

MERL

TEAM NEWS



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Lions Clubs International

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2009-2010 Multiple District MERL Chairpersons Seminars

The [Multiple District Membership, Extension, Retention and Leadership Development Chairperson Seminars](#) are only weeks away. These seminars provide training for the four chairpersons and coordinator at the multiple district level whose goal is to work as a team to promote membership growth and development at the multiple and single level districts. The program explores the core skills and strategies of leadership, membership development, setting goals, and examines ways to manage change. It also presents the MERL team's role as part of the Global Membership Team.

These seminars rotate through the seven Lions Clubs International constitutional areas, allowing each MERL team to participate in training at the beginning of his/her three-year term. [Contact the Leadership Division](#) now for registration and information.

Constitutional Area: Europe
September 13-16, 2009
Location: Tampere, Finland
Language: English

Constitutional Area: USA, Affiliates, Bermuda and the Bahamas and Canada
September 27-30, 2009
Location: Memphis, Tennessee, USA
Language: English

Membership Growth Pilot Program

Staff members at LCI and Lions in the field are hard at work developing a membership growth pilot program. Scheduled to launch late in the first quarter of 2009-2010 for clubs in Constitutional Area 1 – US, and Affiliates, Bermuda and Bahamas and Constitutional Area 2 - Canada, this program is designed to provide clubs with hands-on tools they can use to address the challenges of communication, service, membership growth, club improvement (retention) and leadership development. Stay tuned to the [LCI Web site](#) for information on this exciting new program!

Working with GMT to Reach MERL Goals

Often, Lions Clubs International receives questions from MERL chairpersons about the Global Membership Team (GMT). Chairpersons wonder, “How can I work effectively with the GMT leader from my area?” or “Who is my GMT area leader?”

[A list of the 2009/2010 GMT leaders](#) is available on the LCI Web site. We encourage you to get to know your GMT area leader. Send an introductory e-mail and tell them about the clubs you oversee. Mention drops, adds, new ideas that you would like to try or any concerns that you have about the clubs in your district or multiple. Copy all district and multiple district persons as appropriate.

Remember, the GMT has been appointed to assist, to offer resources, and to provide guidance and support in order to help governors and MERL teams accomplish tasks.





MERL Team Training Resources

As a multiple district MERL chairperson, you are responsible for the training of your district membership, extension, retention and leadership chairpersons for 2009-2010. LCI supports your efforts through the following valuable online resources. These include tips on how to conduct training and how to create a workshop outline. You will also find the job responsibilities of each of the district MERL chairpersons. We encourage you to examine each of the resources to ensure your training meets the needs of your district MERL teams.

- [The MERL: Teamwork for Growth Manual](#)
- [The Multiple District Membership Chairperson's Guide](#)
- [The Multiple District Extension Chairperson's Manual](#)
- [The Multiple District Retention Chairperson's Guide](#)
- [The Multiple District Leadership Development Chairperson's Manual](#)

Follow these steps to take advantage of financial assistance from LCI for your district MERL training:

Planning your training: The first step to be considered for reimbursement is to submit the first page of the [Multiple District Funding Request Application](#). Provide the training details such as training location, dates of training, a copy of the proposed curriculum along with the application signed by your council chairperson.

Conduct the training: Make sure that each district MERL chairperson who attends the workshop signs the Qualified Participants Verification Form (page 2 of the application).

Evaluate the training: Did you address any job-related concerns of the district MERL chairpersons? Are they better able to continue their term after your training? [E-mail LCI with your thoughts.](#)

After the training: Submit the Qualified Participants Verification Form, Workshop Expense Form and the original receipts. The forms and receipts are required before any reimbursement can be distributed. The Rules of Expense Reimbursement and the required forms are located on pages 2 through 4 of the [Multiple District Funding Request Application](#).

New Tools for Leadership Development Training

In addition to the MERL training curriculum CD that can be requested from the Leadership Division, there are presentations in the [Leadership Resource Center](#) that can be used for leadership development and district MERL team training.

- **Achieving Goals**, a presentation on how to set goals, write goal statements and create related action plans. It also presents tips on managing your goals so that you achieve your goals.
- **Teams – Roles of Group Members** - A presentation that defines a team, and presents the types of roles that a member of a group or team may play. These roles include constructive roles, supportive roles and non-productive roles.
- **Nurturing New Clubs**, a presentation focused on an important challenge – supporting new clubs so they grow, thrive, and contribute to our worldwide efforts. The presentation contains ideas, strategies, and resources that can be used to help all clubs.
- **Job specific training resources** include PowerPoint modules for convenient independent study for the Zone Chairperson and the Club Membership Committee.
- **Three new member orientation modules** about Lions Clubs International: Overview, Structure and Badges and Emblem. Information on the brand revitalization core messages are included in the Overview module

New Tools for Membership Growth and Retention

In 2009-2010, Lions Clubs International will distribute surveys to new and former members with e-mail addresses on file asking former members about their reason for joining and their reason for leaving. We will be asking new members about their experience. Our goal with this new project is to help clubs determine what they can do to retain newer members and how they can persuade former Lions to rejoin. If you have questions on how this new project can help your MERL team, e-mail the [Membership Operations Department](#).



Web Site Tips

Since the launch of the new Web site, Lions Clubs International has received wonderful feedback. Still, we know that Lions have had some trouble transitioning to the look of the new site. As a MERL chair, you can encourage Web usage among club members.

