

MEMBERSHIP PULSE

Vital Information from the Extension and Membership Division

Volume 1 Issue 4



Lions Clubs International



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Serving Up Lions to the Community

Imagine dining at a restaurant and receiving terrible service. What if your server didn't take down your order correctly, your food was not cooked properly, or the cost was too high? Would you recommend it to your family or friends? Probably not.

So you find a new restaurant and your experience is great. The food is fantastic, the service is outstanding, and the value good. Would you recommend it to your family or friends? Most likely yes, right?

As Lions, we need to apply this analogy to our own Lions club. If we do not provide our members with a satisfactory experience, then how can we expect our members to recommend that others join the club?

There are many types of restaurants to serve the different tastes and interests of customers-, fast food, ethnic, and even themed restaurants. In Lions, we have traditional clubs, campus clubs, ethnic clubs, cyber clubs and special interest clubs to meet the needs and interests of our members.

By providing a good experience and good service, your Lions club- just like a restaurant, will have active members who keep coming back and invite their friends and family to be involved.





Recruiting Corner

What's your Club Style?

For each statement below, circle low, medium or high based on how much that statement describes your club.

How well do the following statements describe your Lions club?	1	2	3
It's very welcoming and makes me feel as though I belong.	Medium	High	Low
It finds ways to involve the children and families of members.	High	Low	Medium
It provides valuable services that directly help others.	Medium	Low	High
It welcomes diversity in its membership (e.g. ethnicity, socio-economically, gender).	High	Medium	Low
It has regular meetings with other members to allow us to socialize.	Medium	High	Low
It raises significant funds for various charitable projects.	Low	Medium	High

Add up your score for each column. Any Highs circled receive 5 points, Mediums 3 and Lows 1. Then, add the total number of points for each column to see what your club's style is.

Column 1

Number of Highs circled:

_____ X 5 = _____

Number of Mediums circled:

_____ X 3 = _____

Number of Lows circled:

_____ X 1 = _____

Total _____

Column 1: Family Club

If Column 1 has the most points, your club is family oriented. Family clubs find ways to involve the children and families of members, provide valuable services to the community, and foster an environment of inclusiveness and belonging. Members of your club are most likely knowledgeable about the organization and take advantage of the support and training offered by Lions Clubs International.

Column 2

Number of Highs circled:

_____ X 5 = _____

Number of Mediums circled:

_____ X 3 = _____

Number of Lows circled:

_____ X 1 = _____

Total _____

Column 2: Social Club

If Column 2 has the most points, your club is very social. Social clubs are most focused on the social aspects of volunteering; however, they are not necessarily motivated to include family. Your club is more likely to have regular meetings with other members for the purpose of socializing and, secondarily, planning upcoming events. Your club makes members feel welcome, provides social opportunities and incorporates a sense of fun into its service activities.

Column 3

Number of Highs circled:

_____ X 5 = _____

Number of Mediums circled:

_____ X 3 = _____

Number of Lows circled:

_____ X 1 = _____

Total _____

Column 3: Philanthropic Club

If Column 3 has the most points, your club is most focused on the philanthropic aspect of Lions. Philanthropic clubs raise significant funds for various charitable projects and ensure that their activities help the local community. Your club is significantly more likely to provide valuable services that directly help others, and tends to be less focused on being social and including family.

Questions from this quiz were taken from Project Refresh*, a recent global membership study by Lions Clubs International. LCI coordinated results from a survey of 7,800 Lions in 134 nations with membership data. For more details about this global study, read the article on page 34 in the [January 2013 issue](#) of LION Magazine, or, view the complete [Project Refresh Report](#).

*The Project Refresh study was completed by a professional research firm. The questions above are only meant to give you an idea of the style of club you might belong to and are not official results of the study.



Family & Women's News

Reintroducing Entrance & Charter Fees for Family Members

Over the past decade, interest in family volunteerism has heightened throughout the world. To address this trend, Lions Clubs International established the Family Membership Program in 2007. Coupled with the introduction of family-friendly clubs, up to four family members receive an entrance or charter fee waiver, and pay only half international dues.

