

# DISTRICT 1-CS NEWSLETTER



## 1CS District Governor

**Retha Eurales**

PDG Derek (Spouse)

PO BOX 694

CAIRO, IL 62914

618-967-5551

[retha27@earthlink.net](mailto:retha27@earthlink.net)

MOUNDS LIONS CLUB

**1<sup>st</sup> VDG Van Quick**

913 STATE ST

ELDORADO, IL 62930

903-617-1196

[CUBBYFANINTX@ICLOUD.COM](mailto:CUBBYFANINTX@ICLOUD.COM)

Eldorado Lions Club

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**District Secretary/Treasurer**

**PDG Steve Griffin**

725 Karns

Eldorado, IL 62930

618-841-2486

[STEVE.GRIFFIN1106@GMAIL.COM](mailto:STEVE.GRIFFIN1106@GMAIL.COM)

Eldorado Lions Club

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**Lions of Illinois Foundation Trustees**

**PDG Heather Abell Castlebery**

5964 Chandler Drive

Carterville, IL 62918

618-925-1712

[LION.HEATHER.ABELL@GMAIL.COM](mailto:LION.HEATHER.ABELL@GMAIL.COM)

Carterville Lions Club

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**PDG Helen Ferguson**

12241 Hafer

Carterville, IL 62918

618-694-6963

[RJFERGUSON1950@GMAIL.COM](mailto:RJFERGUSON1950@GMAIL.COM)

Johnston City Lions Club



## OUR SILENT MEMBERSHIP KILLER

By Lion Larry McGuire

"I wonder why Jim doesn't come to the meetings anymore?" "Hey, remember that woman who always sat on the far end of the table? You know. What's her name?" I wonder what happened to her?" "I heard Jack's wife is really ill. I guess that's why he stopped coming." "Did you hear there was a big layoff at the Acme Anvil company? I bet Cindy lost her job."

We have been challenged to grow our international Lions family to 1.5 million members. As such, we have been urged to start new clubs and attract more members. There is nothing wrong with that plan, and as your district's membership chairperson, I URGE YOU TO GROW YOUR CLUB!

But there is a silent killer in our membership growth. It is called non-retention. When it comes to membership, we often say, "They're coming in the front door, but slipping out the back door."

Sadly, many clubs do not follow up on why a member quit the club or stopped attending meetings. One club officer, when asked if we should follow up on why a member stopped attending, replied, "He knows when we meet."

That reply is a membership killer.

Did the member stop attending because the member lost interest in the club? Did the member feel his/her needs were not being met? Was the member offended by some off-color or smart-alecky remark? Does the member have a financial problem? Did the member lose her/his employment? Is the member or family member seriously ill? The questions can go on.

Many years ago, when I was the retention chair for our district, I was able to see all dropped members and the reason for their drop. With that information, I sent a letter to each drop asking why they dropped out of the club. A stamped, self-addressed postcard was included with a printed check-off form citing various reasons for a dropped membership.

Simply by reaching out, we retained three members that otherwise would have been dropped. Three may not seem like a big number, but that is three members who returned.

As the club's membership chair or as the club's president, you need to reach out to those members who have stopped coming to your meetings. And you need to find a way for them to return. Obviously, those who dropped because of natural attrition cannot return.

Can you offer a payment plan on the dues? Can you offer to sit with an ill family member so the Lion can attend a meeting? Can you drive past and pick up the member? Can you. . . What can you do to retain your club's members? They are a part of your Lions family, and family matters.

Retention isn't just a numbers game—it's a reflection of our service mission. Every Lion who stays is a testament to the power of purpose, the strength of community, and the legacy we built. When we nurture our members, we're not just keeping names on a roster—we're keeping our motto, We Serve.

# HARRISBURG T&C LIONS CLUB



Lions Bob Mugge, John Endsley and Alan Watt from the Harrisburg Lions Club took a flight on September 16th to Washington DC to visit the memorials of WW II as part of the Veterans Honor Flight. They really were glad that they did it. It was something to see and be a part of.



It's easier to take than to give. It's nobler to give than to take. The thrill of taking lasts a day. The thrill of giving lasts a lifetime. - Joan Marques

**The compassionate actions of a  
Lions Club is most  
accurately measured  
by the greatness  
of its members.**



# SPARTA LIONS CLUB

## September 2025 Activities

1. Club donated \$50 to Mind's Eye.
2. Two members worked eight hours as Leos advisors.
3. 7 members worked 23 hours at 4 bar functions, raising \$809.
4. Club donated \$200 to LIF Student Low-Vision Program.
5. 6 members worked 18 hours at Sparta Chamber of Commerce rodeo, raising \$1,248.
6. 17 Lions worked 115 hours at chicken fry, making \$1,781.



# CHESTER LIONS CLUB



Lions District Governor Retha Eurales, from the Mounds Lions Club, recently visited the Chester Lions Club, where she addressed various aspects of the Lions organization and provided updates on activities across the state. During her informative talk, she highlighted the importance of community service and the need to recruit new members to strengthen the organization. Additionally, Governor Eurales recognized Past Club President Richard Pautler for his achievements in retaining the club's membership over the past Lions year by presenting him with the International President's Certificate of Appreciation.

# CARBONDALE LIONS CLUB



Members of the Carbondale Lions Club painted 227 hydrants this time around! Some were very well hidden; some were tall; some were short; some looked robotic, but we managed to get them done!







