



# MD-14 Global Membership

*"Serving Our Lions"*

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Are we where we **NEED** to be? First, let's define need: in the category to which this word is assigned—a verb. 'Need' requires (something) because it is essential or very important; expressing necessity or obligation. (Oxford languages)

It is fundamental to our organization to escalate the number of clubs and the number of members for LCI to carry on the fortitude of Melvin Jones' mission - ***"We Serve."***

With the recent conversation with PCC Charles 'Jim' Keener, he recalled the message of PDG Joan Catherman at the 2009 Spring Convention, which still holds true today - 12 years later we continue to linger on with these words from 14-G's PDG Catherman, ***"We prefer extension over extinction."***

Have we extended enough? Apparently not, due to our membership and clubs still spiraling in a downward posi-

tion. As governors design their goals for their upcoming year, clubs and memberships are at the top of the list. The incoming governors for 2021-2022 will complete the participation form from the NAMI webpages, lionsclubs.org/nami in February.

The seeds need to be planted now to reap the rewards later. It takes approximately two years for a good solid club to bloom and continue to grow season after season. The fertilizer consists of the grants to encourage growth and development. One does not just 'plant' the seed, it requires encouragement and nourishment to flourish.

Are the Guiding Lions appropriately trained to be assigned to the newly formed club? Are these Guiding Lions enthusiastic energizers to keep the club prospering? Or are we not working as hard as we should be?

With an open mind, and an open field of vision take a few minutes to digest the gathered information about Pennsylvania Lions on page 5. We do not want our fields to become extinct, we want them to extend beyond the horizon.

The possibilities are endless in this age of technology. We have valuable resources, grants, and leaders in Pennsylvania! In the tech world we have ZOOM; in the world of money we have LCI supporting us financially; and in the world of leaders we are being led by the one and only 'Godfather of Lionism,' Past International President Joseph Wroblewski and our International family in PA.

Apply the tools LCI has provided and learn all you can to proceed forward and beyond the now. Remember, ***"Where There Is a Need, There Is a Lion!"***

**LIVE!**

## NEWS RELEASE

***Lions Clubs International will extend the waive of the \$35 fee for new members and will hold back on the clubs of 'Status Quo'***

***We NOW have 5 months to continue to recruit new members with no entrance fee! Can each district add 10 more new Lions?***

***Take a look at page 4 to see where your district stands and decide the direction your district needs.***

***Let's Energize and Gear-Up to recruit, recruit, recruit!***



# North American Membership Initiative

*"Facilitating a change in attitude," PID Jerome Thompson, Leader for CA I*



**January 2021**

## Wisdom in Webinars

- 1) Membership Monday Webinars
- 2) Invite a new member to join your club this week.
- 3) Help a struggling club
- 4) Let ME know how I can serve you better
- 5) If missed the 1st Webinar on January 11, 2021

[Episode One of JumpStart January: Road to Success- High-Level Overview](#)

### GOALS

**CA I: 200 Clubs**

**CA II: 20 Clubs**

**Constitutional Area I:**

USA & Affiliates, Bermuda and Bahamas

**Constitutional Area II:** Canada

**NAMI is**

**CA I and CA II**

## 3 Main Objectives

**Rejuvenate: Districts with NEW Clubs**

**Revitalize: Our Existing Clubs**

**Remotivate: Existing members to participate**

### Building on Success

- ⇒ 92% of 266 NAMI Districts Participating
- ⇒ Global Action Team Support
- ⇒ 17 Area Leaders in Global Action Team
- ⇒ **Our MD-14 GAT Leader & NAMI: PID Cindy Gregg**
- ⇒ **CA I: 62 NEW Clubs, 42 More Than Last Year**

## Increase Membership

### Special Resources to assist you

[Global Action Team Area Leader Roster](#)

[North America Membership initiative](#)

## North American Membership Initiative Resources

Access from the NAMI webpages, [lionsclubs.org/nami](https://lionsclubs.org/nami), starting in January

Links to existing materials, plus new tools including:

- ◆ 100 Recruiting Ideas and 200 Service Ideas
- ◆ Club Assessment checklist
- ◆ Troubleshooting Guide for club and districts
- ◆ Achievement Certificate template for learning events
- ◆ Marketing tips, social media posts, templates and photos

