



Dear District or Multiple District Membership Chairperson:

Congratulations on your appointment as district or multiple district membership chairperson! Both positions are critically important to the health and vitality of the Lions clubs in your area. Each is a considerable job, but both come with numerous rewards. Your success in training and motivating your membership team will help Lions Clubs International maintain its position as the world's largest service club organization. Best of luck to you as you lead your team to outstanding membership accomplishments!

As a district or multiple district membership chairperson, you'll be called upon to be knowledgeable regarding Lions Clubs International membership programs and policies; a capable trainer; a motivator; and most of all leader. The contents of this guide will help you with all these important tasks.

Since many of the responsibilities of the district and multiple district membership chairpersons dovetail and there is a close, cooperative relationship between the two chairpersons, the guides for both positions are contained in this one comprehensive manual. **Beginning in July 2008 the MERL team also collaborates with the Global Membership Team (GMT). This team is explained in detail in the Teamwork for Growth manual.**

Before you begin your term, please take the time to read this guide thoroughly. If you have any questions regarding this publication or your position, please contact us at (630) 468-6857, or e-mail us at: memberops@lionsclubs.org.

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Sincerely,

Membership Operations Department
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The International Association of Lions Clubs

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District Membership Chairperson Responsibilities

- Serve as district membership chairperson for three years
- Set goals for district growth (keeping multiple district membership goals and objectives in mind)
- Plan, promote and implement successful district membership programs to meet goals
- Continually promote membership development at club and district meetings
- Emphasize fellowship and teamwork among clubs in the district
- Help clubs solve membership problems
- Conduct workshops to instruct club officers in the screening, inducting, orientation and involvement of new members

- Encourage clubs to recruit quality new members
- Advise club officers on how to properly present awards to members
- Develop club leadership to ensure stronger clubs
- Promote the use of the Transfer Member Form (ME-20) when Lions move to a new community
- Promote established, as well as new, membership growth award programs
- Attend training sessions at the multiple district level

- Actively participate on the multiple district membership committee
- Advise on the selection of membership advisors at the zone level for the district committee
- Conduct educational seminars with the multiple district membership chairpersons for members of the district committee
- Gather information about clubs from the zone membership advisors
- Develop current members into involved Lions
- Keep International Headquarters apprised of successful club membership growth programs

Multiple District Membership Chairperson Responsibilities

- Serve as multiple district chairperson for three years
- Set goals for the multiple district and write a membership plan
- Submit a copy of the multiple district membership plan to the Membership Operations Department at International Headquarters by July 31
- Develop procedures for district reporting
- Motivate district membership chairpersons to set goals and develop programs that increase and retain members
- Coordinate and conduct a workshop for district membership chairpersons in the first year of the cycle, and submit a report detailing the results of the workshop to the Membership Operations Department at International Headquarters within 30 days
- Communicate monthly with district membership chairpersons
- Assist district membership chairpersons in conducting workshops
- Assist district membership chairpersons with the development of workshops, seminars, conferences, etc. as requested
- Involve previous multiple district membership chairperson in the development of membership programs
- Write articles on membership for multiple district and district publications
- Report to the council of governors on membership developments from International Headquarters and from within the multiple district and districts
- Communicate with district governors, district secretaries and past district governors, as well as past international presidents and directors residing within the multiple district, about membership initiatives at the international, multiple and district levels
- Advise the Membership Operations Department of membership development needs in the districts and the clubs
- Submit a quarterly report to the Membership Operations Department at International Headquarters on the status of membership in the multiple district

Skills of an Effective Membership Chairperson

As a membership chairperson on the district or multiple district level, you will employ a variety of characteristics that help make your tenure a success:

- Organizational
- Motivational
- Goal-setting
- Communication
- Planning
- Leadership
- Team building
- Creative thinking

UP CLOSE: Building A Team

Your success as a district or multiple district membership chairperson will depend upon your ability to work with others—those in charge of membership at the club, region and zone levels—as well as those responsible for leadership, extension and retention.

Membership growth, extension, retention and leadership are all inter-related. When those facets are moving forward smoothly, your area will experience the benefits of having strong, healthy and active Lions clubs with members that greatly enjoy serving those in need.

In some districts and multiple districts, there are formal MERL (membership, extension, retention and leadership) teams in place that regularly meet and discuss strategies to help their areas grow and thrive. If your district/multiple district is one of those with a MERL team, it is imperative that you participate fully. If there isn't a MERL team in place, it is an excellent idea for the chairpersons in those fields to meet on an informal basis to see if there are any ways they can help one another or collaborate on any membership growth projects.

You can build a strong membership team in your district/multiple district by properly training your chairpersons and fostering communication and cooperation amongst them. The more they feel they can trust and rely on each other, the stronger they will be as a team. Use the communication and leadership suggestions in this guide to build your chairpersons into a cohesive team that is unified by shared goals and motivated by the opportunity to strengthen Lions clubs.

UP CLOSE: Effective Leadership Tips

Being an effective leader is an essential facet of the district or multiple district chairperson's job. Your membership team will look to you for guidance and motivation—all requirements of someone in a leadership position.

Look at the list below. How many of these traits do you possess?

- Thorough knowledge of the association
- Dedication to facilitating teamwork and cooperation
- Ability to see the big picture
- An open mind
- Realistic expectations
- Knowledge and respect of the chain of command
- Ability to admit mistakes
- Thirst for knowledge
- Ability to set an excellent example for others
- Be constructive in criticism
- Always act in the best interests of the association
- Empower volunteers to do the job they need to do
- Do not place unrealistic demands on your team members
- Communicate results and successes
- Practice what you preach
- Recognize and reward hard work and commitment
- Remember that how you do something is often as important as what you do
- Be honest in your assessment of goals
- Be a problem solver
- Don't burn bridges
- Take the high road
- Motivate others to do their best job

Setting Goals and Creating Action Plans

The most important task a successful chairperson undertakes is setting goals and creating action plans to meet those goals. Goals help define your projects and give you a means to measure progress.

Before you begin defining your goals and developing strategies to meet those goals, it is extremely important to conduct research.

