



Membership Guidebook

For Incoming Club Officers
Updated 2020

District 23-B
Connecticut

The International Association of Lions Clubs

*****Pass this Guide on next year to your successor*****

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Preface

Congratulations on your appointment as club membership chairperson! This position is critically important to the health and vitality of the Lions clubs in your area. Club Membership Chairperson is a considerable job, but it comes with numerous rewards. Your success in training and motivating your membership team will help Lions Clubs International maintain its position as the world's largest service club organization. Best of luck to you as you lead your team to outstanding membership accomplishments!

As a club membership chairperson, you'll be called upon to be knowledgeable regarding Lions Clubs International membership programs and policies; a capable leader and motivator in your club. The contents of this guide will help you with all these important tasks. This manual is to serve as the primary resource for your chairperson position. It contains an outline of your responsibilities, suggestions on making the most of your tenure as club membership chairperson and a list of valuable resources that will assist you in effectively performing your job.

More information can be found on the District website, (such as the link for the tri-fold) as well as the LCI website.

Good Luck!

CLUB MEMBERSHIP CHAIRPERSON DUTIES AND RESPONSIBILITIES

Develop a Club Membership Committee

One way of organizing a Membership Committee, is having three members for a three-year term. Initially one-member shall serve for one (1) year, the second member for two (2) years and the third member for three (3) years. Each year thereafter, a new member will be selected. Each member shall serve for three (3) continuous years on a rotation system. Thus, the first-year member shall be a member of the committee, the second-year member shall be its vice chairman and the third-year member shall serve as its chairman and as Club Membership Director on the club's Board of Directors.

The Club Membership Director shall be the Chairperson of the Membership Committee. The responsibilities for this position shall be:

1. To develop a growth and retention program specifically for the club and present it to their Board of Directors for approval.
2. To encourage club members to bring in new quality members.
3. Ensure effective and proper recruitment procedures.
4. To prepare and implement orientation sessions.
5. To report to the Board of Directors on ways to reduce the loss of members.
6. Coordinate with other club committees to fulfill these responsibilities and implement an effective membership growth plan.
7. To serve as a member of the District Membership Committee

Develop A Background of Knowledge.

Criteria for Membership

Any person of legal majority and of good moral character and good reputation in your community is eligible for membership in your Club. Nominations of a new member are brought to the board of directors.

Members dropped from membership may be reinstated within one year by a majority vote of the Board of Directors. Where more than one year has elapsed, they must return to the Club as a new member.

Membership in a Club cannot be taken in the name of a business or firm with leave to transfer the membership from one person to another in the business or firm. Membership is vested in the individual.

Understand the Dues Structure

Club Membership Chairs should understand how the money earned by the

club and the cost of administering the club differ.

International Dues are used for administering our Association and producing the Lions magazine, a benefit of being a Lion.

Multiple District dues and District dues are used for administering the multiple district and the district, respectively.

Club dues vary by club, and are used to administer the club. Dues may include the cost of meals, and are based on the type membership. Club Membership Chairs should understand the money to administer your club must be kept separate from money raised from the public.

Establish a Membership Growth Program (see Ways to Recruit section)

A membership growth plan should be established in the beginning of the Lions year. All members of the club are responsible for submitting names of potential Lions for recruitment efforts. It is the responsibility of the membership committee to review names for recruiting, invite potential Lions to learn about your club, and recommend to the Board of Directors names for acceptance.

The membership committee should prepare materials about your club for distribution to potential members. This may be in the form of a "Fact Sheet" about your club, a brochure about your club similar to one provided by LCI (just personalize it for your club), information about Lions Clubs International, and a list of your Club Officers.

Many materials are available on the Lions Club website at www.lionsclubs.org and it is suggested you download materials for use in your recruitment efforts. A partial list is included at the end of this document.

Be sure your club membership committee is knowledgeable about some of the benefits of being a Lion:

- ✓ The opportunity to help your community grow
- ✓ The satisfaction of helping others and making your community a better place to live and work.
- ✓ Make new friends with common interests, or re-connect with old ones.

The Process of Bringing in New Members

Your recruitment efforts may prove beneficial, and you want to make the next steps meaningful for your new members. Remember we are looking for service-minded people that live their lives in an honorable and ethical manner.

Remember, membership in a Lions Club is by invitation and is a privilege. Schedule a pre-induction session to be sure your new Lions understand basic information about your club, including the dues structure, meeting schedule, immediate projects and an understanding of the Lions Code of Ethics, and Lions Purposes. Be sure to include the new member sponsors in this discussion. The sponsor is confirming the new Lion will be good member of your club.

