

Lion Club District 13-J June Newsletter

The Top 100 Membership Ideas Part Two (Continued from May 2009)

Housekeeping:

51. Train members how to act at meetings—friendly, sober and respectful in language and attitudes toward each other and especially toward guests.
52. Look and operate like a real club—banners, podium, agenda, program, introductions, etc.
52. Create an expectation of success, inform and generate pride in accomplishments—look for and talk about Lion's successes wherever they are found and let the feeling grow.
53. Create a realistic membership plan—think about it, use it, talk about it and stick to it. Remember in Ohio we have developed a successful plan for this.
54. Determine the needs of the members—surveys are rarely done, needs are just assumed. Does the club really know what its members want or expect from the club?
55. Change meeting time and place if necessary—be flexible enough to consider all options but notify the district officers if you make changes.
56. Past President's Pride—use their experience, give them orientations responsibilities. Honor one or two with their spouses at a past President's Table at meetings once a month.
57. Let members discuss and vote on budget—they need to know where the money goes.
58. President and vice presidents bring in new members—lead by example.
59. Deep commitment to the community—use club programs to learn about the community, and serve it in relevant, needed, meaningful and consistent ways.

Tools:

60. Desk sign for members—"Ask me about Lions" signs to open conversations.
61. Billboards—if they are available, use them in any way and every way possible.
62. Sandwich type advertising sign where Lions are meeting, serving etc.—display it everywhere the club is doing something.
63. Communicate through effective newsletters and websites—members need to become and remain connected. Mail or email it to the member's home so member's family can see and read it too.
64. Members' advertising placemats for club meals and food service events, copy members business cards onto placemat sized paper and use as placemats at club meals. Or sell ads to community businesses for placemats to be used throughout the community. Placemat a project of _____ Lions Club.
65. Happy Birthday and Anniversary cards to each member's family members—without strong family support, clubs will get limited member support. Recruit family members!
66. Develop a "recruiting package" of relevant club information and materials—every member should have a carefully prepared package to use when opportunity knocks. Be sure to include membership applications.
67. Business cards with club information--even easier to use than brochures.
68. Telephone tree—get news to members quickly, especially about deaths, illnesses, problems. Send emails too but remember not everyone checks them often.
69. Community needs seminar—listen to your community and spread the word about Lions.

Recruitment:

71. All women clubs can offer a unique perspective and opportunity.
72. Invite former Lioness to join—they already know a lot about Lions.
73. Set time frames for contacts—short term goals will prevent costly procrastination.
74. Educate prospecting teams—be sure members know what to say and what the goal is.
75. Report to club regularly on membership efforts—treat it as a project.
76. Younger members can recruit younger members—let them know that you are eager for more members in their age group.
77. Keep track of youth who have been helped by your club and recruit them when they are old enough.

78. Solicit major businesses and encourage membership – tell them the benefits as regards to public relations, personal development of their staff, networking opportunities.
79. “Ask them program” – you have to ask, those who ask you first are few and far between.
80. Affiliate member program – even if they can’t attend meetings, they may still work on projects and support the club.
81. Don’t give up on prospects – keep interested, ask them to attend to different kinds of opportunities, service projects, and meetings of special interest, have more than one member call.
82. Obtain personal commitments to recruit new members – a personal, public, and written promise is a strong motivator to almost everyone.
83. “I Got Mine” recognition for sponsors for new members – don’t forget to thank them for their efforts.
84. Target sympathetic occupations – people in vision care, teachers, human resource personnel.
85. Discover former Lions who have moved into your area – surveys, cold calls, ads.
86. Use warm fuzzies to sell Lionism – share the heartwarming stories, emotion motivates.
87. Advertise Lions projects as community events – people don’t know unless you tell them.
88. Promote service projects at fund raisers – don’t let people think that all Lions do is raise money, let them see, read, hear and feel where the money goes.
89. Target 50 local businesses and point out the advantages of membership to them – customize specific solicitations and write, call and visit the targets.
90. Develop high profile community activities – bring good publicity and exposure.
91. Solicit new businesses as soon as you hear about them – get your foot in the door first, before Rotarians, Kiwanians, etc. and show them the advantages of membership.
92. Ask local businesses to sponsor junior executives – maybe they can identify someone in their business that would make a good Lion.