To continue providing valuable and enhanced services to Lions, the association will be reintroducing entrance and charter fees for family members beginning July 1, 2013. This change will not affect existing members. The qualifications will be redefined as follows:

The first member of the family shall pay the normal entrance fees and full international dues (as well as any applicable club, district or multiple district dues). Life Members qualify as the full paying first member under the family membership dues rate. Subsequent family members, up to a limit of four, shall be required to pay entrance and charter fees and one half of the normal international dues. All qualifying family members shall be active members with all rights and privileges.

Women and Family Development Netcast

Hear from International President Madden's Women's & Family Membership Development Task Force by registering for the [Women and Family Development Netcast](#) taking place Tuesday, April 30 from 7-8:00 CDT. International Directors Carolyn Messier, Judy Hankom, Joe Al Picone and Sangeeta Jatia will be sharing what they have learned about engaging women and family members – and they will be ready to listen to your ideas too!



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 \(CEP\)](#)
- [The International President's Theme](#)
- [Global Service Action Campaigns](#)
- [PR initiatives](#)



Global Membership Team

A GMT coordinator’s role can be exciting or exhausting. Make it exciting! The best GMT District Coordinators work closely with their GLT counterpart and have developed a team to share responsibilities

with their fellow Lions. Every Lion possesses a special skill or ability. Work with your DG team to identify “specialists” to support the district on the **Club Success Team** or **Club Growth Team**.



A small sample of suggested specialists includes:

- **Family and Women Specialist** - Oversees the growth and participation of women and family members throughout the district or multiple district.
- **Campus Club Specialist** - Contributes to the success of the districts through the development of Campus Lions clubs and continual support. Encourages students and the campus community to bring new energy, inspire fresh ideas for service, and grow Lions Clubs.
- **New Club Builder Specialist** – Identifies community needs that are not currently served by Lions and helps charter new clubs.
- **Community Service Specialist** – Is knowledgeable of the community’s needs, communicates service opportunities to clubs and Lions leaders throughout the area, maintains contact information and relationships with community leaders, and keeps the clubs informed.
- **Technology Specialist** – Uses expertise to keep the district and its clubs informed of technology-based opportunities such as website development, social networking, online meeting services, and presentation options.
- **Member/Membership Satisfaction Specialist** – Keeps a pulse on current member fulfillment; promotes use of LCI’s **How Are Your Ratings?** guide for clubs; ensures that exit interviews are conducted, transfers are completed, relocated members are adopted by a club in their new community, and dropped members are contacted.

Visit the [GMT Specialist Web page](#) for additional information and guidebooks.

Rebuild/Reactivate! Members of the GMT can assist their district leaders in **club rebuilding and reactivation**. Lions Clubs International offers multiple levels of support to help strengthen weak clubs and reactivate clubs that have been canceled or placed in status quo. A club can be reactivated when it is in status quo or within 12 months of cancellation. A district governor can also assign a certified guiding Lion to help these clubs.

TEAM – Together Everyone Achieves More!

Teamwork divides the task and multiplies the success.
~Author Unknown

GMT District Coordinator Checklist

- ✓ Compare achievements to expectations and goals
- ✓ Adjust strategies where necessary
- ✓ Solicit input from GMT/GLT area leaders and MD coordinators
- ✓ Celebrate achievements
- ✓ Expand on and accentuate the positives
- ✓ Work with DG team to recognize Lions who have gone above and beyond

Appoint a Campus Club Specialist

Campus Lions clubs are a way for students, faculty, administrators, alumni and people from the surrounding area to serve the campus community together. If your district has a campus club or would like to open a campus club, consider appointing a GMT campus club specialist as part of your Membership and New Club Growth Team.

Because campus club members are graduating on a regular basis, the invitation of new members must be an ongoing activity. Leadership succession must also be developed, planned, and implemented early in the Lions fiscal year. By appointing a campus club specialist, you can ensure the success of campus clubs in your district. A campus club specialist assists clubs in renewing their membership year after year, while teaching new club leadership how to successfully run the club.