*taken from NAMI power point*



# Specialty Clubs: Ethnic Bound

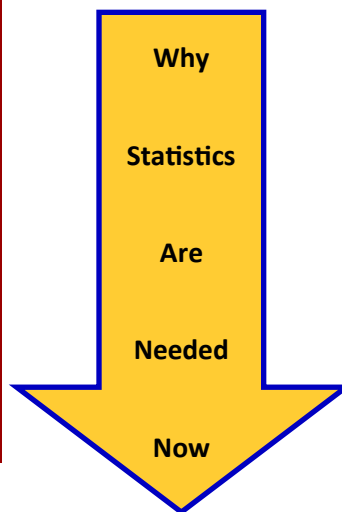


## Pennsylvania Population Projections

"Pennsylvania continues to grow at a steady but fairly stable rate and there is nothing to indicate that this won't continue up to the next Census of 2020, yet to be completed). There is estimated to be little or even no growth leading up to 2030, in part because Pennsylvania has a low birth rate with an increasingly older population, although migration to the area should remain stable. (left click to open the stats) **The 2020 population is estimated to surpass the 13 million milestone.**"

Large Cities In PA	
Philadelphia	1,584,540
Pittsburgh	300,002
Allentown	121,347
Erie	94,718
Reading	88,208
Scranton	76,289
Bethlehem	75,888
Lancaster	59,123
Levittown	51,818
Harrisburg	49,333

PA Demographics	
White	80.53%
African American	11.8%
Asian	3.41%
Two/More Races	2.5%
Other Race	2.15%
Native American	.19%
Hawaiian/Pacific	0.03%



# Don't Miss This Beat!

As the Multiple District 14, we should be focusing on Specialty Groups and Ethnic Groups. Our statistics in these areas identifies there is a need for both.

According to [www.worldometers.info](http://www.worldometers.info), the definition of minority or minority group is a subgroup of the population with unique social, religious, ethnic, racial, and or other characteristics that differ from those of a majority group.

Take time to research your districts geographically to locate areas where there is not a Lions Club. Don't miss a beat to becoming familiar with those living residents.

Contact the governing council and ask to speak at a meeting to introduce the possibility of forming a Lions Club. Identify specific needs, such as walking around the area. Ask questions to drum up answers that will help you identify the specifics needs of the community.

Are there ethnic groups in the area? Pennsylvania's largest ethnic groups are Hispanic and Latino Americans at 18%, according to the previous census of 2020. District A recently developed an ethnic club: Montgomery County Nepalese Lions Club.

If there are ethnic

groups in your district, ask to attend their social events to address the possible formation of a Lions Club to have liability insurance, access to grants to improve specific areas of need, and the connection towards developing leadership skills.

Hearing from a few Lions stating the courses that are available to Lions has also assisted them in handling delicate situations at work. These are life skills, whether they are for work or at home.

Lions are a family. Let's pull all the 'instruments together for the better.' It is needed now more than ever. Let's band together, hold our heads high and be PROUD to be a LION!!



A group of Lions is called a "Pride."