Try:

- Encouraging Lions to use the search box located on the upper right hand side of the [Lions Clubs International Web site](#). (For example, if a club needs more information about the President's Retention Campaign or to download program materials, they can type "President's Retention Campaign" into the search box and click search.)
- Asking Lions to make lists of topics they are curious about. Challenge Lions to go to the LCI Web page and search for topics they would like to learn more about.
- Directing Lions to the Web site in your e-communication. When communicating with Lions via e-mail about programs and materials that are listed on the Web site, include the direct link to the material you are talking about. All you have to do is highlight the URL from the address bar, copy the address, and paste it into your communication.

There is a wealth of information on the Web site that club members can use. As a MERL chair, you can play an important role in the knowledge-level of the clubs under your direction.

Schedule an Extension Workshop Today!

Start your year off right and learn how to build more clubs in your district. If you are interested in hosting an extension workshop in North America, Latin America, Australia, New Zealand, Scandinavia, Uganda or Kenya or would like to request an Extension Workshop Disc that contains materials and PowerPoints (Available in English only), please contact [Tamara Wisneski](#), Membership Programs and New Clubs Marketing Department. (Flexible formats for workshops are available.) For more information visit the [LCI Web site](#).

Visit the [About our Web Site](#) page for tips on navigating the new Lions Web site.

Certified Guiding Lions

Certified guiding Lions are the key to a successful new club. If you are interested in obtaining a list of certified guiding Lions in your district contact [Corina Gallardo](#), Membership Programs and New Clubs Marketing Department.

If you are interested in conducting a Certified Guiding Lions Training program and need materials, please [email](#) the Membership Programs and New Clubs Marketing Department with the number of participants and the date of the training.

Canvassing Tip

When canvassing for a new club, reaching community leaders is vital to new club development because:

- They are aware of the needs in their community.
- They have the ability to make a difference.
- They are aware of community organizations such as the Lions.
- They have the leadership skills needed to give the new club a strong foundation.
- They have the ability to recruit other leaders.

Today's Volunteer

Today's volunteer wants to know what the organization can do today, and is less interested in the history and traditions of the association.

To appeal to this new generation of volunteers

- Stay mission focused
- Encourage individualism
- Be Enthusiastic! The members should enjoy their involvement.
- Allow flexibility – Remember that the members determine the direction of the new club.



Chartered with Children? The Benefits of the Lions Family Cub Program

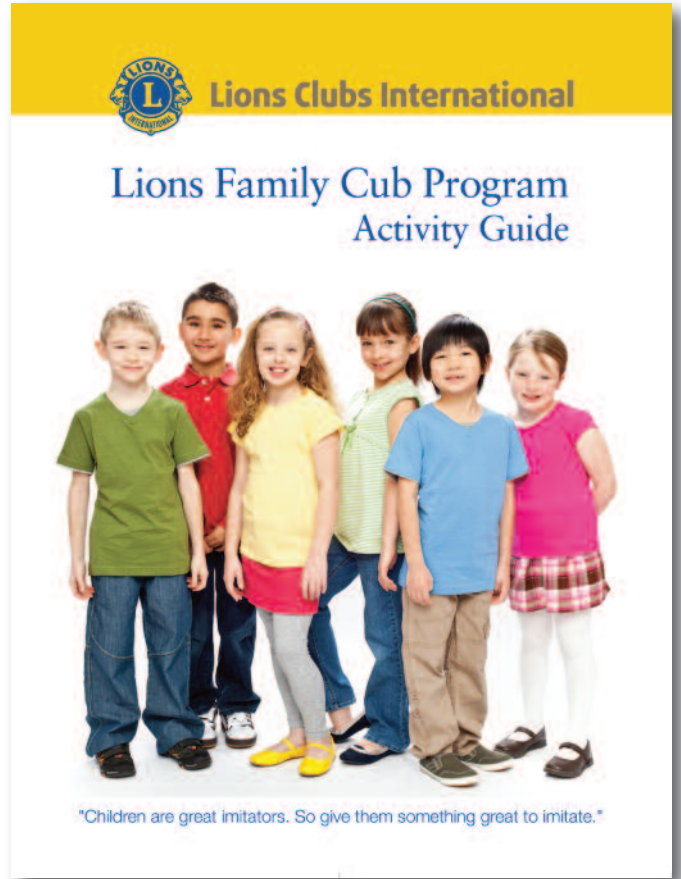
The new Lions Family Cub Program, introduced at the international convention in Minneapolis, Minnesota, encourages Lions and clubs to embrace child participation in Lions activities.

The benefits for children are evident – early exposure to volunteering cultivates a lifelong dedication to helping those in need. Their hands-on involvement in projects gives them a visual representation of how their contribution is making a difference for others. It fosters responsibility. It grows leaders. It raises future Leos and Lions.

All Lions may not always understand the benefits, but you can be sure that parents do. That’s why the Cub Program is so important for supporting family-friendly clubs and growing the number of women in Lions. It gives families an opportunity to spend valuable time together. It doesn’t require a babysitter. It rears socially responsible, kind and compassionate children.

Let’s not forget how involving children benefits the club.

Over time, our clubs tend to lose energy and enthusiasm. Clubs get into a routine and consequently, a rut. Cubs add new energy and help remind adults of the lessons and attitudes often forgotten as we move into adulthood. They teach us that there isn’t just one way of doing things. They give ideas. They put a smile to our faces. They continue bringing parents, grandparents and neighbors into the club.



Spread the word!

Tell clubs in your district and multiple district about the many benefits of the new Cub Program and the valuable [activity guide](#) available from Lions Clubs International.

