



Lions Clubs International FOUNDATION

Dear Lion,

As the year comes to an end, I want to thank you for all of your admirable service work through your clubs and through Lions Clubs International Foundation. LCIF would not be what it is without [your support](#) and dedication to service.

This can easily be seen through your disaster relief response to [Typhoon Haiyan in the Philippines](#). As I was shown the devastation and wreckage during my visit recent visit there, I was humbled and saddened by what I saw. But I also saw Lions' efforts to provide aid, including where other organizations could not. This filled me with great pride. Lions on the ground have made a huge difference in the month following the typhoon.

Lions around the world are helping to amplify typhoon relief efforts through more than US\$ 1 million in disaster relief donations to LCIF.

The Lions, Multiple Districts and countries that have made large contributions and commitments for the Philippines can be [found on the LCIF website](#).

Along with Lions, our partners at VSP Global should also be recognized for their commitment – they are matching every dollar that VSP Global employees donate to LCIF for disaster relief in the Philippines, up to US\$10,000. We are grateful for everyone's support – every dollar helps and can restore hope when someone has lost everything.

I witnessed more of Lions' dedication to supporting LCIF at several recent fundraisers. Contributions made at local golf events in Japan and MD 300 Taiwan will strengthen humanitarian programs. And I am looking forward to attending a [Lions golf fundraiser and tournament in Spain](#) this March. Lions must register by January 31, 2014. The tournament proceeds will support LCIF's efforts to [stop measles](#) worldwide.

Lions around the world are truly making a difference. I am excited to see what the next few months hold for Lions and LCIF as we continue our humanitarian efforts to change lives.

Sincerely,

Wayne A. Madden
Chairperson, Lions Clubs International Foundation



MEMBERSHIP PULSE

Vital Information from the Extension and Membership Division

Volume 2 Issue 3



Lions Clubs International



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Celebrate Family and Friends Month in April!

Family and Friends Month is your opportunity to invite family and friends to learn, serve and celebrate with your club. Organize a service project, host an open house or even a picnic—you decide how to introduce your family and friends to the club you love!

Visit the [Family and Friends Month](#) page for planning guides, service project ideas, and tools to make your event a success. Start planning your Family and Friends Month today, and share the dream of serving others in April!





Four Steps to Successful Club Growth

There are many ways to successfully recruit new members. You can invite people to service projects, club meetings or special club events. Your club can conduct an “open house” or a “business after hours” event to promote your club. Growing your club is important because of the difference each new member can make in your club and community. Being visible in the community is one of the keys to recruiting new members.

Although the concept is simple – just ask – it’s essential that your club prepare an effective outreach plan so you are successful when you’re ready to ask. The process has four easy steps:



1. Prepare your club

This phase is about understanding what your club wants to accomplish and what your recruiting and service goals are. Deciding what kind of new members your club wants to recruit is a key activity. CEP, specifically the How Are Your Ratings? survey, can help you identify any issues before inviting new members.

2. Creating your club’s growth plan

This includes the basic planning steps of who, what, when, where and how. The Just Ask! New Member Recruiting Guide is designed to guide your club through the process of recruiting new members and effectively managing club growth.

3. Implementing your club’s growth plan

In this step, you will reach out to target members and host an informational meeting for them. Inviting members is as easy as asking, but follow up is the key to success.

4. Welcoming your new members

Once you’ve added new members, you’ll want to properly welcome them into your club and involve them in club activities. Be sure to offer orientation and mentoring to build a foundation for success. The Lions New Member Orientation Training Guide helps new Lions understand your club, our association and their opportunities as a Lion. When new members are properly welcomed and involved in club life, they are more likely to remain in Lions for years.



How Are Your Ratings? Mini Quiz

Have you thought about evaluating your club using [How Are Your Ratings?](#) Discovering little problems and correcting them before they become big ones will save time and resources. Take this mini quiz below for a preview of how the [How Are Your Ratings? survey](#) might be able to help your club!

How much do you agree that the following statements describe how you feel about your Lions club?

	DO NOT AGREE AT ALL					AGREE COMPLETELY
	1	2	3	4	5	6
Gives me a real sense of accomplishment in the services that we provide						
I would not hesitate to recommend that friends and/or family join						
Makes me feel as though I am doing something positive to help others						

How much do you agree that the following statements describe how you feel about your club meetings?

	DO NOT AGREE AT ALL					AGREE COMPLETELY
	1	2	3	4	5	6
Meetings are interesting and lively						
There is a friendly atmosphere during club meetings						
Club members have the opportunity to participate and communicate						

How well does your club do the following?

	DO NOT AGREE AT ALL					AGREE COMPLETELY
	1	2	3	4	5	6
Provides valuable services that directly help others						
Incorporates a sense of fun into the service activities						
Is very welcoming and makes me feel as though I belong						

How much do you agree that the following statements describe any wishes or frustrations that you may feel toward your club?

