



Lions Clubs International

Club Membership Chairperson's Guide



Introduction

The position of club membership chairperson is important to the health and vitality of your Lions club and its ability to serve the community. This guide will explain your responsibilities, provide tips and introduce available resources to assist your efforts.



Materials can be downloaded from the Lions Clubs International (LCI) website, www.lionsclubs.org/memberchair, or ordered by contacting the Membership and New Club Operations Department at membershipoperations@lionsclubs.org.

Preparing for Your Term

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized. The time you invest now will be well worth it through the remainder of your term. Review this guide and the supporting materials mentioned in it. Use the *Planning Calendar* at the end of this guide to lay out your plan for the year.



Search Terms:

Throughout this guide, you will find this icon and a list of terms. To find more information and downloadable materials, type these terms into the search box on the LCI website.



Responsibilities

Club membership chairpersons assist their clubs with membership growth. Growth is achieved through new member recruitment and membership satisfaction, which results in members staying and serving longer with their club.

Responsibilities include:

- **General**

- o Form a membership committee and work with them throughout your term.
- o Serve as a member of the zone level membership committee.
- o Coordinate with other club committees to fulfill your responsibilities.
- o Submit the Membership Chairperson Recruiting Report and the Club Membership Satisfaction Report to club officers once per month.
- o Serve on the club's board of directors.

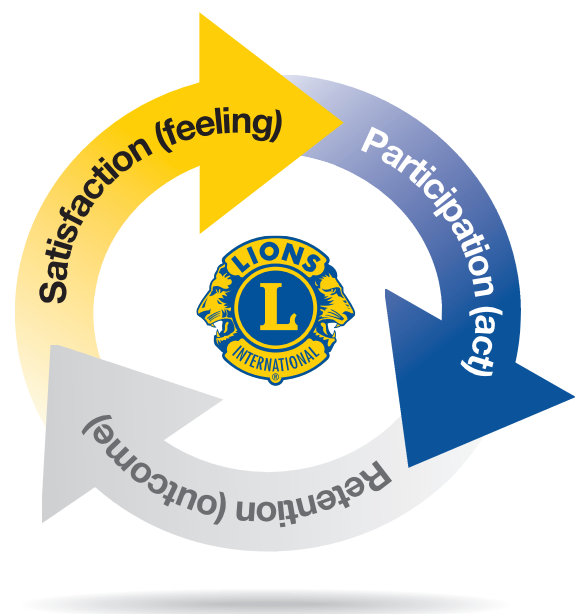
- **Membership Satisfaction**

- o Create a plan for membership satisfaction and present it to the club's board of directors for approval and support.
- o Understand and incorporate membership satisfaction programs.
- o Assist club officers in organizing a Club Excellence Process workshop to examine your community's needs, assess your current membership satisfaction and develop action plans.
- o Improve current club membership satisfaction, conduct an exit questionnaire with members who leave the club.

- **Membership Recruitment**

- o Create a plan for club membership growth. Present the plan to the club's board of directors for approval and support.
- o Understand the different membership types and programs offered by LCI.
- o Encourage the recruitment of new members and promote award programs to the club members.
- o Ensure new members receive New Member Orientation and participate in the Lions Mentoring Program.

Membership satisfaction is the feeling that you want Lions to have by being a member of your club. By encouraging Lions to participate in club activities, they will feel satisfied and the club will retain more members. Remember, retention is simply a result of Lions' being happy with their club experience.



Support and Guidance

As the membership chairperson, there are many people who will be available to assist you throughout the year. Working closely with your membership committee and your District GMT Team will allow you to receive the support and guidance you need to meet your responsibilities.

Membership Committee

Your membership committee can be structured in the way that best fits for your club's needs; however, LCI recommends the including the following club members:

- Last year's membership chairperson
- Next year's potential membership chairperson
- Any club members interested in new member recruitment or member satisfaction

This recommended structure helps clubs make membership satisfaction and growth a priority by putting a unified team together to lead the club's efforts. Because both the previous and future membership chairpersons are involved in the committee, it also ensures that membership efforts flow smoothly from year to year and the sitting chairperson can have an understanding of what has worked and what hasn't for your club.

