member commences from the moment the new or potential member first contacts your Club. That contact may be a dinner meeting, an information evening, a Club project or fundraising activity.

It is vital to keep current members happy and engaged. It is easier to keep existing members than find new ones.

Retention rates are a barometer of how effectively we provide interesting and effective meetings and activities, make our members feel they are an important part of the team, help our members meet their expectations and show them we really care about them.

It is very easy to disengage members:

- Ignore them and their ideas.
- Cater to the wishes / ways of working of only a few members.

How is your Club performing?

- Welcome: Making new and senior members feel welcome and part of the Club.
- Involvement: Giving members meaningful roles and responsibilities. Asking members what they want to support.

Communication between members is a key element of a successful Club.

Encourage members to talk about ways of attracting new members and retaining current ones. If a member hasn't been seen for a meeting or two, phone, email, twitter or Facebook them to make sure they are ok and see why they haven't been attending.

International and District have a range of programs to assist Clubs. These include the '*My Club, My Family*' program and the '*Club Quality Initiative*' (CEP). The latter program helps Clubs to meet two important goals of (1) 'Is your Club meeting the current needs of your community?' and (2) 'Is your Club meeting the current needs of your members?'.

MAXIMIZE MEMBER SATISFACTION

- 1) Conduct an annual evaluation of your Club to acknowledge its strengths and areas that it could improve. Consider a SWOT analysis or 'Traffic Light' survey.
- 2) The Membership Committee (with GLT assistance if required) can conduct an orientation with Lions' materials to educate new members about the scope and mission of Lions Clubs.
- 3) Encourage sponsor Lions to mentor new Lions.
- 4) Encourage members (and particularly newer members) to attend Lions Awareness programs supported by District.
- 5) Conduct light-hearted meetings with interesting speakers and programs.
- 6) Encourage members to interact with all other members.
- 7) Engage new members by including them in Board Meetings. Welcome ideas for improvement and new projects.
- 8) Encourage participation of all members, not just the "usual" workers, in Lions Fundraising and Community Service projects.
- 9) Ensure members are thanked for the services they render to the Club and to your community.
- 10) Encourage the participation of all members in the meeting process i.e., Loyal Toast, Objects, Ethics, Invocation, etc.
- 11) Ensure absent members receive a copy of the minutes of any meetings they miss.
- 12) Keep members aware of Club happenings through the Newsletter or other communication strategies.
- 13)

NEW CLUBS - EXTENSION

WHY ORGANIZE A NEW CLUB?

We Serve. We have more volunteers in more places than any other service organisation in the world. Since 1917, Lions Clubs have offered people the opportunity to give back to their communities and help those in need. Whenever a Lions Club gets together, problems reduce, and communities improve.

Organising a new Lions Club gives more people the chance to make a difference, assist those in need and introduce new projects to local communities.

Each Lions Club is autonomous and chooses projects and activities that fit the lifestyle of its members and impact the community the greatest.

EXTENSION

1) To Rejuvenate and Grow Membership

Starting new Clubs grows active volunteers. Through extension, you:

- cultivate new resources.
- boost enthusiasm.
- generate new and innovative ideas for service and fundraising projects.
- build leadership skills and encourage new leaders.

2) Community is What We Make It

At the end of the day, it's what Lions do that matters. Starting new Clubs:

- gives communities currently without a Lions Club the opportunity to better respond to local needs.
- provides an avenue for community and service-minded people to become involved in projects they care about.
- readies more hands for service.

3) Engage New Member Types

No two Lions Clubs are alike. A new Club:

- allows members to establish a unique Club culture.
- persuades younger members to get involved, particularly when the Club has a focus on community service projects and utilises modern communication methods.
- removes the issue of seniority which may be caused by long-time members.
- enables members with shared interests or backgrounds to form a Special Interest Lions Club.

4) The Future of Lions Depends on It

People know they can count on Lions to pitch in. With new Lions Clubs, we continue to:

- Enable more Lions to make a difference.
- Support the humanitarian work of Lions Clubs through Lions Clubs International Foundation.
- Ensure our members remain as our most sustainable resource.

CHOOSING A CLUB FORMAT

Our world is changing. Volunteers are looking for new ways to become involved in activities that are relevant to them and to serve in ways that fits their lifestyle.