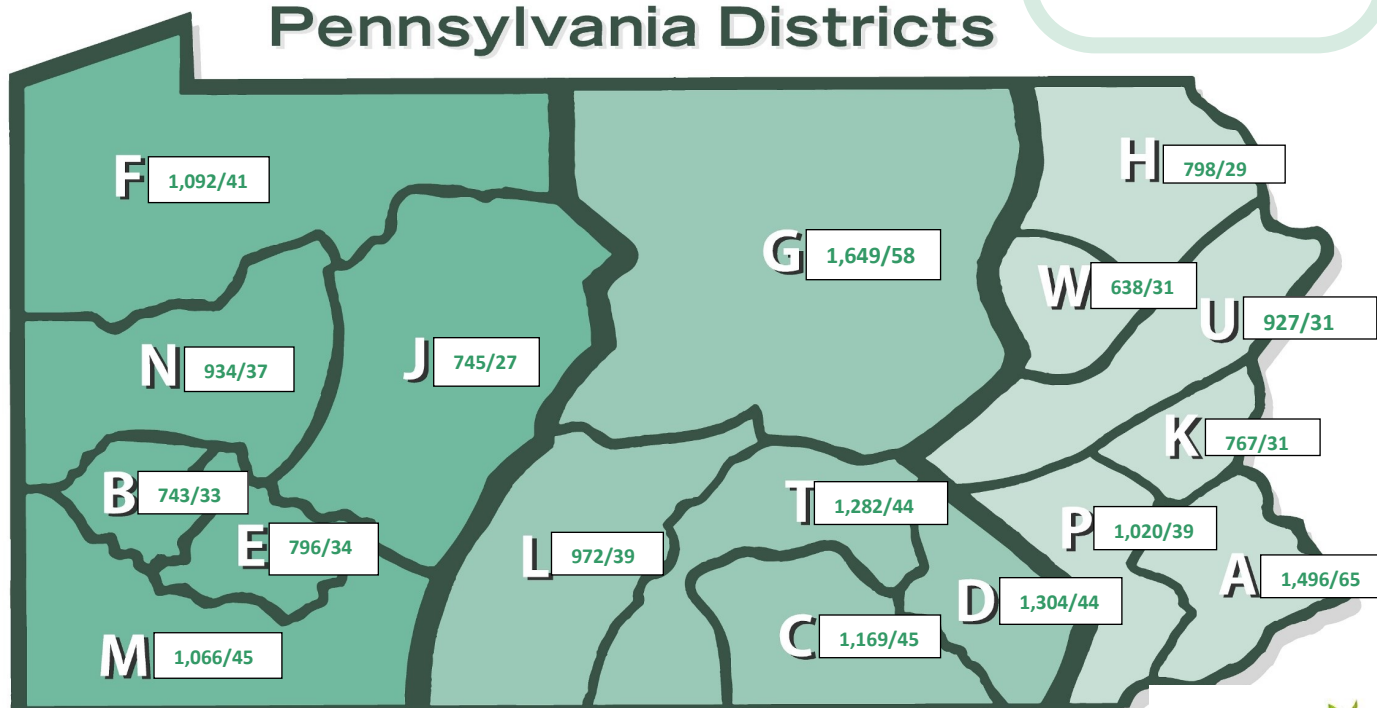
# 5 Years From Now ...



- ⇒ 1 District: 638 Members
- ⇒ 5 Districts below 800 Members
- ⇒ 8 Districts over 1,000 Members

**Total Membership/Clubs on January 11, 2021**

## Pennsylvania Districts



## Will We Still Be in the Same Place?

As the Global Membership Team Coordinator, I reflected on the lack of vice district governors in attendance at the recently required Vice District Governor's Training in Harrisburg. There were only five second vice district governors in attendance and one on virtual for the training.

This is 11 fewer leading Lions learning to be first vice district governors in less than 6 months. The training conducted:

- ◇ Communication Skills & Protocol
- ◇ LCI Forward
- ◇ Meeting Management

- ◇ Success Through Teamwork
- ◇ Technology

It is not just the training, but the getting-to-know-the-team. The camaraderie of working together towards common goals:

- ◆ Leadership Development
- ◆ Membership Development
- ◆ Service Development

The Leadership Team led by PDG Deb Burkholder has become a strong point in Pennsylvania's Lions. So, what is the answer to having a broader selection of qualified Lions to lead? After much consideration and

reflection, I took a glance at the map of PA, placed the total members within that district.

Making controversial decisions is not an easy task; however, looking at the facts of districts struggling while encouraging potential Lions to lead the district is disheartening.

Planting a seed for thought. Recruit leaders within your communities to join Lions. After listening to the governors at the Retreat, we are blessed to have an array of life's journeys in leadership. Skills brought forth into Lions.

What is your reflection?



Why identify and display the districts on the map? A total of 1,250 members and a district must have 35 clubs.





