



MEMBERS MATTER

MD 202 Membership Newsletter



MISSION 10k

January 2024

Issue Two

At the time of writing this newsletter our Multiple District is negative 70 members since the start of our Lions year on 1st July 2023. Yes some clubs have worked exceedingly hard by bringing new members in, but unfortunately there are more members leaving our great organization than joining. When did your club last do a membership drive?

We need new members for the following reasons:



Key Benefits

We do not grow together
by acting alone.



Increased capacity to serve

Inviting new members to your club will increase your capacity to serve your community and the people who depend on you.



Greater diversity and inclusion

Lions not only serve the world—we represent the world we serve. And as our communities continue to evolve and diversify, so must our membership.



Increased advocacy for change

Every new Lion brings a fresh set of ideas and an extra pair of hands to our service. As you grow, you increase your local impact and expand your influence in the community, and our global impact grows.



Increased member benefits

Lions do more than serve together—we grow together. So club growth, on every level, all around the world, benefits us all.



Stronger at every level of Lions

Growing our membership makes Lions stronger. With more members, our associations, districts and clubs will have more resources to fulfill our mission of service, at home and around the world.

A Suggestion: Take 20 minutes at your next meeting to formulate a list of prospective members - names of people you know personally/work with/people you do business with/relations and neighbours. Follow them up with an invitation to an informal supper meeting. Invite a speaker and have someone talk about what your club does in your community.

Follow up with an invitation to your dinner meeting. Make them welcome and they will join.

Club Orientation

To keep our members (new and old) motivated and enthusiastic it is recommended they have the opportunity to attend orientation sessions.

Hold a new member orientation and invite all your members to come along. The importance of new member orientation cannot be emphasized enough. 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.

By conducting an orientation session it also gives members an opportunity to give thought to taking on leadership roles within your club.

Just for fun print out the attached quiz and circulate it at your next meeting.

For more information about holding orientation sessions, log on to:

Lions Clubs International/Resource Centre/Membership/Member Orientation

Marketing

Marketing your club is an essential part of getting the word out to non-lions. Club Marketing and Membership should work together.

Marketing fundamentals

A little bit of marketing know-how can make a big difference in your club, so be sure to brush up on the basics of marketing and learn more about the tools that can help you.



Marketing 101

Learn what marketing is, what it can help you achieve and how it can work for you.

- [Club Marketing Chairperson Guide](#)
- [Interactive Club Marketing Guide](#)
- [Informational videos](#)



Branding

Branding can help you create an identity for your club and bring your service to life.

- [Lions International brand page](#)
- [Brand guidelines](#)



Marketing channels

Learn about the tools, platforms and touch points that can help you connect with your community.

- [Social media for clubs](#)

Log on to Lions Clubs International and take advantage of these great resources as listed above.

Leverage the Power of the Lions Brand

The Lions brand is one of the most recognized in the world. It helps define who we are. Here are some ways that you can leverage the Lions brand to enhance your own.

Use marketing materials to get the community's attention

Flyers, ads and handouts help get people to your projects and membership events. Be sure to include your contact information and the Lions logo on your materials. Post flyers and posters in public places and local businesses, and be sure to have materials on hand to give to potential Lions who attend your events to help recruit new members.

Wear Lions gear to show your pride

Encourage members to wear their Lions gear while serving in the community. This is one of the most powerful ways to promote the Lions brand.

Be a brand ambassador—everywhere

As the marketing communications chairperson, you are the club's brand ambassador. But it's important to remind your members that each one is also a brand ambassador who represents your club. So be sure that members share the impact, pride and joy of being a Lion with others.

Lionsclubs.org is your place for marketing resources

Get logos, brand guidelines, videos, social media guides and everything else you'll need to succeed at lionsclubs.org/marketing!



QUICK TIPS

► **Promote all major club events.** This includes before, during (on social media) and after.

A little planning goes a long way. Think about what you want to accomplish, who you want to reach, and the best way to do both. Set some realistic goals to stay on track.

Collaborate with key club members. Work closely with your membership chairperson and service chairperson to help promote projects, events and success stories.

Keep your club posted on your progress. Report your efforts at club meetings, and explain how your club benefits from good public relations and marketing.

Most of all, have fun!



Lions Clubs International

lionsclubs.org/marketing

If a member transfers from your club, be aware club secretaries that you should mark them as transferred, **NOT DROPPED**. And please contact the District Governor or Zone Chairman of the area they are shifting to so they can be picked up by another Lions club.

If we work together to promote our clubs and get members, we will all benefit



MISSION 10k

Test Your Lions IQ

1. What year was your club founded? _____
2. What is the name of your club president? _____
3. When and where does your club meet? _____
4. List three service projects that your club participates in: _____

5. What district is your club located in? _____
6. What is the name of your district governor? _____
7. Who founded LCI? _____
8. Where was LCI founded? _____
9. What year was the association founded? _____
10. What is the LCI's motto? _____
11. What did Helen Keller challenge the Lions to become? _____
12. What is the primary service activity of Lions clubs worldwide? _____
13. What does LCIF stand for? _____
14. Who is the current international president? _____
15. Where is International Headquarters located? _____