# Just ask!

## Quick tips for effectively recruiting new members

1. **Prepare Your Club.** Without proper preparation, your club's recruitment efforts will not be as effective as possible.
  - » Decide what your club would like to accomplish and how new members will help achieve this.
  - » Develop a member recruitment team that can focus on all aspects of member recruitment.
2. **Create your club's growth plan.** Develop an action-oriented plan that clearly outlines your recruitment efforts.
  - » Determine who you will be recruiting. » Determine where you will focus your recruiting efforts.
  - » Gather the materials you will need for your outreach. » Set and promote your informational meeting.
3. **Implement your growth plan.**
  - » Reach out to target members as outlined in steps one and two. » Host your informational meeting.
  - » Follow up with meeting attendees. » Review your growth plan and adjust timelines if necessary.
4. **Welcome new members.**
  - » Conduct an induction ceremony.
  - » Ensure that new members are properly onboarded.

For details on each of these steps, as well as additional tools and resources your club can use for successful member recruitment, download the complete Just Ask! New Member Recruiting Guide from the Resource Center at [lionsclubs.org](https://lionsclubs.org)

## LET'S GROW, LIONS. LET'S GROW!



# CHRISTOPHER LIONS CLUB

Derek Parvin, President of the Christopher Lions Club donated some tickets to the Christopher Police and Christopher Fire Departments for the Pancake and Sausag Breakfast on, Saturday, October 25<sup>th</sup> 7AM to 10AM at the Christopher Civic Center. Pictured is Derek Parvin along with Officer Bradford representing the Christopher Police Department and Shari Arondelli representing the Christopher Fire Department.



# DUQUOIN LIONS CLUB VISIT



District Governor Retha Eurales visited the DuQuoin Lions Club on October 28, 2025 at their 6:00pm meeting. The night was foggy and rain was falling all the way there and back home. During her talk, District Governor Retha told the club that she was proud of their projects and procedures. She also expressed her gratitude of them recruiting new members. The club president mentioned that he would be willing to do new member orientation.



# MOUNDS LIONS CLUB



On October 7th during the Mounds Lions Club meeting the Secretary Florence Heady was given a treasurer's patch from District Governor Retha Eurales.



There were smiles of gratitude from Secretary Heady as she prepared for Governor Retha's presentation.



Governor Retha and Secretary Florence stand in front of the Mounds Club banner showing their pride in being a Lion.



Even showing a healthy smile from Club President Derek Eurales as Governor Retha Eurales awarded him with an award for service.

# MOUNDS LIONS CLUB



**Membership Chair  
Person Fern Edwards  
received an award as well  
from District Governor  
Eurales.**



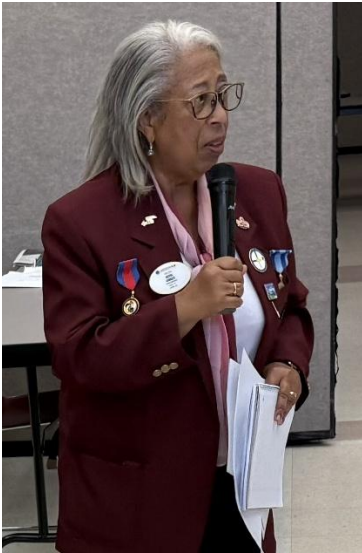
**Co-Membership Chair Carol  
Childress received an award from  
District Governor Retha Eurales.**



**District Governor Retha  
Eurales and Co-Membership  
Chair Carol Childress smile  
for the picture.**



# CARBONDALE CLUB VISIT



**District Governor Retha Eurales visited the Carbondale Lions Club on October 17th during their noon meeting addressing the club about reporting activities and club projects.**



**The meal was boxed pizzas with plenty of slices for everyone.**



**District Governor Retha Eurales with Carbondale club president Lion Gary Metro.**



**Governor Retha addressed the club and mentioned training for officers would be held at the upcoming District meeting next month.**



**One of the club members mentioned knowing someone from our hometown of Cairo.**

# DESOTO LIONS CLUB MEETING



**On October 13th District Governor Retha Eurales visited the DeSoto Lions Club. The club listened intensely as Governor Retha explained procedures to recruit and retain members.**



**Governor Retha gave points on reporting activities and asked if anyone was interested in becoming a Second Vice District Governor.**



**Communication and supporting our district is very important. Governor Retha let the club know her desire for them to attend the next cabinet meeting at the Christopher Lions Club on the 8th of November.**



**Past District Governor Derek Eurales and District Governor Retha Eurales enjoyed their visit to the DeSoto Lions Club.**



# METROPOLIS LIONS CLUB VISIT



**District Governor Retha Eurales at the Metropolis Lions Club with Club Secretary Johnna Douglas and Club President Maxine Russell as she mentions her goals concerning the district.**



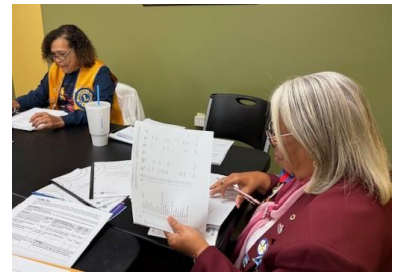
**All eyes and ears were listening as the District Governor gave her remarks about the importance of reporting club activities.**



**We are Lions and we serve the community with our team of volunteers. Lions are a vital element in serving the needs of our communities and doing what we do best, serve.**



**The Governor, Secretary and Club President listen to members expressing their views and concerns about serving.**



**As Lions, we need everyone to do their part in helping us get the job done. Where there's a need, there's a Lion.**





**This little pin? It roars louder than it looks.**



**DG RETHA AND PDG DEREK EURALES**