	DO NOT AGREE AT ALL					AGREE COMPLETELY
	1	2	3	4	5	6
The leaders of my club allow me to be as active in the club as I desire						
Our club is at an optimum size for our current activities						
Welcomes diversity in our membership						



Mini Quiz Results

Match your responses with the categories below.

Agree (5 or 6)

If you answered 5 or 6 for any question, your club is meeting your expectations in this area and your score is an indication of what your club does well. Your club should be congratulated for its hard work and achieving excellence in this area.

Neutral (3 or 4)

If you answered 3 or 4 for any question, your club is not quite meeting your expectations in this area and could make a small change to bring these concerns to a 5 or 6.

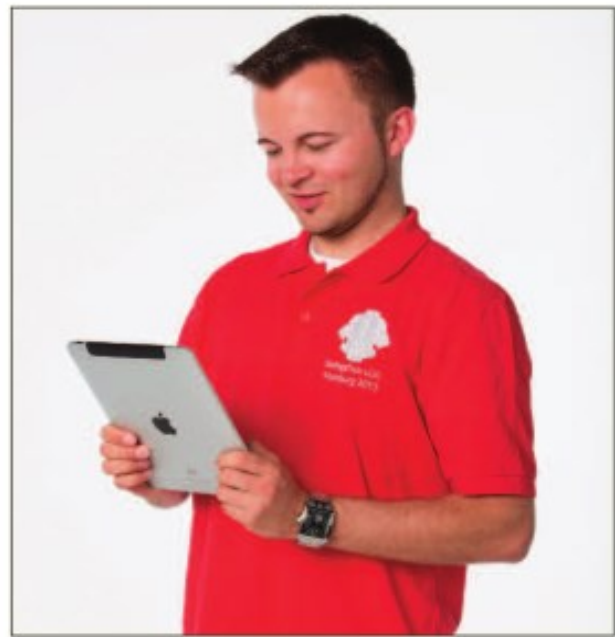
Disagree (1 or 2)

If you answered 1 or 2 for any question, your club falls short of your expectations in this area and indicates an area your club could improve upon. Don't get discouraged; most clubs have room for improvement. It's surveys like these that help clubs make changes so members' expectations are met.

The Process through Your Members' Eyes

This mini quiz gives you an idea about the types of club issues The How Are Your Ratings? survey deals with. The biggest difference is that only one opinion was counted in this mini quiz. The full How Are Your Ratings? survey combines the responses of all club members to really measure membership satisfaction and identify areas for improvement.

The results can assist you in focusing your efforts on the areas where your members desire change. It's important to keep an open mind to your members' opinions, even if there is criticism. Remember – the goal is to make improvements to your club so your members' needs are met.



Encourage Charter Clubs to Submit a Photo!

A Picture is Worth a Thousand Words

LCI is now requesting that charter clubs submit photos for an opportunity to be featured on our social media sites. Let the new clubs in your area know they can submit a photo using the Lions Clubs International [Submit a Photo Web page](#) and enable Lions clubs around the world to learn about their new club! Mention in the description the club is new.

What makes a good photo?

When submitting photos, simplicity is the key. The best photos are candid, close and clear images of Lions actively engaged in a project or induction ceremony. Check out our [Flickr photostream](#) for examples of good photos. Submitted photos should be at least 1MB in size, and must be .JPG, .TIFF or .PNG format only.



Global Membership Team
Now is the time. Achieve your dream.

Lions are successful when opportunities, concerns and action plans are communicated to and fro – from individual members on to the governing members and then returning back to the individual. If



Lions' actions and interactions are compared to the pendulum of a clock - maintaining continuous to and fro collaboration – progress will be made and dreams will be achieved. Similar to a pendulum that is restricted, dreams become restricted when Lions' actions and interactions are obstructed.

Successful membership development is a dream shared by all Lions. New members, satisfied members, new clubs and successful clubs are all part of the ultimate dream of Lions leading and engaging the world in community service.

Wherever you are serving in the path of action and interaction, we encourage you to keep the momentum going. If the pendulum slows or stops, utilize the energy and knowledge of fellow members and LCI resources to reactivate collaboration. Now is the time. Achieve your dream.

District GMT Coordinator Checklist

- ✓ Report membership achievements or concerns to the district team.
- ✓ Research and report opportunities for new club development in the district.
- ✓ Identify and provide support to struggling clubs.
- ✓ Communicate priorities and action items to members of club success and club growth teams.
- ✓ Involve zone and region chairpersons in membership action items.





Membership Reports

"We Serve" is the cornerstone of our association. Reviewing membership data increases your ability to support your members through knowledge and analysis. The reports below can assist in the creation of the best possible membership environment and growth opportunities.

