

FAMILY & WOMEN'S

MEMBERSHIP DEVELOPMENT CHAIRPERSON NEWS

November 2009



Lions Clubs International

“Move to Grow” Families and Women in Lions

The overarching theme of International President Eberhard Wirfs' presidency is “move to grow,” with the ginkgo tree and leaf as its symbol.

“Move to grow” implies Lions need momentum – movement – to grow and progress. Nothing that remains static grows. The ginkgo tree and leaf represent hope and love, and a monument of peace and environmental protection.

Lions are in the position to serve as no other organization can. “There is so much you can't do with money. You need manpower,” says Wirfs. “That's what we have; we are really good at getting results.”

To ensure our “manpower” remains, we must successfully:

- Extend new Lions clubs
- Induct new, qualified Lions members
- Provide service to the community
- Build international understanding
- Empower members with leadership skills

So how can family and women's membership development chairpersons “move to grow”? Here are some suggestions:

- **Establish goals.** Goals help define projects and enable you to measure results. If your three-year term is just beginning, it is important to set long-term goals and then break them into annual goals.
- **Build a team.** You don't have to do this alone! Get others together that have the same interest and goal in mind. Your MERL team and district governor team (DG, 1st VDG and 2nd VDG) will be of particular value as they want to grow membership, start new clubs, retain members and grow leaders just like you do!
- **Inform others.** Write an article for your district or multiple district publications about inviting family members and women to join Lions. Tell them about the new Cub Program and encourage clubs to have an open mind to incorporating child participation in club meetings and projects. Distribute publications available from Lions Clubs International such as the [Family Membership Brochure](#) (MPFM-8) for growing family-friendly clubs and [I Am a Lion Brochure](#) (ME-37) targeting women.

- **Conduct a Symposium.** As the emphasis on family-friendly clubs and women in Lions continues, it is important for clubs to identify relevant service opportunities that will spark the interest of families and women. An excellent avenue for pinpointing these needs is to hold a symposium through the [Lions Family and Women Service and Volunteerism Symposiums Program](#). The purpose of the symposium is to:

- 1) Identify new community projects that are of interest to women and families
- 2) Identify potential members
- 3) Promote Lions clubs within the community
- 4) Charter a new club/club branch

Take hold of President Wirfs' challenge: “If we MOVE, we will expand and enhance ourselves, our clubs and the communities we serve.”

Building a Club Web Site Made Easy with the e-Clubhouse

Lions clubs across the world can find a new home on the Internet with the e-Clubhouse. Rolled out at the international convention in Minneapolis, Minnesota, the [e-Clubhouse](#) enables clubs to build a Web site and enhance their presence on the Web.



Don't forget to promote family and women's membership on your club Web site.



If clubs in your area are baffled by the workings of the Internet, there is no need to worry. The e-Clubhouse provides fill-in-the-blank fields and pre-formatted templates to make giving clubs a polished and tech-savvy appearance easy. The e-clubhouse also helps give consistency to the new Lions branding while enabling clubs to preserve their individuality. And the best part is: it's free!

The site includes a club calendar, club projects, photo gallery and contact us page to help tell others about their Lions club. Up to five more pages can be added.

In the coming development phases, the e-Clubhouse will be equipped with social networking tools and a password-protected member only area. All official languages will also be supported.

Don't delay in building a Web site for your club and encouraging other clubs and your district to do the same. Just as women joining Lions and the growth of family membership exemplify the positive progression of Lions Clubs International, the e-Clubhouse does the same.

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 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.

Family & Women Membership Awards

Qualifying family and women's chairpersons, district governors and clubs should have received or will be receiving shortly the District Family Pin, Family Membership Award Banner Patch and United in Service Pin for 2008-2009.

District Family Pins are awarded to district governors and family and women's chairpersons who meet the following criteria during a fiscal year:

- One Crystal Pin – awarded to districts that added 30 new family members or one new family Lions club with a minimum of 40 percent family members
- Two Crystal Pin – awarded to districts that added both 30 new family members and one new family Lions club with a minimum of 40 percent family members

Family Membership Banner Patches are awarded to clubs adding 10 or more new family members during a fiscal year.

United in Service Pins are awarded to district governors and family and women's chairpersons for achieving a net increase of 25 or more women during a fiscal year.

Start planning for how you will receive these awards for 2009-2010. Look for updates to the pin and patch for next year.



Fast Facts for the New Fiscal Year – July 1, 2009

Total Lions Membership

- 1,318,908 members
- 45,645 clubs

Family Membership

- 162,968 members in a family unit
- 12.4% of members are in a family unit
- 17,178 family unit clubs
- 37.6% of clubs have family units

Women in Lions

- 274,999 women members
- 20.9% of members are women
- 5 women international directors
- 15 women council chairpersons
- 117 women district governors
- 7,764 women club presidents