- **Review Literature:** Do you have all the most recent membership publications and information from Lions Clubs International? If not, obtain the necessary materials and review them thoroughly.
- **Refer to the International Program:** Are there any goals related to membership that have been set forth in the current international program? How can you integrate these goals into your plans for the year?
- **Assess your district or multiple district:** How is your membership? What are the membership trends? What programs have worked in the past? Which ones didn't and why?
- **Talk to others involved with membership:** Do they have any advice or insight?

Once you have concluded your research and you feel like you have a good understanding of the status of membership in your district or multiple district, you can begin setting goals.

Effective goals often have three characteristics in the common:

- Effective goals are definable.
- Effective goals are realistic, but offer a challenge.
- Effective goals are measurable.

After your goals are completed, you should create action plans for meeting those goals. To help you with these tasks, refer to the reproducible forms included in this guide. Your completed goals and action plans will serve as the blueprint for success for all your membership activities throughout the year.

Reminder: Multiple district chairpersons need to submit their plan for the year to the Membership Operations Department at International Headquarters by July 31 each year.

Communicating with Fellow Membership Chairpersons

It is vitally important for district and multiple district membership chairpersons to establish and maintain a regular flow of communication between the different levels of Lions in their areas. Regularly staying in contact helps ensure that you are aware of what is happening in your district or multiple district and that you can be of help if needed. Regular contact with chairpersons also helps you prepare reports for the next higher level within the association and communicate successes to Lions club members.

Multiple district chairpersons are required to institute a communications schedule with district chairpersons. A sample form that can be adapted as needed is included in this guide. If desired, district chairpersons can also use this form for communicating with club membership chairpersons.

Multiple district chairpersons are also required to submit a quarterly progress report to the Membership Operations Department at Lions Clubs International Headquarters. The sample communications form included in this guide can be used for this task.

Some additional suggestions for keeping communication strong between your club or district chairpersons and you include:

- Ask club chairpersons to provide a copy of their club's annual goals.
- Request that club and district chairpersons provide regular updates regarding their progress. This can be done via e-mail. When you receive an update, make sure to respond with congratulations, words of encouragement and ideas for handling membership issues as appropriate.
- Share your district/multiple district goals with club/district membership chairpersons so they can see how they fit into the district/multiple district's plans.
- Create a simple newsletter (either printed or electronic) filled with updates, membership tips and district news. Share success stories of clubs within the district/multiple district to motivate and inspire others.
- Create an e-mail loop of all club/district membership chairpersons that allows them to share ideas and encourage their peers.
- Hold informal workshops or get-togethers for club/district membership chairpersons a few times during the year to share ideas, discuss progress and help those facing membership challenges.
- Write articles for your district's/multiple district's newsletter or Web site regarding membership development progress.
- Be sure to give all club/district chairpersons the best method and time for contacting you with their questions, comments or concerns.

UP CLOSE: Motivating Your Team

Every club member has a different personality and different factors that motivate him/her to do a good job. Members choose to volunteer for several reasons; and each volunteer may have their own motivation to continue doing a good job. An effective chairperson will recognize and foster those motivational factors and keep the people he/she supervises focused.

Some typical motivators in a volunteer situation include:

- Desire to do a good job
- Desire to help those in need
- Sense of achievement
- Recognition/praise
- Social acceptance/popularity
- Influence/leadership
- Opportunity to develop skills
- Opportunity to try something new
- Enjoy challenges
- Opportunity to learn/discover
- Feeling of well being
- Improve physical and mental health

Good communication provides a solid foundation for motivating your club/district chairpersons to do their best. Offering praise for a job well done, encouragement through tough tasks and advice when needed will go a long way in keeping your chairpersons motivated and focused.

Some other tips for successfully motivating others include:

- Keep chairpersons informed regarding policies, procedures and program updates
- Delegate activities to challenge chairpersons
- Give praise freely and promptly for a job well done
- Have a positive, caring attitude
- Be a good listener
- Treat your chairpersons with respect
- Ask for their suggestions and input
- Maintain high standards
- Connect one-on-one with chairpersons
- Celebrate achievements

Training Your Membership Team

Both district and multiple district membership chairpersons are responsible for instructing the membership chairpersons in their areas. For multiple district chairpersons, this means planning and holding a training workshop at the beginning of their three-year term to train district chairpersons. District chairpersons, in turn, will conduct a workshop for their club membership chairpersons. In addition, it is an excellent idea to have annual update meetings, where chairpersons can share their successful strategies and learn about district, multiple district and international association goals and programs.

Workshop Planning Suggestions

The following tips will help you plan an information-packed and motivational workshop.

- **Conduct the workshop early in the year.** Holding your workshop early in the year will help motivate chairpersons and give them the opportunity to get the year off to a great start!
- **Find an appropriate-sized location.** You'll want to ensure there is enough room for everyone to sit comfortably as well as see the presenter and any audio-visual aids you may be using.
- **Have refreshments available.** The length of your workshop will determine the types of refreshments needed. If it will be an all-day workshop, you will need to include a lunch break as well as morning and afternoon refreshment breaks.
- **Keep information manageable.** Don't overwhelm your participants by giving them too much information. Highlight key information verbally during the presentation, and refer them to the proper resource to gather additional details.
- **Keep the pace lively and interesting.** Break up the workshop into segments with question and answer periods. Plan a few short breaks during each session.

Training Your Membership Team (cont.)

- **Allow plenty of time for questions and answers.** Build time into your workshop for questions and answers. Interspersing Q & A segments throughout the workshop gives participants the opportunity to ask questions while the subjects are still fresh in their minds.
- **Schedule time to share ideas.** Give chairpersons a chance to interact, brainstorm and share their challenges and ideas with one another. It will help create a team atmosphere and set up a dialog that you can continue amongst them throughout the year.
- **Use visuals if possible.** The use of visuals, such as a video, PowerPoint (or another PC-driven presentation), overheads, etc. adds an additional interesting element to the presentation and will help keep participants engaged in the session. Test all equipment before the workshop to be sure it is in good working order.
- **Be prepared.** Have extra pads of paper and pens for note taking and a few extra copies of the Club Membership Chairperson's Guide and the District and Multiple District Membership Chairperson's Guide available on site. Prepare nametags for attendees. Prepare a participant list for distribution that includes contact information.

Workshop Planning Checklist

Use this list for making sure all details are handled.