These include **New Century Lions Clubs** which are designed for young adults up to the age of 35 at the time of charter.



Campus Lions Clubs are designed for college and university students, administrators, faculty members and other community-minded individuals.

Special Interest Lions Clubs cater for people with a specific interest and focus on an element that potential members have in common.

Club Branches enable a small group of people to form a Branch Club and start making a difference in their community sooner than if they waited for 20 members to charter a new Club.

In this scenario, members become part of an existing “parent” Lions Club but select their own projects and activities. When the Club Branch reaches 20 members, they can be chartered as a stand-alone Lions Club.

HINT!

For more information about new Clubs, or to seek support with any of the areas discussed in this booklet, please speak with a member of the District Membership Team, your Zone Chair or see...
<http://members.lionsclubs.org/EN/lions/new-clubs/index.php>

IN CONCLUSION...

In the Club environment, Club Officers and Members work together to create an atmosphere that encourages all members to want to come to meetings and projects, and to deliver community service.

We achieve membership growth and engagement when we accept responsibility for working together to create an environment which enables all members to meet their individual needs.

Clubs are encouraged to appoint a Club Care Chair and a strong Membership Team.

Set realistic membership goals, develop a clear plan, and ACT!



RESOURCES

Resources listed throughout this manual can be ordered from the Membership Operations Department or downloaded from the Resources section of the association's Website: www.lionsclubs.org. Here are just a few of the resources that you can adapt to your Club's needs.

- ◆ Just Ask – New Member Recruiting Guide for Clubs
- ◆ Your Club Your Way – Customising Your Club Meeting
- ◆ Blueprint for a Stronger Club
- ◆ Lions Mentoring Program
- ◆ How Are Your Ratings?
- ◆ Lions Make a Difference (ME-40)
- ◆ Application/Invitation for Membership (ME-6B)
- ◆ Lions Pocket Card (ME-33)
- ◆ I am a Lion (ME-37)
- ◆ Orientation Guide (ME-13)
- ◆ Orientation Courses (ME-13b-f)
- ◆ Sponsorship is An Important Responsibility (ME-21)
- ◆ Meaningful New Members Inductions (ME-22)
- ◆ The Three-Person Membership Committee (ME-29)
- ◆ Salute the Heritage, Reward the Effort (ME-36)
- ◆ Year-Round Growth brochure (YRG-15)

HINT!

The Orientation courses (ME-13b-f) are a series of five publications that address different orientation topics. The courses are designed for presentation in short (15-20 minute) segments during Club meetings.

Lions has an excellent mentoring program for new and continuing members –
<http://members.lionsclubs.org/EN/lions/strengthen-membership/mentoring-program.php>

NEW MEMBER ORIENTATION

Thoroughly orienting new members is a vital step in the recruitment/development process. Members who understand their Club, District, Multiple District and the International Association tend to stay with the association long-term as valuable and dedicated Lions.

ONGOING ORIENTATION

Conducting short (10 minute) “refresher courses” during Club meetings reintroduces concepts to members and helps them reaffirm their commitment to your Club.

HINT!

The ‘*Orientation Guide*’ (ME-13) is a valuable publication filled with comprehensive information about planning and conducting an effective member orientation. It contains complete planning instructions, suggestions for localizing materials, suggested outlines, checklists and detailed orientation content.

[Lions Club Excellence Program CEP](#) *Link to Lions Clubs International CEP home page*

[Tutorial](#) *File Size is 2.1 MB. File Type is Zipped Folder containing Tutorial Application File.*

[Recruiting Wheel](#) *File Size is 2.2 MB. File Type is Zipped Folder containing Tutorial Application File. A*

[New Century Brochure](#) *File size is 578 KB*

[New Century Club Fact Sheet](#) *File size is 24 KB*

[New Century Guiding Lion](#) *File size is 358 KB*

[New Century Lions Club Guide](#) *File size is 417 KB*

[Retention Club Dynamics](#) *File size is 70 KB*

[Retention Club Meetings](#) *File size is 80 KB*

[Retention Club Members](#) *File size is 78 KB*

[2008 Membership Club Growth Program](#) *File Size is 217KB.pdf.*

[1947/8 – 2007/8 A 60-year timeline comparison](#) *File Size is 497KB PowerPoint.*

