



Selecting the ideal MD60 Lion Member

Developing the Member Profile

Lion Carmen Lake MJF



Lion Claudio Buncamper PMJF
District Governor
2021 - 2022

Outline



- **Elements of a Member Profile**
- **How it is applied**
- **Implementation Challenges**
- **St. Maarten Lions Club Case Study & Recommendations**



Elements Of A Member Profile

Personal Character

- Does this person's character line up with the Clubs Code of Ethics
- Can this person meet the clubs' financial responsibilities
- Does this person have the time to commit to the club

Your club Needs

- Does this person have the expertise your club need?
- Will this person help mix the dynamics of your club?
- Will this person bring diversity to the club?



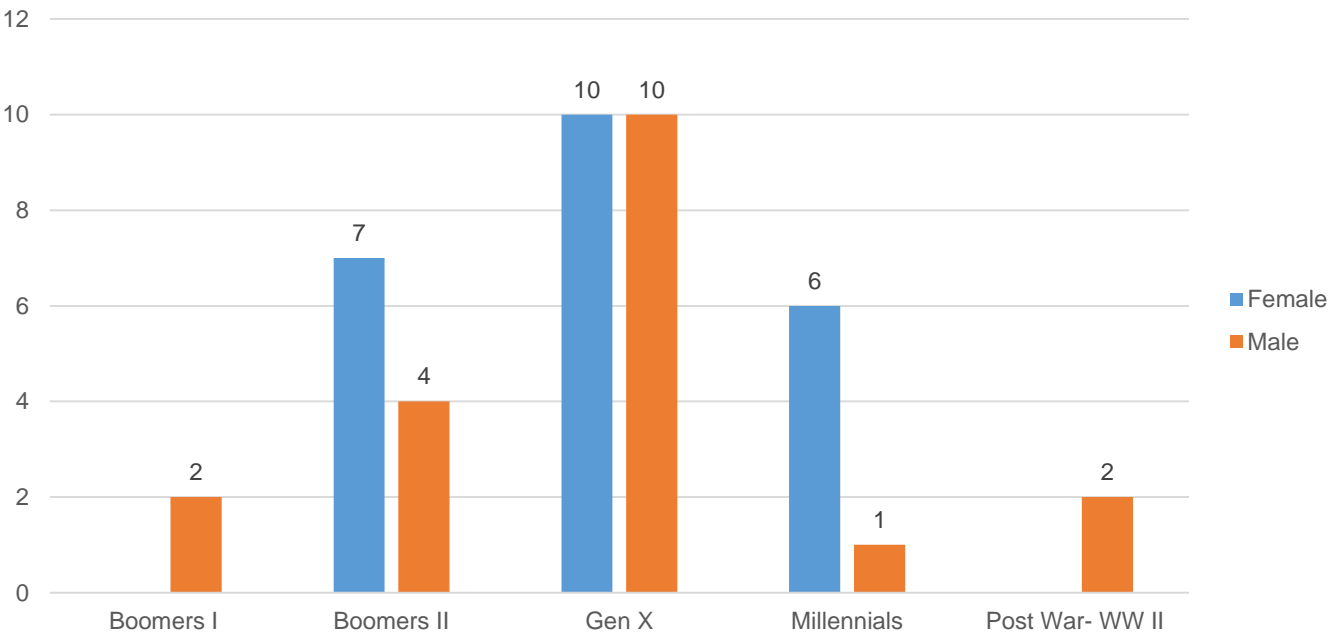
Your Club Profile





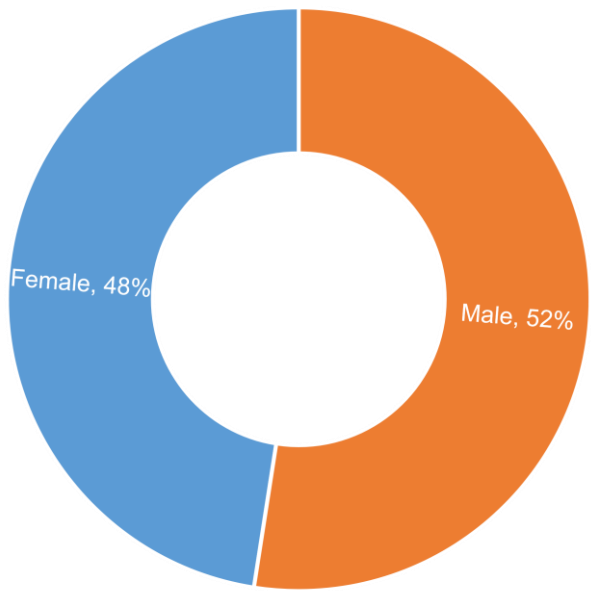
Your Club Profile cont'd

Membership by Gender and Age Group



Age Group	Born	Ages
Millennials	1981 – 1996	25 – 40
Gen X	1965 – 1980	41 – 56
Boomers II	1955 – 1964	57 – 66
Boomers I	1946 – 1954	67 – 75
Post War- WW II	1922 – 1945	76 – 93

Membership Distribution By Gender





How it is applied

Membership Director

- Know the direction your club is going,
- Track the types of members the club presently have

Sponsor

- Know your prospect
- know what type of members your club is looking for

.



Implementation Challenges

- Ineffective Membership Director
- Not understanding clubs' goals
- Focus on quantity and not quality
- Members

St. Maarten Lions Club Case Study & Recommendations



- Clean UP
- Re-assess Your Club
- Implement New Acceptance Plan





Lion Claudio Buncamper PMJF
District Governor
2021 - 2022



THANK YOU