# Gearing Up for Celebrations

Formed a New Club? *How to Rejoice and Remember*



Tassmeemme.com

## PLANNING THE EVENT

- **Finance Team:** Ensures Charter Night expenditures are covered
- **Invitations and Entertainment Team:** Sending invites and confirming attendance; secure entertainment and provide accommodations; room set properly
- **Program Team:** Plan the program; ensure program participants are aware of their roles

### Planning Team

- Appoint a Charter Night chairperson
- Choose a Charter Night date
- Divide responsibilities among committees
- Review and approve plans

### Finance Team

- Determine the budget
- Set the cost of admission
- Approve expenses

### Invitations and Entertainment Team

- Design and distribute invitations
- Invite prominent community officials and confirm their attendance
- Invite guest speakers
- Arrange travel and accommodations
- Confirm attendance of members from clubs within the district and local area
- Book entertainment
- Ensure the sound system and equipment is in working order
- Check that the room is set-up properly

### Program Team

- Set the agenda
- Design and print the program
  - Distribute programs to

### Public Relations Team

- Send news releases to local media
- Contact media and invite them to the event
- Arrange for a photographer



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# When All the Gears Move Together



# Grants at Your Fingertips!

Our organization's impact hinges on the growth of our membership and retention of current members. To support recruitment and member satisfaction, the Lions Clubs International Membership Development Committee offers Membership Development Grants on a competitive basis. These funds support a wide variety of membership efforts and activities, from a unique membership drive to a team building exercise, to recruit more members and to improve the experience of current Lions.



"Let your fingers do the walking" and search pages and pages LCI has to offer!

## 3 Types of Grants

### Standard Membership Development Grant

To ensure global representation, Lions Clubs International has allocated the following amounts to each Constitutional Area, based upon membership size.

Districts may apply for a maximum amount of US\$5,000 and multiple districts may apply for up to US\$10,000 for a Standard Membership Development Grant. If your district requires more funds, please consider applying for a Special Initiatives Membership Development Grant or a Large-Scale Membership Development Grant. [Click here](#) for more information about Standard Membership Development Grant criteria.

### Large-Scale Membership Development Grant

If a Large-Scale Grant is desired, you must complete a Large-Scale Membership Grant application. This grant has a 3-year duration. The maximum amount for a selected Large-Scale Grant applicant is \$15,000 per year for three years, or \$45,000 total. Large-Scale Grants may have a retention or recruitment component, or both.

[Click here](#) for more information about the criteria for a Large-Scale Membership Development Grant.

### Special Initiatives Membership Development Grant

Grants that fall into the Special Initiatives Category may include:

- Replicas of previously successful grants.
- Grants targeting clubs with demographics targeted for expansion, such as men-only clubs or clubs with less than 15 members.
- Grants in excess of grant amount allotted for a single CA.
- Grants targeting special initiatives/areas/types of clubs identified by the LCI Board.

[Click here](#) for more information about the criteria for a Special Initiatives Membership Development Grant

View additional resources for Membership Development Grants:

[Information/Frequently Asked Questions Document](#)  
[Budget Template](#)

Progress Report Template

Repeating this

## Additional Resources



# MailChimp

*"Come on and let me show you the way to tracking your responses to . . ."*

## Mailchimp® Marketing Platform - Built For Growing Businesses

[www.mailchimp.com/](http://www.mailchimp.com/)

Reach More People, Sell More Stuff, **and** Get Smarter as You Go. Upgrade Today! Do More with Your Marketing in **Mailchimp**. Upgrade Your Account Today! No Coding Required. Real-Time Data Reports. Audience Targeting. Flexible Plans. Multi User Account Access

## View Our Pricing Plans

Find a Plan That's Right for You  
Pick Your Perfect Package Today!

## High Level Automations

We ACT as YOUR Second Brain While  
You Focus on Running Your Business

## Free Landing Pages

Sample Templates & Endless Options  
Create the Perfect Landing Page

## Free Email Templates

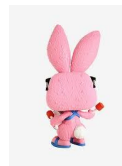
Send Better Emails Instantly.  
Use Our Pre-Built Templates Today!