[The Importance of Club Size](#) *File Size is 136KB PowerPoint.*

[Lionism Penetration – the nation, each state/territory and district](#) *File Size is 82KB PowerPoint.*

[Lionism Penetration – every local government area in Australia](#) *File Size is 2.54 MB PowerPoint.*

[Perception of Lions Survey](#) *File Size is 33KB PowerPoint.*

[How to Find New Members](#) *File Size is 165KB PowerPoint.*

[Effective Use of the Telephone](#) *File Size is 63KB PowerPoint.*

[Venue Set up for a Lions Information Meeting](#) *File Size is 32 KB PowerPoint.*

[An alternate sample Lions Information Meeting Address to that in the 2008 Membership Club Growth Program](#) *File Size is 5.83 MB PowerPoint.*

[Pride in Growth Recognition and Awards Program](#) *File Size is 73 KB PowerPoint.*

[Sustainable Quality Membership – A presentation to Clubs](#) *File Size is 131 KB PowerPoint.*

[Sustainable Quality Membership – Script for above Powerpoint Presentation](#) *File Size is 18KB pdf.*

[Types of New Clubs](#) *File Size is 137KB PowerPoint.*

[Club Care Survey Form – Page 1 of 4](#) *File Size is 68 KB pdf.*

[Club Care Recommendations and Solutions Package](#) *File Size is 910KB PowerPoint.*

[Summary of last National Club Care Survey Results](#) *File Size is 105KB PowerPoint.*

[Detailed last National Club Care Survey Results](#) *File Size is 74KB.pdf.*

[Community Needs Assessment](#) *File Size is 51KB.pdf.*

[Member Skills/Interests Form](#) *File Size is 38KB.pdf.*

[Club Meetings](#) *File Size is 9KB.pdf.*

[Meeting Process](#) *File Size is 9KB.pdf. File size is 9 KB*

[Meeting Procedure](#) *File Size is 9KB.pdf. File size is 9 KB*

<http://members.lionsclubs.org/EN/lions/strengthen-membership/blueprint-for-stronger-club.php>

ATTACHMENT B - GETTING STARTED

1. BE ORGANIZED

Before you begin your responsibilities for the year, take time to thoroughly understand your position and get organized. The time you invest will be well worth it. Suggestions include:

- Review this manual and note any questions regarding your responsibilities.
- Order and review some resource materials listed in this guide.
- Meet with the previous membership chairperson. Share ideas and strategies.
- Get a feel for what worked during the past year, what didn't and why.

2. DEVELOP GOALS

Preparing goals and committing them to paper is a very useful exercise. Goals help keep you focused and are a valuable device for measuring success.

- Meet with the Membership Committee (if you are fortunate enough to have one) to discuss expectations in all areas of membership.
- Review membership records.
- Determine your Club's strengths and weaknesses in terms of membership recruiting and development.
- Define measurable goals for your Club. Goals should be attainable, while still presenting a challenge to motivate members.
- Involve other members in your deliberations. This is an important shared activity.

3. CREATE AN ACTION PLAN

Once you have defined goals, develop an action plan to help make those goals a reality.

- Review the recruitment suggestions included in this guide.
- Review what has worked for your Club in the past.
- Brainstorm ideas and develop a plan. (The District Membership team can assist).
- Share the plan with Club members. Set timeframes and revise as needed.

An **Action Plan** will help you succeed. Use the '**SMART**' goal-setting principle:

- ☺ **Specific** Be precise about what you wish to achieve.
- ☺ **Measurable** Use milestones to gauge success.
- ☺ **Achievable** Be reasonable; is your plan attainable?
- ☺ **Relevant** Is the plan meaningful / important to your Club?
- ☺ **Timely** Set realistic dates - Not too short, where you scramble to complete and not too long where you lose focus. Build in review points.

Another focus for goal setting is using '**MASTERY**'.

This takes the '**SMART**' goal concept and adds two other important considerations...

- ❖ **Environment:** Consider your Club environment, local environment, the environment of today's volunteers – their needs and style of volunteering.
- ❖ **You:** What's in it for you – personally? What's in it for your Club and your Club's future? What's in it for your community? (The benefits should be obvious).