- ✓ Select a date early in the Lion's year
- ✓ Find/secure an appropriate-sized location
- ✓ Invite participants, follow up as necessary
- ✓ Determine workshop format
- ✓ Plan presentation
- ✓ Invite presenters
- ✓ Review workshop schedule with presenters, get input
- ✓ Plan/order refreshments
- ✓ Prepare audio-visual materials
- ✓ Follow up with scheduled presenters, make sure they have everything they need
- ✓ Reconfirm arrangements with workshop location
- ✓ Gather any additional materials needed
- ✓ Practice presentation

UP CLOSE: Sample Workshop Outline

Using the information in this guide and other relevant publications, as well as the goals and programs of your district, multiple district and the international association for your content, plan a presentation that will inform, guide and motivate the members of your team. The following is a sample agenda for a 2 1/2 hour workshop. It can be altered to suit your needs.

1. Welcome and Introductions (5 minutes)
2. The Importance of Membership Growth (10 minutes)
3. Club/District Membership Chairperson's Responsibilities (10 minutes)
 - Review appropriate responsibility list
4. Questions and Answers (5-10 minutes)
5. Goal Setting (20 minutes)
 - Why goal setting is important
 - How to set appropriate goals
 - Review relevant district/multiple district/international goals & programs
6. Creating Effective Action Plans (10 minutes)
 - Making your goals a reality
 - How to track success

7. Questions and Answers (5-10 minutes)

Insert 10 minute break if desired

8. Membership Growth Strategies (45 minutes)
 - Where to find ideas:
 - Club Membership Chairperson's Guide
 - Small group break-out/idea brainstorm
 - Share ideas with entire group (use overhead or easel and large notepad to share information with the group)
9. Teamwork (10 minutes)
 - Why teamwork is important
 - Who's on your team?
 - Building a support system among your team
10. Questions and Answers (5-10 minutes)
11. Reporting Procedures (5-10 minutes)
 - How/when to communicate with district/multiple district membership chairperson
12. Available Resources (5-10 minutes)
 - Publications
 - Resources available from district, multiple district, International Headquarters
13. Questions and Answers (as long as needed)
14. Closing, Thank You and Words of Encouragement

Optional Exercises

If time permits, you could include one or more of these exercises to enhance your workshop.

Icebreaker: Have each participant state their name, how long he/she has been a Lion, why he/she joined and what experience he/she has had with membership growth.

An option is to have participants finish the following statements on a slip of paper -- "I became a Lion because..." "I enjoy being a Lion because..." Read the answers aloud to the group.

Expectations: Have participants write down what they hope to learn from the workshop, or any questions they have. Review these before the end of the session to make sure everything was covered adequately.

Role Playing: Break into small groups and practice recruiting techniques with one participant playing the prospect and another participant trying to "recruit" him/her. Have other group members critique the "recruiters" style and offer constructive suggestions for improvement, if needed.

Recruitment Strategies: Ask each participant to write down his or her most effective membership recruitment strategy. Collect the ideas and share them with the group. These can be typed and distributed to all participants after the workshop as well.

Goal Setting: Work together as a group to develop goals for the district/multiple district. You can also ask chairpersons to create personal goals for the year.

Resources

This section contains a wealth of information you'll find very helpful as you train, guide, motivate and assist membership chairpersons throughout the year:

- **Club Membership Chairperson Responsibilities/Three Person Membership Committee:** As membership chairpersons for the district and multiple district, it is good to be acquainted with the responsibilities of the club membership chairperson, as they are the guiding voices for the Lions that will be inviting others to join clubs.
- **Membership Recruitment Techniques:** Proven ideas and suggestions for all aspects of membership growth, plus information about inductions, new member orientation and awards. Interspersed throughout this section are suggested publications that will provide more information.
- **Contact Information:** Names and contact information for those individuals that can provide further assistance to you throughout your term.
- **Planning Forms:** Communication forms, goal setting forms and action plans are included to help you organize your plans for the year.

Club Membership Chairperson Responsibilities

A club membership chairperson's responsibilities fall into two main areas: recruitment and development. Your ability to properly meet these responsibilities will greatly enhance your club's membership recruitment and development activities.

Membership Recruitment

- ❑ Set realistic, measurable goals (approved by the club's board of directors)
- ❑ Develop an action plan for meeting goals (approved by the club's board of directors)
- ❑ Meet regularly with members of the membership committee
- ❑ Meet regularly with the members of the Three-Person Membership Committee (if applicable to your club)
- ❑ Motivate committee members and other club members to pursue new members
- ❑ Communicate the importance of recruitment efforts
- ❑ Communicate results of recruitment efforts
- ❑ Thoroughly understand different membership recruitment programs and promote their use
- ❑ Thoroughly understand the requirements of club, district, multiple district and international membership awards programs and use them to motivate members
- ❑ Attend district membership seminar
- ❑ Maintain contact with district membership chairperson to report status, share ideas, ask questions or seek advice

Membership Development

- ❑ Ensure new members are promptly inducted during a meaningful ceremony
- ❑ Plan and conduct, or assist with, new member orientation
- ❑ Follow up with sponsors to be sure new members are immediately involved in club activities
- ❑ Plan and conduct, or assist with, refresher courses for all Lions club members
- ❑ Encourage new members and experienced members to consider a Protégé Lion-Mentoring Lion relationship through the Lions Mentoring Program


Three-Person Membership Committee

The Three-Person Membership Committee structure helps clubs make membership growth activities a priority by putting a strong, unified team to lead the club's efforts in those areas. It is composed of three elected members serving three-year terms on a rotating basis. The Freshman member, with three years remaining, is responsible for *membership*; the Junior member, with two years remaining, focuses on *leadership* and *retention* (this member is also the vice chairperson of the committee); and the Senior member, with one year remaining, concentrates on *extension*. The Senior member also serves as the committee's chairperson and is on the club's board of directors.

The Three-Person Membership Committee gives committee members time to gain valuable experience and gives the club continuity in membership-related areas. Other benefits include:

- Creating a stronger membership committee
- Ensuring appropriate emphasis on four vital aspects of club operation
- Reinforcing the importance of membership responsibilities
- Encouraging ongoing communication about membership issues with the club's board of directors
- Giving continuity to the committee's efforts
- Providing a direct link to the district and multiple district MERL Teams

If your club does not currently have a Three-Person Membership Committee in place, encourage club leadership to consider it. It will add a cohesiveness and depth to your membership, retention, leadership and extension efforts that will be far greater than if those committee chairpersons are working alone.