# Guiding Lions as Energizers

*"Don't Let the Energizer Walk Away!"*



## Guiding Lions Support for Existing Clubs

### Club Rebuilding:

- ◆ Help strengthen clubs and reactivate struggling clubs
- ◆ Support weak clubs
- ◆ Provide guidance on recruiting new members, training officers, and focus on meaningful community service
- ◆ [Club Rebuilding Application](#)

**Leaders: Have You Found an Energizing Lion?  
Show Them the Steps to Guiding**

### Course Material

- [Certified Guiding Lion Course Workbook](#)

### Facilitator Tools

- [Certified Guiding Lion Facilitator Guide](#)
- [Certified Guiding Lion PowerPoint](#)

### Get Off to a Good Start: Become an Information Expert

- [Lions Learning Center MyLion Account \(MyLCI/MyLion\)](#)
- [Standard Club Structure](#)
- [Standard Club Constitution and By-Laws](#)

### Develop a Club Officer Mentor Team

- [Club Officer Checklist](#)
- [Club Membership Chairperson Checklist](#)
- [Club President Mentor Checklist](#)
- [Club Service Chairperson Checklist](#)
- [Club Secretary Checklist](#)
- [Club Marketing Communications Chairperson Checklist](#)
- [Club Treasurer Checklist](#)

### Assessing Club Needs

- [Club Assessment](#)
- [Club Health Assessment](#)
- [Club Health Assessment Action Strategies](#)
- [Club Quality Initiative](#)

### Certification

- [CGL Workshop Training Kit](#)
- [Certified Guiding Lions Test](#)

*Taken from:*

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





# 6 Months To Work-it

## NEW CLUBS

A	East Penn Hills Lioness Aston Township Lioness Montgomery County Nepalese
G	Jersey Shore Area Lioness Pleasant Gap Area Lioness
M	Bullskin Township Lioness

## What's Your Specialty?

Greater Philadelphia Asian American  
Montgomery County Nepalese  
Philadelphia Chinese  
Philadelphia Filipino American  
Philadelphia Korean  
Philadelphia Law Enforcement  
Pittsburgh Deaf Blind  
University of Pittsburgh  
Williamsport Sight Services

### Consolidating Districts - Lions Clubs International

[www.lionsclubs.org](http://www.lionsclubs.org) › resources › pdfs › DA-GCD

#### PDF

While **membership** growth should always be a part of the plan, redistricting can infuse ... growth, enhancing the **districts'** ability to provide **needed** humanitarian service ... **Districts** hold **elections** during the **multiple district** convention or a special.

## Keep Talking While You're Walking



"How many clubs did you say your District was able to form? WOW!"

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DISTRICT	GOVERNOR	MEMBERSHIP CHAIR	ADMINISTRATOR
A	Tom Vasek	PDG Estella Kristiniak	PDG Ed Tustin
B	Chris Raynak	Dan Hupp	PDG Harold Fletcher
C	Thomas Jones	PDG Lisa Griffie	PDG Dennis Cope
D	Lorraine Brown	PDG William Brown	PDG Bruce Carpenter
E	Charles Thompkins	PDG David Stitely	PDG Robert Mesher
F	Douglas Smith	PDG Robert Mitchell	
G	James Douty	Danny Miller	PDG Cheryl Wilbur
H	PDG Dave Barrett	IPDG Frances Stepkovish	PCC Mark Kusma
J	Herman Rush	PDG Harry Kornprobst, Jr.	PDG Ronald Kodgis
K	Daniel Lombardo		Joseph Sizer
L	PDG James Foresio	PDG Anna Clark	PDG Fred McKinley
M	Jason Long	PDG Richard Tinsmith	PDG Gloria Schmalz
N	Erwin "Chip" Campbell	Rita Swesey	Betty Lou Ivell
P	Arthur Pecht	PDG Stephen Wagner	CC Marilyn Wagner
T	Catherine Baker		PDG Kathy Fouse
U	Gary Bender	2VDG Lisa Leon	IPDG Jessica Karrer
W	Tom Mulhern	1VDG Andy Piskel	Amy Saraka



Dear Leaders of Lionism:

The VDG Retreat has energized me even more with the quality of leadership that will take the helm on July 1, 2021! Fifteen District Governor Elects spoke with such confidence, while leaving the audience in assurance of their knowledge on their assigned topic.

First Vice District Governors Elect, 6 participating, generated a bond to lead them up the ladder of learning more and more about the state of Pennsylvania Lions Clubs. The information in this MD14 GMT Newsletter is to encourage each to have open minds and be willing to share with others. Articles are to provide food for thought, and possibly encourage you to work harder within your districts.

I am sure you will all agree we should be focusing on extensions and not extinctions of our great districts in PA. Hard work never becomes easy.

Many Blessings To All,

Lion Cheryl, Editor

MD-14 Global Membership Team