District GMT Team

The District GMT Team consists of:

- District governor
- First vice district governor
- Second vice district governor
- District GMT coordinators

By working closely with your District GMT Team, you will have access to assistance and advice from experienced, membership-minded Lions. District GMT coordinators are supported by the District Membership and New Club Growth Team and District Club Success Team, which may also be able to offer you support.



Other Lions Clubs

Clubs also benefit from other clubs by sharing “best practices.” As a membership chairperson, you can more easily increase member satisfaction and reach membership growth goals by utilizing the support network that has been established.

Lions Clubs International

LCI understands that growing your Lions club is important because of the difference each new member can make in your community. LCI also understands that, along with welcoming your new members, it is important to make sure new and current members are satisfied. This is why LCI provides the following membership communications to assist your efforts:

- **Membership Pulse:** The [Membership Pulse](#) is a quarterly e-newsletter that includes news and information on membership programs and new club formation. Club membership chairpersons automatically receive the Membership Pulse newsletter by email, and past issues can be found on the LCI website by searching for “membership communication.”
- **Membership Success Stories:** Visit the LCI website and search for “membership communication” to read stories about how Lions are working towards improving membership within their club or district to help spread the Lions’ mission. In addition, if you have been successful, [we would love to hear from you!](#) Your success story may be just the inspiration others need to get started on their membership initiative.



Search
Terms:

- GMT Specialists
- Membership
Communication





Search Terms:

- Membership Satisfaction Guide
- How Are Your Ratings? survey
- New Member Orientation
- Lions Mentoring Program
- Community Needs Assessment

Membership Satisfaction

To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If your club members feel welcome, comfortable and are involved in community service, they will remain part of your club for a long time. That is why it is important to keep members engaged by incorporating various [membership satisfaction](#) programs. These programs focus on club cooperation, member morale and enhanced meetings to help get members involved.

New Member Checklist

Use the following new member checklist to ensure you are welcoming your members and are making them feel like family:

- Have I made the new member feel welcome?
- Have I given them responsibility?
- Have I valued their input, and respected their ideas?
- Have I made them feel like a member of the family?

Membership Satisfaction Guide

The *Membership Satisfaction Guide*, along with the following resources referenced in the guide, will help ensure your members are getting the experience they expect from your club:

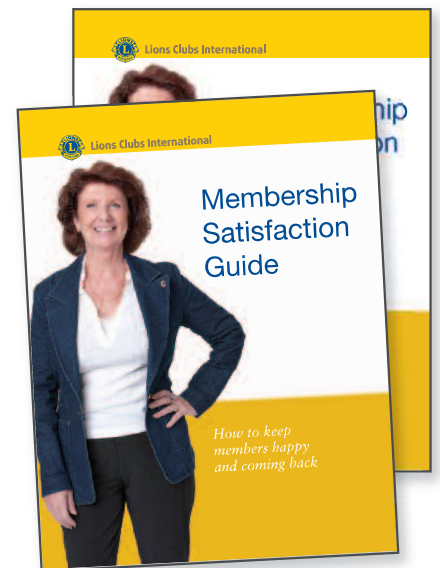
- [How Are Your Ratings? Survey](#)
- [New Member Orientation](#)
- [Lions Mentoring Program](#)
- [Community Needs Assessment](#)

Membership Satisfaction Report

Use the *Membership Satisfaction*

Report at the end of this guide to

track the initiatives you have taken towards membership satisfaction. Submit this report to club officers each month so they are aware of the club's efforts.



Membership Recruitment

Every club needs members in order to achieve its service goals. New members provide clubs with fresh ideas, new projects and additional ways to make a difference in the community. As club membership chairperson, you will organize membership growth efforts and ensure that goals are being met.

Just Ask! New Member Recruiting Guide for Clubs

This helpful, step-by-step [guide](#) is designed to direct your club through the process of recruiting new members and effectively managing club growth.