 **Learn More!** The Three-Person Membership Committee brochure (ME-29) includes a complete description of this effective committee system. (Brochure available online only. To access this publication, type "ME29" into the search box located in the top righthand corner of the Lions Clubs International Web site, www.lionsclubs.org)

Bringing additional members into the club is a responsibility of every member. As club membership chairperson, you will organize these efforts and ensure that goals are being met.

Just ask! Don't assume someone doesn't want to become a member. By not asking, you are getting a "no" answer before you even ask the question!

Membership Recruitment Techniques

There are many different ways to identify potential new members. There are traditional methods, such as preparing a prospect list, and some innovative techniques, such as target marketing. Along with more formal recruiting programs you may have your committee members conduct, it is vitally important that you impart to every club member that they should constantly be on the look out for quality new members. While some members will not be comfortable asking others to become members – no matter how much they believe in the benefits of becoming a Lion – they can still keep their eyes open for potential new members.

Prospecting Lists

An excellent way to stimulate ideas for new members is to create a prospecting list. Prospecting lists allow club members who are not comfortable asking others to become members to still be involved in the process. By using a prospecting list, all club members can participate in generating leads, but individuals who truly enjoy recruiting new members can do the actual recruiting.

At a regular club meeting, pass out prospecting lists to each member. (There is a reproducible sheet for this exercise in the back of this guide.) For each category on the list, have an experienced Lion ask the group “Who is the one?” *Example:* “Who is *the one* relative in your family that you feel would like to make a contribution to improve the community?” Give club members a brief time to think about their choices and fill out the prospecting list as thoroughly as possible.

When all categories on the list are completed, collect the prospecting lists, review them and assign prospects to each designated recruiter. It is a good idea to limit each recruiter to approximately five prospects each.

After recruiters have contacted their prospects, results should be tabulated into categories— people interested in joining now, people interested in joining later and those who are not interested in membership. Names of those people interested in joining later or not at all should be filed for future reference. (Remember to follow up with those interested in joining at another time!)

When you get a “maybe” or “not now” answer from a prospect, be sure to follow up with them in the future! Ask those who are interested in possibly joining later when you should follow up with them. Invite “maybe” prospects to a club meeting, service activity or fundraiser so they can see your club in action!

Target Marketing

Target Marketing involves seeking out a special interest group to become members of your club or form their own club. An identified group will be able to expand their horizons into new service opportunities, while still maintaining the bonds that initially held them together. By becoming a part of Lions Clubs International, the group can continue promoting their interest, and have the additional value of being part of the world's largest service club organization.

Begin by examining your club: do you have an existing group of members who are bonded together by a common interest outside of Lions clubs? (See the list of potential common interest groups below.) Is it a large enough group to become their own Lions club? If so, approach them and determine their interest in forming that club. They may jump at the chance to form their own club, or they may be content to stay in their present club. If they want to stay in your club, offer them the opportunity to pursue a special service or fundraising activity.

Next, look outside your club. Consider special interest groups in your community for membership. Think about your club's reputation in the community (and Lions' reputation worldwide), your well established service activities and your network of members and acquaintances. Tell prospective members about the benefits of becoming a Lion.

When recruiting new individuals, even when they are in a group, you should follow standard recruitment procedures. Since membership into a Lions club is by invitation only, properly screen members using acceptable, legal standards, keeping the guidelines of the Lions Clubs International Standard Form Constitution and By-Laws in mind.

Conduct an informational meeting(s) with the group, just as you would with individual prospective members. Emphasize the benefits of belonging to the world's largest service club organization, and how their group could work within Lions. Discuss membership options with the group – would they like to join an existing club or form their own club?

Depending on the results of the informational meeting(s), begin procedures to induct the members of the group into your club or charter a new club. All standard membership forms and charter applications must be filled out. A New Club Extension Kit can be ordered from the Membership Programs and New Clubs Marketing Department at International Headquarters by contacting (630) 468-6937. If there aren't enough members of the special interest group to form their own club, consider forming a Club Branch. To order a Branch Builder Kit, contact the Membership Programs and New Clubs Marketing Department.

Common Interest Club Ideas

- Merchant's Association
- Computer Groups
- Retirees
- Ethnic or Cultural Group
- Sports Clubs (cycling, hiking, skiing, dance, golf, etc.)
- Parenting Groups (single parents, adoptive parents, parents of youth sporting group, parent-teacher organization, etc.)
- Grandparents club
- Travel Group (tours, RVs, etc.)
- Photography/Videography Club
- Business Cooperative Club
- Media Cooperative Club
- Agricultural Club
- Book Club
- Chess Club
- Car Club
- Professional Groups (health care, education, business, etc.)
- Card Club
- Craft Groups (scrapbooking, quilting, stitchery, painting, pottery, etc.)

Club Sponsor Night

Add a social twist to your recruiting efforts by inviting community leaders and other prospective members to a special Club Sponsor Night recruitment dinner. During the event, introduce invitees to the outstanding services your club provides to the community. Highlight the benefits of club membership.

You will need about 3 months to properly plan this event. Solicit your club members' support and ask them to provide you with a list of people they feel would be interested in Lions club membership. Then, add community leaders to the list. (As you develop a list, keep in mind that approximately 50 percent of those invited will attend.) Send invitation letters using the sample included in this publication as a guide. Be sure to use your club letterhead and proofread the document for spelling and grammar. List a contact name for the reply, as well as a deadline date for responding.

Have your member's follow-up with the people they recommended. Keep in mind that at this point, you are only trying to get people to attend the dinner, not convince them to join your club.

Look for a site that is large enough to accommodate your guests and that has some privacy, such as a banquet room at a restaurant, Lions meeting room, etc.

Decorate the tables and choose a menu that will be tastefully appropriate for this event. At each place setting, have a program for the evening's event, your club brochure and perhaps a response card (see example in the back of this guide). Decide if you want soft music played during the social hour and dinner.