Once your Board of Directors votes to accept the membership application, immediately notify the new Lion and review the next steps. Arrange for a meaningful Induction Ceremony. The new Lions can invite family members to help make it more special. The current District Governor, Vice District Governors, Zone Chairs or many Past District Governors are available and interested in welcoming new members through an Induction Ceremony.

When scheduling the Induction Ceremony, remember to have the New member Kit available along with a Lions pin. Discuss with the President, the new member and committee chairs what committee your new Lion can be assigned to work on. The key to quality membership development is involvement in club activities. With the assistance of the sponsor, your new member will feel welcome and appreciated. Listen to your new Lions and allow them to start a new project with the full support of your membership.

Recruiting New Members

1. Just Ask!

Imagine if every Lion asked just 1 person to join their club – think of how many people we could serve. All it takes is asking one family member, friend or neighbor. The Just Ask Guide is available at the Lions Clubs website, and includes helpful tips to ask one.

2. Engage through Service

Lions have five global causes (vision, hunger, diabetes, environment and childhood cancer). Host a project in your community that addresses a cause, for example visual impairments, such as a vision screening. Be sure to have flyers, brochures and membership applications available for community members to learn more about Lions Clubs International.

3. Host a Membership Recruitment Drive

A great way to recruit new members is to host an information night. This may be for friends and neighbors of your membership or you may open it up to community

members. A member of the community leader may be able to affect the decisions of others because of his or her authority, knowledge or position within the community. This could be a great benefit to your club, affording you the capacity to provide more service.

Some steps you can take might include:

1. Identify influential people in your community you think might be interested in learning more about your club.
2. Share information about projects your club has that directly impact your community.
3. Invite them to an information night to learn more.
4. Invite them to one of your meetings or service activities.
5. Encourage them to join your club or spread the word about all the good things your club does in the community.

4. Keep Members Happy

Everyone has a different reason for joining a club; make sure you're nurturing your members. Find out your members' interests, and maybe a new service project will develop. Create a list of 100 reasons to become a Lion. Post the list on your club webpage and through social media.

5. Utilize Social Media

Let everyone know the great things your club has been up to by using social media to your advantage. Great projects will draw interested community members to make a difference in your community.

6. Utilize Traditional Media

Social media isn't the only way to get your club noticed. When you're hosting an event, or celebrating the success of another impactful event, consider publicizing in your local paper. Consider inviting the editor of the paper to attend a meeting and recognize him/her for the support from the newspaper.

7. Apply for a Membership Development Grant

Target marketing initiatives that focus on new areas of opportunity and use marketing techniques to start new clubs and grow membership. Lions Clubs International offers Membership Development Grants to Lions clubs.

Types of Membership

Every club needs members in order to achieve its service goals. To help clubs recruit new members, LCI offers several membership options to community members who want to volunteer and serve their communities as Lions.

MEMBERSHIP TYPES In addition to regular membership, LCI offers special membership programs for families, college students, former Leos and young adults.

Regular Member: This is our “standard” membership. Regular membership is for community members interested in volunteering, serving the community and making our world a better place. Regular members pay an entrance fee (US\$35) and full international dues (US\$43). Additional district, multiple-district and club dues apply.

Family Member: The Family Membership Program provides families with the opportunity to receive a special dues discount when they join a Lions club together. The first family member (head of household) pays full international dues (US\$43), and up to four additional family members pay only half the international dues (US\$21.50). All family members pay the one-time entrance fee (US\$35).

The Family Membership Program is open 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 receive the family membership dues rate, complete the Family Unit Certification Form and submit it with the MMR, or complete the certification on MyLCI. When chartering a club, complete the certification on the Report of Charter Members.

Student Member: Student membership allows students to make new friends and help others in their community at the same time. Students enrolled in an educational institution who are between the age of legal majority and through age 30 pay no entrance or charter fee and half international dues (US\$21.50). Students over age 30 who are joining a Campus Lions club pay a US\$10 entrance fee and full international dues. To receive the student-member dues rate, complete the Student Member Certification Form and submit with the MMR, or complete the certification on MyLCI. When chartering a club, complete the certification on the Report of Charter Members.

Leo Lion Member: Leo Lion membership allows current or 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, to continue doing volunteer work with LCI as a Lion. Leo Lions pay no entrance fee or charter fee and pay half international dues (US\$21.50). To receive the Leo Lion dues rate, complete the Leo to Lion Certification and Years of Service Form and submit with the MMR or club charter application, or complete the certification on MyLCI. To encourage Leo Lions to invite their friends, young adults between the age of legal majority and through age 30 who join a Leo Lions club receive the same fee waivers and dues discounts as Leo to Lion members.

Former Leo Member: Former Leos over the age of 30 who have been a Leo for at least a year and a day pay no entrance fee or charter fee when joining a Lions club. To receive the fee waiver, complete the Leo to Lion Certification and Years of Service Form and submit with the MMR or club charter application, or complete the certification on MyLCI.