Retention:

93. Networking – young business people have to make a living to be able to afford to be Lions.
94. Informal get together – not every gathering must be organized, expensive, planned etc.
95. Organized greeting effort at club meetings – feels welcome, appreciated and remembered at club meetings.

96. Family activities—without family support the club doesn't function as well as it could. Why not have an end of summer family picnic?
97. Invite prospective members to service projects instead of meetings—may be the first impression that really matters. Showcase your community caring.
98. 90 day plan to get out or stay in—get members to commit to a plan to keep them active.
99. Save a member—if you can't recruit a new member, then target and save an existing one that needs to become more involved.
100. Brainstorm fun activities with the whole club—what are their ideas for new service projects or for fun activities for the whole club?

A Message from International President Al Brandel

Last month I asked you to think about the legacy we would leave for the Lion leaders who follow us.

I am happy to tell you that the legacy of many district governors will be the large number of new clubs chartered during their leadership year. By the end of April, 1188 new clubs had been formed this year -- more than 240 than last year at the same time.

Likewise, many club presidents are leaving their clubs with a legacy of larger, stronger more diverse membership. Through April 30, more than 42,061 new women and 28,115 new family members have brought new spirit and energy to clubs throughout the world.

I cannot imagine a greater legacy! Congratulations to every Lion leader who helped make this possible.

I am particularly pleased by our success in bringing more women and family members into our clubs because I strongly believe that Lions Club membership should be a multi-generational family tradition. Please read more about this in "My Travels," and take note of these upcoming events: U.N. World Environment Day and Recycle for Sight Month.

Recycle for Sight Month

Keeping true to our most longstanding commitment -- protecting sight and eye health -- each May is designated Lions Recycle for Sight Month. All over the world Lions Clubs will be setting up collection sites for used eyeglasses that will be processed and redistributed in places where eye exams and vision correction are beyond the means of most people. Please [Recycle for Sight](#) and take part in one of LCI's oldest and most honored commitments

U.N. World Environment Day

LCI adopted its policy on the environment in 1972, the same year that the United Nations General Assembly Established the U.N. Environment Program. The policy declares that LCI "is one of those international organizations that should join efforts for the preservation and improvement of the human environment for the benefit of all the people and for their posterity."

To commemorate this commitment to the environment Lions Clubs throughout the world are planning Lions Green Team activities for June 6. This day is a great opportunity to offset the carbon footprint we leave on the planet by organizing other activities that support the environment. In solidarity with fellow Lions and all the people of Planet Earth, please participate in this worldwide event. Club activities could include the clean-up of parks and natural

areas, recycling drives to properly dispose of electronics, batteries and reusable materials as well as public education displays and events.

For more project ideas, view the [Lions Green Team](#) Web page

I get a chance to talk to lots of people while traveling. Two flight attendants told me their fathers had been Lions. I gave them my card and told them to call me if they wanted to be Lions. They were thrilled. One said her father would be so proud if she were a Lion. The other told me that following in her father's footsteps would be a great way to honor him.

All clubs have lost beloved members through death. These Lions could not have served as well as they did without the strong support of spouses and other family members. Their families know how important Lions were to their loved one. Asking them to become Lions probably would be appreciated and in many instances they may choose to become Lions.

My wife Maureen belongs to a club in which Tony, a longtime Lion diagnosed with terminal cancer, sponsored the membership of his wife, Alice. It was very important for both of them to do this. Today Alice is an active, enthusiastic Lion. It's one way she is keeping Tony close to her heart and keeping in touch with the Lions family.