The **Campus Club Specialist's Manual** gives additional ideas on how districts can utilize the campus club specialist position. In addition, an article in the Pride Campus Club newsletter, **Keep your Campus Club Healthy**, explains how to maintain healthy campus club membership.



The Lions Mentoring Program

The Lions Mentoring Program enables members to achieve the goal of better serving the community. It does so through a program of personal development that helps members realize the potential of their unique skills and knowledge. The Lions Mentoring Program prepares members for leadership in their clubs, in the association and in their personal lives, as well.

The Lions Mentoring Program is completed in two parts, basic and advanced. Each part is completed in two levels. Download the newly revised [Basic Mentoring Guide](#) and [Advanced Mentoring Guide](#) for more information about the program.

Additionally, consider appointing a GMT mentoring specialist as part of your Club Success Team to promote the program. Having every new Lion complete level one of the Basic Mentoring Program within their first year of membership is a healthy goal for all clubs.



Request the Club Excellence Process

Clubs, districts, and zones are now able to request the [Club Excellence Process \(CEP\)](#) directly from LCI by completing a quick and simple online request form. Request CEP today and start the process of becoming a more excellent club tomorrow!

Awards

The [Milestone Chevron Awards](#) for fiscal year 2013 – 2014 will be sent to the district governors within the first quarter of 2013 – 2014. District governors will receive a detailed email in July/August regarding these awards.

New club challenge

Does the community next to yours have a Lions club? If not, contact your GMT district coordinator or member of your DG team to notify them. Be the catalyst for forming a new club, and make an impact through service on a community with unmet needs. Every district should have one new club every year.



Netcasts

April 30, 2013

7 p.m. - 8 p.m. CDT (Chicago)

Topics: Women and Family Development

[Register for this netcast](#)

May 22, 2013

7 p.m. - 8 p.m. CDT (Chicago)

Topics: Inviting, Inducting, and Involving New Members

[Register for this netcast](#)



Spotlight on New Clubs

After a number of years and with the assistance of New Club Consultant, Huck Taingahue, Lions are re-established in the Kingdom of Tonga, with the formation of the Nuku’alofa Lions Club. Chartered on November 20, 2012, the Nuku’alofa Lions Club was chartered with 36 members.



A large gala was held with dignitaries in attendance. Charter members included Prime Minister Lord Tuivakano, as well as local business owners and civic leaders. International Vice President Barry Palmer and his wife, Anne, attended and participated in the charter night.

Charter Treasurer Solomone ‘Alipate, Charter Secretary Ruby Ma’afu, Fiji Zone Chairman Mukesh Madho (visiting Tonga at that time), Charter President Vanessa Heleta, Charter 1st Vice President David Ngaue

Districts approaching the submission of the 10th new club

Upon submission of the 10th new club in your district, the New Club Charter Application documents must be accompanied with a properly completed New Club Support Plan. Each New Club Support Plan must include the new club’s specific projects.

The New Club Support Plan is submitted to the Membership Development Committee for review and approval to process the 10th or higher club. Processing will not begin until the New Club Support Plan is approved by the Membership Development Committee.

Sponsor Changes

At the November 2012, International Board of Director’s meeting, it was decided sponsor changes must be requested within 90 days from the new member’s join date.

Year-End Reminders for New Clubs

- All new club charter applications must be completed properly and bear the required signatures.
- Payment must accompany the application.
- Districts submitting the 10th or higher application must complete a New Club Support Plan.

Completed New Club Charter Applications and all outstanding information on pending clubs must be received on or before June 20, 2013 at 5p.m. Oak Brook, Illinois, USA time and will be issued in the 2012 – 2013 fiscal year.

Reader Response

Are you passionate about membership? Do you enjoy speaking and presenting on membership topics? If so, LCI wants to hear from you. [Contact us](#) if you have an idea for a membership or new club webinar or netcast.



Contact Us

- 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