MEMBERSHIP CATEGORIES For prospective members who may not be able to meet the obligations of active membership, LCI offers several membership categories to fit their needs.

Active Member Active membership is the “typical” category of Lions membership. Active members receive all benefits, and must meet all requirements, of Lions membership.

Affiliate Member An affiliate member is someone who is not able to participate as an active member of the club but desires to support the club and its community service initiatives.

Associate Member An associate member has active membership in one Lions club and associate membership in a second club in their community of residence or employment.

Honorary Member An honorary members is not a member of the Lions club but may be granted honorary membership by a Lions club for having performed outstanding service.

Life Member A life member is a Lion who has maintained active membership for at least 20 years, or at least 15 years if the member has reached age 70. Life membership may also be granted to a Lion who is critically ill.

Member-at-Large A member-at-large is a member of a club who is unable to regularly attend club meetings but desires to retain membership in the club.

Privileged Member A privileged member is a Lion who has been a member 15 or more years but must relinquish active status because of illness, infirmity, advanced age or other reason.

* Detailed information regarding the obligations, rights and privileges of all membership categories can be found in the Standard Club Constitution and By-Laws.

Orientation Program

The information presented during orientation provides a foundation for new members. It helps them understand how the club functions, what their role will be and gives them the big picture of their district and the association. When new members are properly informed, they are more likely to feel comfortable with the club, become actively involved in club activities and remain in Lions for years.

District 23-B has experienced Lions available to present Orientation Sessions district-wide throughout the Lions year. Check with your District Governor for the next session. Alternatively, a special Orientation Session can be arranged at the request of a club or Zone.

Mentoring Program

The objective of the Lions Mentoring Program is to help every member achieve the goal of better serving his or her community. Mentoring is a program of personal development

that helps members realize the potential that their unique skills and knowledge offer. The Lions Mentoring Program will prepare members 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

The goals of the Basic Mentoring Program are to gain responsibility and to build relationships. The Basic Mentoring Program can be considered a stepping stone to a leadership role.

- Level One, The Responsibility of Being a Lion: The first level of the Basic Mentoring Program is devoted to developing an understanding of who Lions are, their vision of community service, the traditions, the organizational structure and the responsibility of being a Lions club member. It can be a goal for clubs that all new Lions complete the level one in their first three months of membership.
- Level Two, Relationships: The second level of the Basic Mentoring Program is for developing relationships and organizational skills in preparation for leadership at the club level. Level two could be completed in the new Lion's first six months of membership.

Advanced Mentoring Program

- Level One, Results: 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. Completion of this level provides a stepping-stone for accepting a leadership role within the club.
- Level Two, Replication: This level concentrates on the mentee's role in developing others for leadership in the association and for humanitarian service. It ensures long-range growth and can serve as a basis for leadership within the district structure. This phase can be augmented with additional training at district level and at area forums.

Membership Retention:

Retention of the members of your club is as important as recruiting new members. As Membership Chair, watch for signs a member is losing interest. Be prepared to reach out to your membership when you see members not attending meetings, or they are not participating in club activities. Learn why they are not attending or participating and help to correct the issues. Be sure to involve your club officers to address whole club issues.

Some additional thoughts on retaining your members:

- The rewards of being a Lion must be greater than the costs, or members will not stay.
- Accept each member exactly the way they are...even if their talents and commitment levels are different from yours.
- Be understanding of the various pressures that affect people's lives.
- Keep individual out-of-pocket expenses to a minimum.

- Avoid financial misunderstandings. Be sure your clubs' dues payments are clear and the membership understands what determines default.
- Share the responsibilities to train new people to take on club tasks. Involving more people helps to avoid burn-out by members who always volunteer to carry the load.
- Call absent members, letting them know they are missed without making them feel guilty.
- Send cards to those who are ill, have had recent deaths in the family, or have something to celebrate such as a marriage, a new baby, or some other special occasion.
- Always wear your name tag to help others learn your name.
- Mix up seating so new members feel welcome, and get to meet everybody.
- Use a club mentor/sponsor program.
- Encourage members to talk about what membership means to them.
- Encourage periodic spouse activities to help insure support at home.
- Are your standing rules too rigid for today's standards? Relax the rules if it is determined they are too restrictive.

For the New Lion:

As Membership Chair, be sure your new Lions understand how to connect with other Lions in your club and around the world.

1. Contact Information – connect your new member with the club secretary to confirm their contact information on file is correct. This allows Lions to keep in touch with your club, and Lions Clubs International to keep in touch with the membership.
2. Register for MyLion – MyLion is the Lions gateway to a worldwide community. Designed to make service projects easy to plan and easy to report. See what other clubs are doing.
3. Help your newest members discover your club's history and traditions. Talk about these traditions as some meetings. Be sure your newest members are involved with service activities. Explain the leadership structure and the roles and responsibilities of your leadership.