Sincerely,
President Al

Debbie Lloyd
13-J District Governor—2008-2009
201 Redondo Drive 740-286-5971
Jackson, Ohio 45640 lloydroars@yahoo.com

Lions, Lioness and Leos of District 13-J:

What a year we have had in our district! I want to thank you all for all that you have done for your communities, each other and the many causes that you have supported this year. In District 13-J we are varied in what we support and the way that we serve as Lions, Lioness and Leos. Each club decides how they will reach out to their community and what causes that they will support. We know that one size does not fit all or every community. Some support schools, athletic programs, the poor, homeless, the sick, the grieving, the academically talented, purchase eye glasses, provide funds for surgeries, remember widows and widowers, provide Santa, environmental care and other projects too numerous to mention. You truly are everyday heroes for your communities and those you serve!

I asked you to bring in fifty new members by January 1, 2009 and add another fifty by June 30, 2009. You surpassed that goal! We have chartered two new clubs through the efforts of the Global Membership Team approach. The Rio Grande Lions Club has a March 17, 2009 charter date. They have 24 members. The Blanchester Lions Club has an April 20, 2009 charter date. They have 23 members. We have over 120 new members for this year. Therefore our total membership added is 167! We have only had less than twenty deaths to date this year. Retention has been better this year. District 13J is a +62 and more new members are being recruited daily. We are definitely in the plus column for this year and it feels great! You are responsible for this membership growth and should be proud of your efforts. I am proud of all of you for your efforts in membership and retention.

On the youth front we have gained two honors this year. We have sponsored the State Peace Poster Contest Winner, Rachel Green of Jackson. Our participation in the Peace Poster Contest increased throughout the district but need to increase it even more. We have the largest Leo Club in the state of Ohio in Waverly. The Waverly Leos were selected the Club of the year for 13-J and for the State of Ohio. They have 150 members and are busy in their community and helping their sponsoring club, the Waverly Lions Club. Our youth make us proud and are potential new Lions members as they get older. Through our involvement with them we demonstrate the value of community service.

I am thankful for all the volunteers who served in my cabinet and those who served in their local clubs. Without your efforts, 13-J would not have been so successful this year. I have been proud to serve you over the past three years. I have enjoyed your meetings, the many dinners, and getting to know you better. We have some very special Lions, Lioness and Leos in 13-J. You have given John and me many memories that we will cherish the rest of our lives. Always remember the vision Helen Keller had for the Lions of the world. DG Debbie

Debbie's Dateline June09

This is the last Dateline column. For the last three years I have been trying to accomplish something with each talk that I have given. I decided when I began my Deputy District Governor year that I wanted to reignite Lion's pride with each talk. I hope that I have done that because I believe that Lions have a right to be proud. That pride should translate into greater involvement with our clubs and increased membership.

We have increased our membership and had better retention this year than in previous years. The Lions of 13-J during 2008-2009 are responsible for setting the bar high for future years. I don't have the official May figures but we are continuing to add new members. I am impressed by your efforts. You have out done my expectations! Wow! If in future years you continue this effort, 13-J will continue to be a strong, vital district.

Right now we may lead Ohio in net membership gain for the year. One key to this is not only getting new members but in keeping the old ones too. There is an old Girl Scout song that says, "Make new friends but keep the old, one is silver and the other's gold." In other words both new and old Lions are precious. Drops are not good for a club unless the drop is for non payment of dues. The club cannot afford to drain administrative funds to pay dues for members. The exception is if the member can set up a repayment plan.

John and I have enjoyed our club visits over the last three years. It has been great getting to know the Lions, Lionesses and Leos of 13-J. It has been interesting learning about your projects, donations and areas of interest. You have all been creative in serving your communities. There is much for you to be proud of yourselves. I am proud to have served you. Thank you for the opportunity to serve as you District Governor. If I can be of any further service to you please call or email me.

Northwestern Lions, Raymond, Ohio Announce:

6th Annual Lion Dick Eastman Memorial Golf Scramble

Saturday, July 25, 2009 at 8 a.m.