[Register Reports](#)

[Missing Club Officers](#)

[Summary of Membership](#)

[Cumulative Reports](#)

[Health Assessment](#)



Resource Library

- [Online GMT District Coordinator Guide](#)
- [Online Club Resource Center](#)
- [Membership and Leadership Development Resources Guide](#)
- [Cumulative Membership and Club Summary Reports](#)
- [Club Health Assessment Report](#) for each club in your district
- LCI [materials/resources](#) to assist in capitalizing on service and membership strengths and addressing challenges
- The [Club Excellence Process \(CEP\)](#)
- [PR initiatives](#)





Monthly Membership Netcasts

Held every 4th Wednesday of every month

January 28, 2014

6 p.m. - 7 p.m. CST (Chicago)

Topic: Conducting Your Own New Club Development Workshop

[Register for this netcast](#)

February 18, 2014

2 p.m. - 3 p.m. CST (Chicago)

Topics: Family and Friends Month

[Register for this netcast](#)

March 26, 2014

4 p.m. - 5 p.m. CDT (Chicago)

Topic: Chartering Special Interest Clubs

[Register for this netcast](#)

April 29, 2013

12:00 p.m. - 1 p.m. CDT (Chicago)

Topics: Conducting Informational Meetings for New and Existing Clubs

[Register for this netcast](#)

Each month netcasts will focus on specific membership topics and will allow for open discussion and questions from Lions.

Netcasts will be conducted in English and will be posted on the LCI [website](#).



Contact Us

[The Membership Pulse](#)

[Extension and Membership Division](#)

[Membership and New Club Development](#)

[Membership and New Club Programs](#)

[Membership and New Club Operations](#)

[Global Membership Team](#)

[Club Excellence Process](#)



Public Relations Tips

Wear the Lions Pin Proudly

Recently Lions International was named the best non-governmental agency in the world. While we are proud to be Lions, we don't promote ourselves enough. One of the easiest ways is to wear our Lions Pin. Then be prepared to tell those who ask about the pin about Lions and why we are proud to be one.

Club Business Card

Now that you are wearing your Lions Pin and answering questions on what Lions are all about, it's time to go one step farther. Ask them to a meeting. The best way is to hand them your club business card. These can be printed from your home computer at modest cost. Use card stock from an office supply company and download the Lions logo from the LCIF website. Then add your club information such as name, meeting days, time of meeting, and location and most importantly a contact number. Fancy it up a bit and you will have a great club advertisement.

Good First Impression


So now you are wearing your Lions Pin and passing out club business cards. What do you say when someone asks "What are Lions"? Now is the time to have a short message, no more than 30 seconds or so and is something you can easily remember and recite. Such as: "Lions are 1.35 like minded people in 208 countries dedicated to serving those in need, whether in our own community or around the world. Our motto is We Server and we do". Add a few of the projects your club is involved both locally and internationally in to show your enthusiasm. Do some minor editing depending on where you are giving this pitch. You will be surprised at the positive reaction you get back.

Getting the Word Out!

We have often been told that Lions are "The Best Kept Secret in Town". So, what do we do about it? Have a current brochure or a one page fact sheet which can be distributed in your community. List the projects (not fundraisers) that the club is involved in and other community organizations that are supported. Give the date, time, and location of your meetings and a contact name and phone number. Distribute them to the Chamber of Commerce, medical offices, libraries, etc. Have them handy when you are on a fundraiser as some people always ask what the money will be used for. **It is every member's responsibility to promote their club.**

Closing the Deal.

You now have prospective members waiting in the wings. How do you close the deal? Each club will have their own method. It could be face to face meetings, emails, or phone calls. Communication is vital. If you choose the phone, remember these individuals may have families and still work, so be considerate in your calls to them. It's best not to bother them at work or at unusual hours at home. Be conscious of the time and do not call prior to 9 AM or after 9 PM. Be sure to introduce yourself to whoever answers your call. The last thing you want to do is annoy them.



Retention – Internal PR

Once we induct new members into our clubs we need to do everything we can to keep them there. Our clubs can go out and get all the publicity in the world through newspaper, radio, and TV ads but what are we doing internally. Do you send minutes out to the members after each meeting? If a member cannot attend each meeting they still need to know what is happening in the club. This is one of the causes in losing membership. So remember: Inform **(along with Involvement and Recognition) equals Retention.**

Orientation

We expect our members to spread the word about what we do. But how much do they know about Lions International and what they do around the world. How many of your members have been through an orientation session? And how long ago was it? If your answer is more than a year, then it is time to have one. In order for our members to be ambassadors for Lions they must have the knowledge to do the job.

Public Relations Chair

Many clubs do not have a Public Relations Chairman. To get the publicity that Lions want and deserve it is essential to have a club member appointed to this position. It would be the responsibility of this Lion to work with the community newspaper, radio stations, and TV stations and provide them with the who, what, why, where, and when of club activities pending. Afterwards, provide them with pictures and a write up of the activity without the story being too long. It is more effective to have a person designated to do this than rely on the project chair. It is a challenging, interesting, and rewarding position for the Lion that accepts.

Evergreen Lions Club

These are photos of food collected for the Evergreen Lions Christmas baskets that were give to 34 families in the Evergreen area. President Frank Garner is directing the project in the center photo.



District Governor Monte Weisser attending the weekly VIP bowling league for the blind. Photo 2 shows me giving the ball to PDG Bill Brown.