Begin the evening with a social hour. This provides an excellent opportunity for informal fellowship and networking. The actual program can begin with a welcome, an introduction of guests and then the meal, handled much as you would during a regular club meeting. During dessert, one of your club's leaders can speak about the contributions your club has made to the community and the positive impact they have had. This speaker can also address the satisfaction members feel while helping those in need. For the keynote address, choose a prominent Lion from your club, district or multiple district that is very enthusiastic and can really "sell" the concept of Lions club membership. Have him or her speak about the "big picture" of Lions and the international association. These speeches should take approximately 10 minutes each. After the presentations, allow time for questions and answers. When it is time to close the event, tell attendees your club is looking for a few good members and would very much like for them to consider joining your club. Encourage them to fill out the response card if they are interested. You might consider holding a door prize raffle at the conclusion of the evening.

Be sure to promptly follow-up with those people who indicated an interest in membership. Clubs that have held recruitment dinners have found that approximately 1/3-1/2 of those invited have become club members.

Note: If your club's budget doesn't permit holding a dinner, consider holding a social hour with hors d'oeuvres and the speaker portion of the event. If there are other clubs in your town, you could combine efforts and host a dinner together.

Screening Prospects

According to the Lions Club Standard Form Constitution and By-laws, "Any person of legal majority and good moral character and good reputation in his/her community, may be granted membership in this Lions club."

The reputation of your Lions club is mirrored by the reputation of its members. Approach prospects that have a genuine interest in service and that meet the criteria set forth in the Lions Club Standard Form Constitution and By-laws. Also keep in mind that you must follow procedures to ensure that every prospect is treated fairly and equally.

Quick and Easy Membership Ideas

These simple, effective strategies will help boost your club's membership efforts.

- ✓ Never underestimate the power of public relations. Be sure to publicize your club's activities. Positive media coverage builds community support and interest in your club.
- ✓ Always have your club's brochures available at public events. Have a section on the brochure with contact information if people are interested in learning more about your club.
Hold an informal "Invite a Friend" night during a regular club meeting. Encourage every member to bring a friend to the event to learn more about Lions clubs membership.
- ✓ Allow members to bring a friend or prospect to assist during one of your club's service activities or fundraisers to get a first-hand look of your club in action.

Quick and Easy Membership Ideas (cont.)

- ✓ Hold a membership open house. Ask each member to invite at least five people and open the event to the public. Set up displays highlighting your club's contributions to the community and have members on hand to answer questions from attendees.
- ✓ Challenge your members to meet a specific recruitment goal for the year. Plan a fun, festive kick-off for the challenge during your meeting. Keep momentum going by reporting your success during meetings and in your club's newsletter and on its Web site.
- ✓ Encourage members to invite every qualified individual they encounter to consider Lions clubs membership. Remind them periodically throughout the year.
- ✓ Show your club's pride! Build the impression of your club as a vital part of the community. Participate in community events whenever possible – have booths at events, march in parades – be visible!
- ✓ Ask community welcome organizations to include information about your club in their "welcome to the community packets." Local real estate agents may also be able to provide this service.
- ✓ Appraise the "competition." Most communities have several organizations that compete for the same members. Look at the opportunities that your club offers that other clubs might not provide. Also review the areas where other clubs may excel – such as a more convenient meeting time and place. Make adjustments if appropriate and feasible.
- ✓ Have buttons or T-shirts made for each active member that says "Ask Me About Lions" to elicit questions from community members.
- ✓ Explore low-cost advertising options such as school or organization newsletters, local sporting event programs, etc.
- ✓ Have your club's meeting time and location, along with a contact name and number for membership inquiries, placed in the community calendar section of a local paper.
- ✓ Have a link to your club's Web site added to your community's Web site.
- ✓ Look at your partners for new members. Does your club work with the school system, eye health professionals or other community businesses? People that have worked with your club personally are often excellent prospects.
- ✓ Consider unique extension efforts, such as sponsoring a Club Branch or New Century Lions Club to reach a new demographic.
- ✓ Encourage members to invite their spouses to join!
- ✓ Stimulate family participation by involving whole families in the Lions experience – provide children with supervised activities during club meetings while adults tend to business. Give appropriately aged children a role in club service activities. Form a babysitting co-op for younger children.

Preparing Recruiters

Equip recruiters with the tools and knowledge they need to effectively obtain new members. The better prepared they are, the easier their job will be.

Obtain Resources

Order the publications listed below in quantities to have on hand for recruiting efforts.

- ✓ *Lions Make a Difference (ME-40)*: An excellent general publication about Lions Clubs International useable for recruiting purposes.
- ✓ *I am a Lion (ME-37)*: A special recruitment brochure targeting the specific needs and questions of women
- ✓ *Invitation/Application for Membership (ME-6B)*: This mini version of the Lions Clubs International Membership Application is small and portable. It contains the entire membership application and a club secretary checklist. Compact and visually appealing, it makes a positive impact on potential new members.
- ✓ *Lions Pocket Card (ME-33)*: A perfect companion piece to the pocket size membership application, this publication folds into a compact size of 2 3/4" X 4 1/4". It is packed with information including the association's mission, purpose, ethics and a brief history.

Supplement these publications with your club's brochure or fact sheet. (If your club doesn't have its own brochure or fact sheet, suggest to club leadership that one be created. It is an essential communication tool.) Recruiters may wish to prepare simple presentation packets for prospects by assembling the materials in a large envelope or pocket folder.

Create a "Sell Sheet"

While a primary motivation to join a Lions club is the desire to help those in need, membership in a Lions club offers benefits beyond humanitarian service. These are important "selling points" when approaching prospects. Develop a "sell sheet" for your club members that list all the reasons why a person would want to join your club. Use the examples below and supplement them with your own ideas as well as some points that are specifically geared to your club. This "sell sheet" will be a very useful tool for recruiters when approaching prospects.

Some reasons to become a Lion:

- Share in the growth and improvement of his/her community
- Actively help those in need in his/her community *and* worldwide
- Be a part of the world's largest service club organization that has an unparalleled history and reputation for service
- Be involved with an organization that is in the forefront of helping the blind and visually impaired
- Impact the lives of young people in the community through Lions youth activities
- Develop leadership skills
- Meet peers in the community
- Have the opportunity to travel and meet Lions from all over the world during the annual international convention
- Expand personal and professional network (see section on "Networking" below)
- Build prestige as an active community volunteer

When creating selling points for your club, focus on active club projects and leadership opportunities, such as:

- Work with young people in the community through our Leo Club Program
- Participate in the annual Lions Health Day co-sponsored by our local hospital
- Have the opportunity to travel to developing countries on used eyeglasses dispensing missions
- Develop leadership skills by working with an experienced member through the Lions Mentorship Program


Add relevant statistics to these selling points, such as "all of our club members attended the Lions Health Day, where we were able to screen 150 community members for glaucoma." Alternatively, "twelve club members traveled to Mexico during our last eyeglasses dispensing mission, during which we helped provide glasses to 600 individuals." "Six members are currently involved in the Lions Mentoring Program at different levels."