Although the concept is simple – just ask community members to join – this guide will help you prepare an effective outreach plan by leading your club through a four-step process for recruiting new members:

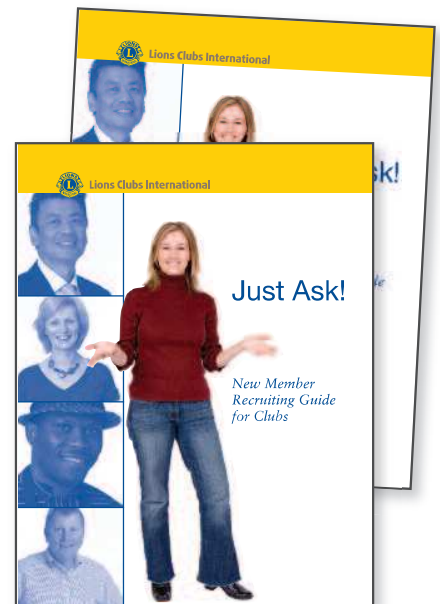
1. Preparing your club
2. Creating your club's growth plan
3. Implementing your club's growth plan
4. Welcoming your new members

Membership Opportunities

When members are invited to join Lions, share with them the international dues programs and membership categories so they are able to choose the one that fits their situation. The [Membership Opportunities Flyer](#) will teach you and your club members about all of the membership types and categories available.

Membership Recruiting Event or Invitation Report

Use the *Membership Recruiting Event or Invitation Report* at the end of this guide to track the number of participants at events, prospective member's information and notes or follow-up information about those members. Submit this report to club officers each month so they are aware of the club's recruiting efforts and successes.



Search Terms:

- Just Ask! Guide
- Membership Opportunities Flyer



Search Terms:

- Membership Growth Award
- Year-Round Growth Award
- Membership Key Award
- Member Satisfaction Award
- Chevron Award

Award Programs

Lions Clubs International offers various membership award programs to recognize Lions and clubs for their accomplishments. As the membership chairperson, it is important that you share the following opportunities for recognition with your club members to encourage them to recruit new members and keep current members satisfied:

- **Sponsorship Certificate:** Lions that sponsor a new member anytime in the Lions year receive a certificate of sponsorship signed by the international president.
- **Membership Growth Award:** Lions that sponsor a member in either October or April receive the Silver Membership Growth Award Pin. Lions that sponsor a member in October and April receive both the Silver and Gold Membership Growth Award Pin. Clubs that add new members in both October and April receive the Membership Growth Award Banner Patch.
- **Year-Round Growth:** Lions that sponsor three or more members during the fiscal year receive the Year-Round Growth Lapel Pin. Clubs that end the year net positive in membership receive the Year-Round Growth Banner Patch.
- **Membership Key Awards:** Lions earn their first membership key by inviting two new members and may earn up to seventeen keys for member invitation. Each key is designed to reflect the number of new members a Lion has sponsored.
- **Member Satisfaction Award:** Lions clubs that maintain 90 percent of their membership or reverse long-term membership loss in a fiscal year receive the Member Satisfaction Banner Patch.
- **Chevron Awards** Beginning at 10 years, and continuing in 5 year increments, Lions are recognized with a Chevron Pin for their long-term service.



2012-2013





CLUB MEMBERSHIP RECRUITING EVENT OR INVITATION REPORT

Club Name: _____ Event Date: _____

Event Type: Meeting Project Fundraiser Membership Drive Member Invitation

Other: _____

Description: _____

Participants (if applicable)

Number of Lions: _____ Number of Non-Lions: _____ Total Participants: _____

Prospective Members

Name: _____ Phone: _____

Email: _____

Notes/Follow-Up: _____

Name: _____ Phone: _____

Email: _____

Notes/Follow-Up: _____

Name: _____ Phone: _____

Email: _____

Notes/Follow-Up: _____

Name: _____ Phone: _____

Email: _____

Notes/Follow-Up: _____

Comments: _____



CLUB MEMBERSHIP SATISFACTION REPORT

Club Name: _____ Month: _____

The following initiatives have been completed to help ensure club members are satisfied.

- | | |
|--|-----------------------|
| <input type="checkbox"/> Created, reviewed or modified a club satisfaction plan. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a member questionnaire. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a former member questionnaire. | Date Completed: _____ |
| <input type="checkbox"/> Completed the Club Excellence Process. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a Community Needs Assessment. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a How Are Your Ratings? Survey. | Date Completed: _____ |
| <input type="checkbox"/> Addressed a reason members leave. | Date Completed: _____ |
| <input type="checkbox"/> Other. | Date Completed: _____ |

Description: _____

What was learned? _____

Comments: _____



Lions Clubs International

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