Buck Ridge Golf Course

17483 Robinson Road

Marysville, Ohio

4 person team scramble with shotgun start

Prizes-Drawings-Raffles-Skin Game-Mulligans

Coffee and Donuts prior to start

1st place--\$200

2nd place--\$100

3rd place--\$50

Entry \$200 per team(1 A-flight player per team); 36 team limit [must use two drives from each player]

\$50 deposit per team to be paid by July 15, 2009.

Pre-pay in full by June 25, 2009 and receive \$20 discount per team.

Return completed form (available from DG Debbie) and money

To John Marshall, treasurer

16404 St. Rt. 347, Marysville, Ohio 43040

DG Debbie's Tentative Schedule:

June 13	Rio Grande Charter Night
June 15	Wilmington 75 th Anniversary
June 16	Chillicothe Evening and Lioness Officer Installation
June 17	Jackson
June 19	Washington Courthouse 75 th Anniversary
June 20	Portsmouth 85 th Anniversary
June 25	Leesburg

"Today Matters"

By DGE Charles Newland

Wow! This Lion's Year has been flying at supersonic speed for me. The District and State Convention have been concluded. Next month I'll head to Minneapolis for District Governor's Training and at the end of the International Convention, I take the oath of office and be inducted as the next 13J District Governor. It seems only yesterday I was the DDG and 2009-2010 was way off in the future.

Here are some thoughts: Yesterday is history, dead, gone, finished, and there's nothing we can do about yesterday. Tomorrow's successes will depend on what we do today. It is said tomorrow never comes because when it gets here, it is today. That only leaves us with today. Our Lion Emblem looks back in history and forward at the future but it is the (L) in the center that counts. What we do today will impact the future.

Here is quick overview what we should focus on today:

1. Establish new clubs (Membership thru' Extension)
2. Rejuvenate existing clubs (Membership thru Retention)
3. Make every Lion member to feel significant, appreciated, and successful. (Success thru Leadership)
4. Personal Development and Growth.
5. Communications (get the word out quicker and better to more

Lions)

When we work together, we can put to rest the notion that the Lions is the world's best kept secret. We have done many good things but I see us going from being good to being great.

Blanchester Charter Night
Charter night will be Saturday, July 25 in Blanchester. More details will be mailed. If someone wants information now or wants to make sure they get the information they can contact me. Bill Pierson, guiding Lion
937-382-3762 or billinthelma1@verizon.net

Buckeye Notes

The membership meeting is a make-or-break proposition when it comes to adding new members to your club. Some serious thought needs to be given to what to include and what NOT to include, and it is accurate to say that there is no right or wrong way to do it. Some of you have done it well for a number of years, but here are some ideas which will be helpful.

Once you have compiled your list of possible new members, plan an evening. The prospects will be guests of your club either for a dinner meeting or reception type evening if your club cannot afford to pick up the tab for the guests. Remember, though, that if you do this right and get several new members, they will easily pay for your initial outlay.

The event should be a fun but informative event. Do not get bogged down in the details but start by giving an overview of Lions Clubs International. This may be one of the short LCI videos showing some of the great work Lions do around the world.

As I noted, don't get bogged down in this because recruiting is based on what is happening in your community and specifically your club. Plan to give several two or three minute sketches about your club and each of the projects. Emphasize the fellowship and the contributions to the community. Sometimes we forget about all of the things we do over a year and when you start to list them, even your current members will be impressed.

Speaking of current members, involve as many of them as possible. If your club sells an item, have the chairperson of that project get the information. If you give a scholarship, sponsor a band, or contribute to Pilot Dogs, have someone give a brief overview.

Think not so much about what you want to tell as much as what the prospect may want to hear. He/she doesn't care so much about the hierarchy of Lions as about how Lions help locally, how much work versus fun it is, and how much time it takes. Above all, present a fast-paced meeting. Think about today's Lions as opposed to

what the club did in the 1960s, 70s, or 80s. If you want to run your ideas by someone, feel free to call (740-606-7151) or email buckeyejcarey@yahoo.com. It is possible to add new Lions. Let's do it together.