Selling Your Club

Every productive Lions club has six basic characteristics. The more firmly these qualities are embedded into the club's operating structure, the more success and growth the club enjoys. These six qualities – as they exist in your club – can become your most effective selling tools.

- 1) A major service activity that involves every member of the club and has a significant, positive impact on its intended population.
- 2) A major fundraising project in which the community can participate and in which it can contribute.
- 3) A strong public relations program that provides a continuous, consistent line of communication among all club members between the club and the community and among all club members
- 4) Well-organized, interesting, informative and productive club meetings.
- 5) A feeling of teamwork, cooperation and cohesiveness between club members.
- 6) A strong membership growth, development and retention program that provides immediate orientation and involvement of club members, and continues to nurture their development throughout their years of service.

If your club has weaknesses in any of these areas, it is an essential for the appropriate chairperson to work on strengthening the club. A productive, effective club that is visible in the community and is meeting its service goals will practically sell itself to new members. Clubs with weak areas may be able to attract some new members, but their rates of retention are generally low.

 Not sure if your club has areas that need attention? "How are Your Ratings" (ME-15 and ME-15B) is an excellent evaluation tool for uncovering weaknesses and creating a plan for dealing with club issues. (Note that the ME-15 and ME-15B can be ordered in select languages only and can be downloaded from the LCI Web site. To access this publication, type either "ME15 " or "ME15b" into the search box located in the top right hand corner of the LCI Web site.

Practice Recruiting Techniques

During a club meeting, have two experienced Lions demonstrate proper recruiting techniques to all members by role-playing. If it isn't possible to conduct a demonstration during a meeting, have one immediately following a meeting or plan an informal seminar on recruiting and encourage all members to attend.

Ready, Set, Recruit!

Now that club members are prepared, they can begin recruiting! A few items to remind recruiters:

- ✓ Properly explain the benefits, time and financial commitments of being a member to every prospect.
- ✓ Invite prospects to a club meeting as guests, or have them visit a service activity in progress to witness first-hand the dedication of Lions club members.
- ✓ Once the prospect has decided to become a member, be sure that the Invitation-Application for membership is properly completed and signed and that the appropriate fees and dues are collected.

Networking: *Give Members Added Value to their Membership*

While it is important not to let other interests inhibit the club's ability to serve the community, be sure to recognize that different people join for different reasons. Try featuring other member benefits and offering additional opportunities that will make your club more attractive to members. Giving members the chance to network is an excellent way to add value to their Lions club membership. Networking opportunities can be offered in several ways, such as:

- Publish professional interests and expertise along with member contact information in the club directory.
- Allow members to make business announcements at the beginning of each meeting.
- Include news regarding members' professions or business in the club newsletter or Web site. This could be part of a monthly "Member Spotlight" column.
- Have a page featuring members' professions or business in the club newsletter or Web site. If possible, on the Web site, include links to their businesses' Web sites from this page.
- Offer discounted advertising rates to members in appropriate club, district and multiple district publications, Web sites, event programs, etc.
- Invite participants to provide their profession and employer when introducing themselves during club, district and multiple district functions.
- Hold a networking social event or business fair where the focus is on members making connections. This can be an informal get together and could include several clubs.
- Build an interesting club program around each member's profession. A doctor could speak about the warning signs of Type II Diabetes, a landscape architect could give advice about choosing the right trees for your yard or a car dealer could share information about purchasing a used car or the latest trends in new cars.

Sponsor Responsibilities

Sponsoring a new member is one of the finest commitments a Lion can make to his/her club. By sharing their devotion to service through Lions clubs, they are ensuring that their club has a healthy future.

Being a sponsor carries with it some additional responsibilities beyond simply recruiting a new member. Good sponsors transition a new member into the club and help ensure their membership is off to a great start.

A sponsor can assist a new member in becoming a Lion by doing the following:

- ✓ Introducing the new Lion to all club members
- ✓ Properly inducting the new Lion during a meaningful ceremony
- ✓ Distributing a New Member Kit and Lions emblem button
- ✓ Immediately involving the new member in club activities
- ✓ Making sure the member receives a thorough orientation
- ✓ Accompanying them to the first few club meetings
- ✓ Answering any questions regarding club operations or other aspects of the association
- ✓ Encouraging the new Lion to share ideas, questions or concerns and develop themselves as a Lion

Learn More! “Sponsorship is an Important Responsibility” (ME-21) contains information about the responsibilities and benefits of sponsoring new members. (ME-21 can be ordered in select languages and can be downloaded from the LCI Web site. To access this publication, type “ME-21” into the search box located in top right hand corner of the LCI Web site, www.lionsclubs.org.)

New Member Inductions

The induction of new members is a special time, one that should be marked with a meaningful ceremony to commemorate the occasion. A proper new member induction ceremony is a very relevant and symbolic beginning to a member's Lion service. It is inspirational and motivational. It confirms the new member's selection of Lions clubs as their service club of choice, and it connects them with the reasons why they are volunteering. Induction ceremonies are also meaningful events for long-time members and can help reconnect them with their dedication to serving those in need.


Learn More! Planning a new members induction ceremony that will be meaningful to participants is made easy with the helpful guide “Meaningful New Member Inductions” (ME-22). The publication offers step-by-step planning instructions, as well as suggested ceremony wording. (ME-22 can be ordered in select languages and can be downloaded from the LCI Web site. To access this publication, type “ME22” into the search box located in the top right hand corner of the LCI Web site, www.lionsclubs.org.)


New Member Orientation

Thoroughly orienting new members is a vital step in the recruitment/development process. Members who have a complete understanding of their club, district, multiple district and the international association tend to stay with the association long-term as valuable and dedicated Lions. It is important that a new member's orientation occur promptly in order to build the foundation for life-long membership.