Membership Options before deciding to leave.....

Sometimes, a Lion can grow weary of their current club and choose to "drop" their membership in Lions. Our hope is that you love Lionism and our District would like to suggest the following five options to encourage you to stay as a Lion.

ALTERNATIVES TO LEAVING LIONS

1. Form a Club Branch: Stay with your current club or another Lions Club, and form a Club Branch (5 or more Lions) that has its own President, Secretary and Treasurer and budget. Club Branches meet separately, but belong to a host Lions Club. Your branch can choose to align with any Lions Club that will accept your members as a Branch.

2. Transfer to a Different Lions Club: District 23-B currently has 53 different Lions Clubs. Just because you live or work in one town does not mean you have to join the Lions Club in that town. Another club may offer different opportunities for service, or have a different meeting schedule that is better suited to your needs.

3. Drop your Membership, and Rejoin within 12 Months: Lions Clubs International allows members whose dues are paid in full to drop their membership "with good standing". Dropped Lions have up to 12 months to rejoin any Lions Club of your choice with no new entrance fee.

4. Start a New Club: Lions Clubs International allows Specialty Clubs focused on a common interest. Launched in August 2017, the Specialty Club program was designed to create clubs in which members share a common interest, allowing them to connect with one another on a different level. For example, they may share a hobby, profession, culture, common cause or life experience.

5. Stay a Lion: Maybe your club needs some new ideas and new projects to re-energize your membership. Bringing in new Lions may be a way to make changes internally, and other members may identify with new ways of looking at how your club serves and strengthens your community.

Helen Keller said: Alone we can do so little; together we can do so much!
We want you and need you in Lions. You chose to become a Lion once, consider one of these options to continue to be part of the world's largest service organization?

WE WANT YOU as a Lion!

LIONS EXIT LETTER AND SURVEY

The District Governor will send this letter and survey to any Lions that have been dropped from your club. Responses will help the District resolve issues raised or other areas of concern, and also will help the District to develop a better retention plan for our Lions.

Dear _____,

Thank you for taking part in Lions.

We are sorry to see you resign from this wonderful organization!

I understand there are many reasons members need to move on.

If you wouldn't mind, I would like your honest opinions. The growth and retention of our members has always been very near and dear to my heart.

Your input will be invaluable to me as I gain insight into your experiences, both good and bad. As I stated, this will help me improve both our current and future member's experiences.

Please complete the attached questionnaire. Please, you do not need to sign it or in any way divulge either your identity or your club unless you want to.

I have provided an envelope for your convenience.

Your responses as well as other departing members will be combined and presented to our Administrative team. Your responses will remain confidential and will not be specifically shared with your previous club.

I hope you keep involved volunteering somewhere! I wish you the best!
Please keep in touch!

Sincerely,

District Governor 23-B

Survey for Exiting Lions

Thank you for sharing.... Please complete what applies to your decision to resign.

What brought you to the decision to leave?

Are there any changes that could have been made that would have altered your decision to leave?

Would you consider re-joining your club? Another club?

1 = Great
2 = O.K.
3 = Needs Improvement
4 = Don't know

Please rank the following:

Meeting time	1	2	3	4
Meeting plan/format	1	2	3	4
Number of activities per year How many did you participate in? _____	1	2	3	4
Board relationship/effectiveness	1	2	3	4
President's communication w/ your club	1	2	3	4
Membership committee	1	2	3	4
Community involvement	1	2	3	4
Type of activities performed	1	2	3	4
Publicity	1	2	3	4
Opportunity for Personal growth	1	2	3	4
Commitment to being involved in the community	1	2	3	4
Commitment to each other	1	2	3	4

Thank you again!

Please feel free to call me if you want to personally discuss anything!

Resources for Lions Clubs Membership Chairs

The Lions Clubs website has a plethora of materials available for you to download. Some are listed here, or search for yourself at www.lionsclubs.org and you may find something new to share.

Membership Application	ME-6B
Just Ask Guide	ME-300
Membership Chairpersons Guide	ME-44
Membership Satisfaction Guide	ME-301
100 Ideas to Recruit New Lions (PDF)	
I Am A Lion	ME-37
New Member Kit	NM-10
Club Branch	CB-17
New Member Orientation Guide	ME-13A
Basic Mentoring Guide	MTR-11
New Member Induction Ceremonies	ME-22
Membership Growth PowerPoint	
Something That Matters	EX-801

For more information, go to www.lionsclubs.org and click on Resources for Members for webinars, guides and brochures. Or, use the search engine to locate what you are looking for.