Established Lion Orientation

Over time, it helps to reconnect Lions club members with the important information they learned during their new member orientation sessions. Conducting "refresher courses" during club meetings are an ideal way to reintroduce concepts to seasoned members and help them reaffirm their commitment to your club.

 **Learn More!** The Orientation Guide (ME-13) is an essential publication filled with comprehensive information about planning and conducting an effective member orientation. It contains complete planning instructions, suggestions for localizing materials, suggested outlines, checklists and complete orientation content.

 **Learn More!** The Orientation courses (ME-13b-f) are a series of five publications that individually address different orientation topics. The courses are designed for presentation in short (15-20 minute) segments during club meetings.

(ME-13 and ME b-f can be ordered in select languages and can be downloaded from the LCI Web site. To access these publications, type "member orientation" into the search box located in the top right hand corner of the LCI Web site, www.lionsclubs.org.)

Awards Programs

Awards programs are outstanding motivational tools for recruiting new members. They offer a source of pride beyond that of successfully recruiting a new Lion. International Headquarters offers two special awards programs for membership recruitment. Take time to familiarize yourself with them and understand their requirements so you can promote them within your club. In addition, your club, district and multiple district may offer their own awards programs. It is a good idea to obtain the necessary information about those programs as well.

Year-Round Growth

Year-Round Growth is the primary international membership initiative. It was created to replace the periodic, cyclical recruiting programs of the past. Year-Round Growth emphasizes the importance of identifying and recruiting new members consistently throughout the year.

Through the Year-Round Growth Program, club members are rewarded for their efforts to identify and recruit potential members throughout the year. Club members earn awards based on their recruiting success: for one new member, the sponsor receives a personalized certificate from the International President; for three or more new members, a sponsor receives the Membership Excellence Lapel Pin.

Because membership development is a team effort, clubs are also recognized for their achievements. Banner patches are awarded to clubs based on their club size and the number of new members. Clubs with 41 or more members need to bring in eight or more members during the year, clubs with 22 to 40 members need to bring in five or more members during the year and clubs with 21 or fewer members need to bring in three or more members to earn the banner patch. In addition, three clubs (one from each size category) from each constitutional area adding the greatest number of new members during the year will receive a colorful international clock as a reminder of their impressive achievement.

Learn More! The Year-Round Growth brochure (YRG-15) explains the program in detail. (YRG-15 can be ordered in select languages and can be downloaded from the LCI Web site. To access this publication, type "YRG15" into the search box located in the top right hand corner of the LCI Web site, www.lionsclubs.org.)

Membership Key Award Program

The Membership Key Award program recognizes the number of new members recruited and sponsored by individual Lions. This program features 17 membership keys to acknowledge different levels of recruiting achievement-- from the two-member Membership Key to the 500-member Supreme Key. Membership Keys are an excellent way to motivate members to sponsor additional members.

Learn More! "Salute the Heritage...Reward the Effort" (ME-36) details the Membership Key Program and includes photographs of each key. (ME-36 can be ordered in select languages and can be downloaded from the LCI Web site. To access this publication, To access this publication, type "ME36" into the search box located in the top right hand corner of the LCI Web site, www.lionsclubs.org.)

Resources

Contact Information

District Chairperson

Name: _____

Phone Number: (daytime) _____ (evening) _____

E-mail Address: _____

Multiple District Chairperson

Name: _____

Phone Number: (daytime) _____ (evening) _____

E-mail Address: _____

International Headquarters

Membership Operations Department

(630) 468-6937

memberops@lionsclubs.org

www.lionsclubs.org

Membership Chairperson Status Form

Name:

Club/District/MD:

Phone Number:

E-Mail Address:

Month/Year:

Action Plan(s) Implemented This Period:

Status of On-Going Projects:

Membership Developments:

Additional Comments:

Membership Chairperson's Annual Goals/Action Plans

Name:

MD/District:

Date:

List annual goals:

Action Plan:

Goal _____

Priority: _____ Timeframe: _____

<u>Step</u>	<u>Who is Responsible</u>	<u>Completion Date</u>
-------------	---------------------------	------------------------

Significant Results:

Comments:

Action Plan:

Goal _____

Priority: _____ Timeframe: _____

<u>Step</u>	<u>Who is Responsible</u>	<u>Completion Date</u>
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Significant Results:

Comments:

Action Plan:

Goal _____

Priority: _____ Timeframe: _____

<u>Step</u>	<u>Who is Responsible</u>	<u>Completion Date</u>
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Significant Results:

Comments:

Multiple District Workshop Report Form

Name:

Multiple District:

Phone Number:

Email Address:

Street Address:

City:

State/Province:

Country:

Postal Code:

Date of Workshop:

Number of Participants:

Number of Districts in Multiple District:

Length of Workshop:

Content Reviewed:

Additional Support/Resources Needed From International Headquarters:

Club Sponsor Night Sample Invitation Letter

February 23, 2004

Paul Jackson
340 W. Redbud Road
Mechanics Grove, IL 60060

Dear Paul:

Please take a moment to consider the following questions:

- Are you interested in serving your community?
- Are you interested in having the opportunity to network with key people in the community?
- Are you interested in meeting people and having fun?

If you answered "yes" to any one of these questions, then the Mechanics Grove Lions club is the organization for you! On behalf of my club, I'd like to invite you and your spouse to join us for a special dinner and the opportunity to learn more about the Mechanics Grove Lions Club. Please join us on March 23 at 6:30 p.m. at the Lions Hall for an evening filled with great food, fellowship and valuable information about Lions clubs.

Our guest speaker will be Past District Governor Roger Goldbach, who has served his community through Lions clubs for almost 20 years. Roger is an excellent motivational speaker and will share his volunteer experiences, including a recent mission to Mexico to distribute recycled eyeglasses.

The Mechanics Grove Lions Club has been serving the community for more than 50 years. With projects as diverse as collecting used eyeglasses, supporting Lions-Quest programs in local schools, donating new park benches for the Riverwalk renovation and providing free eye care for those in need, the Mechanics Grove Lions Club is dedicated to serving our fine community. We would like to continue to expand our projects, and want you to be a part of our efforts and successes.

We hope you can join us on March 23. We promise good food, good fun and some enlightening information on how you can help serve the citizens of Mechanics Grove and surrounding communities, as well as the world. Please respond to Lion Jill Manning at (847) 555-1243 by March 10.

Sincerely,

Judy Sheehy
Membership Chairperson
Mechanics Grove Lions Club

Club Sponsor Night Sample Response Form

YES! I am interested in becoming a member of the Mechanics Grove Lions Club.

Name:

Home Address:

Phone Number: (business)

(residence)

The best time to reach me:

E-mail Address:

Lions Club Membership Prospecting List

Club Name: _____ Nominator: _____ Date _____

I. Relative		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
II. Professional Person		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
III. Job		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
IV. Church		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
V. Neighbor		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
VI. Friend		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)

VI. Other Civic or Social Organization		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)
VII. Someone You Do Business With		
Name:	Occupation:	
Address:	Marital Status:	# of Children:
City, State and Zip Code:		
Length of Time in Community:		
Phone:	(business)	(residence)

Appendix A

District Membership Chairperson Job Description

Goal Setting

1. Set goals, develop and implement a membership growth plan incorporating the goals and objectives of the district leadership. Communicate goals and plan to the Multiple District MERL Team on or before August 1 of each Lions year.
2. Present a budget to the District Council in order to fund a District Membership Growth Program.
3. Develop and advertise a District Membership Growth Program that includes incentives for district and clubs who contribute to the achievement of the prescribed levels of club development growth.

Communication

1. Communicate goals and implementation procedures to all club membership chairpersons and club officers.
2. Establish a monthly reporting system to foster open communication and to monitor each clubs' progress. Provide monthly feedback to club membership chairpersons acknowledging progress and offering assistance.
3. Keep the multiple district membership chairperson apprised of the district's membership growth progress using the reporting system established by the multiple district membership chairperson.
4. Keep club membership chairpersons, club officers, zone chairperson and region chairpersons apprised of the district and club progress in membership growth.
5. Keep multiple district and district leaders apprised of membership developments from Lions Clubs International.
6. Communicate with the MERL Team members at least once a month to ensure exchange of information and ideas, preclusion of redundancy of effort and development of plans to enhance the overall effectiveness of the MERL Team effort.
7. Advise the Membership Operations Department at LCI of district and the club needs.
8. Publish membership growth articles in the district and/or multiple district newsletter.
9. **Beginning in July 2008 the MERL team also collaborates with the Global Membership Team (GMT). This team is explained in detail in the Teamwork for Growth manual.**

Training

1. Conduct a Membership Growth Workshop at the beginning of each year for club membership chairpersons in your district.
2. Provide membership growth techniques, motivation and support using the Multiple District and District Membership Chairperson Guides, Club Membership Chairperson Guide and other tools and publications available from LCI.
3. Offer to assist club membership chairpersons in developing and conducting a Membership Growth Workshop for club officers and members interested in their club's membership growth.

Appendix B

District Membership Chairperson Qualifications

Experience

- A proven track record in membership invitation or similar experience such as successful organization in his/her profession, other association work, church or community

Skills

- Effective presentation skills (i.e., public speaking, workshop presenter, etc.)
- Strong interpersonal relationship skills
- Self-starter ability to successfully implement projects on his/her own

Attributes

- Credibility with other Lions in the district and in the communities within the district
- Desire and ability to work with others and an understanding of social and group dynamics
- Positive attitude and understanding of the need for new Lions
- Available time to implement and assist with membership initiatives
- Willingness to commit to a three year term and accept no other position in the Lions association which would conflict with the time and energy needed for this position
- Ability to travel within the district
- Attend a MERL training event sponsored by the association

Appendix C

Multiple District Membership Chairperson Job Description

Goal Setting

1. Set goals, develop and implement a membership growth plan incorporating the goals and objectives of the multiple district leadership. Communicate goals and plan to the Membership Operations Department at LCI on or before August 1 of each Lions year.
2. Present a budget to the Multiple District council in order to fund a Multiple District Membership Growth Program.
3. Develop and advertise a Multiple District Membership Growth program that includes incentives for district and clubs who contribute to the achievement of the prescribed levels of membership growth.

Communication

1. Communicate goals and implementation procedures to all district membership chairpersons and multiple district leadership.
2. Establish a monthly reporting system to foster open communication and to monitor each district's progress. Provide monthly feedback to district membership chairpersons acknowledging progress and offering assistance.
3. Develop a monthly reporting system to the multiple district leadership keeping them apprised of the multiple's membership growth progress. Include past district, multiple district and international officers.
4. Submit a quarterly report to the Membership Operations Department at International Headquarters on the status of membership growth in the multiple district.
5. Keep multiple district and district leaders apprised of membership developments from Lions Clubs International.
6. Communicate with MERL Team members at least once a month to ensure exchange of information and ideas, preclusion of redundancy of effort and development of plans to enhance the overall effectiveness of the MERL Team effort.
7. Advise the Membership Operations Department at LCI of needs of the districts and the clubs.
8. Publish membership growth articles in the multiple district newsletter.
- 9. Beginning in July 2008 the MERL team also collaborates with the Global Membership Team (GMT). This team is explained in detail in the Teamwork for Growth manual.**

Training

1. Conduct a Membership Growth Workshop at the beginning of each year for district membership chairpersons.
2. Provide membership invitation techniques, motivation and support using the Multiple District and District Membership Chairperson Guides, Club Membership Chairperson Guide and other tools and publications available from LCI.
3. Offer to assist district membership chairpersons in developing and conducting a Membership Growth Workshop for club chairpersons and other membership growth interested members.

Appendix D

Multiple District Membership Chairperson Qualifications

Experience

- A proven track record in membership invitation or similar experience such as successful organization in his/her profession, other association work, church or community

Skills

- Effective presentation skills (i.e., public speaking, workshop presenter, etc.)
- Strong interpersonal relationship skills
- Self-starter ability to successfully implement projects on his/her own

Attributes

- Credibility with other Lions in the multiple and in the communities within the multiple district
- Desire and ability to work with others and an understanding of social and group dynamics
- Positive attitude and understanding of the need for new Lions
- Available time to implement and assist with membership initiatives
- Willingness to commit to a three year term and accept no other position in the Lions association which would conflict with the time and energy needed for this position
- Ability to travel within the multiple district
- Attend a MERL training event sponsored by the association