



News & Notes

May 2007

Lions Clubs International to Announce Membership Growth Campaign to Begin in October

During the month of October, Lions Clubs International strongly encourages every club to host an event for prospective members to attend. The event can be an open house, a celebration of a completed activity or a speaker's night, anything your club feels would be beneficial for the community to attend.

Be sure to look out for program materials (English only), to be officially launched at the convention in Chicago, for club use in Mid-July!

For more information about planning for the Membership Growth Campaign, contact the Membership Operations Department at (630) 571-5466, ext. 319.

Panel Discussion on Retention to be Held at International convention

Interested in hearing how other Lions retain members? On July 5th, at 4:00 p.m., as part of the 2007 International Convention, International Director Manoj Shah (Africa) Past International Directors Ernest Young (United States), Bruno Ahlqvist (Europe) and Past District Governor Polly Voon (Canada) will use their personal experience as a guide, describing what they feel each club needs to do to retain its members.



Celebrate Membership Growth at the International Convention

Staff at International Headquarters is busy planning membership growth, extension and retention seminars as well as related events for the international convention in Chicago, Illinois, July 2-6. Register for the [convention](#); plan to join the Extension & Membership Division staff at our scheduled events:

Tuesday, July 3rd	Membership Key Award Breakfast
Thursday, July 5th	<p>New Markets: New Opportunities for Membership Growth</p> <p>Membership Grants & Symposiums</p> <p>How to Host an Extension Workshop</p> <p>Best Practices in Membership Retention</p>

2007: A Year of Celebrations

This year marks several milestones for Lions. As we celebrate the [90th birthday of Lions Clubs International](#), we also commemorate the 50th year of [Leo clubs](#), 20th year of the [Peace Poster Contest](#), and the 20th year of [Women in Lions](#). Look for articles, stories and ideas of how your club can participate in the "Year of Celebrations" in upcoming issues of [THE LION Magazine](#) and online through [LQ](#).

Looking for an Easy Way to Build Your Membership?

Since August 2006, approximately 1530 people worldwide have inquired about becoming Lions by filling out the [Prospective Member Form](#) located on the LCI Web site. *Every one of those inquiries has been forwarded to a district governor or multiple district/district membership chair.*

As a district governor or membership chair, we urge you to follow up on any inquiries you receive and to invite interested individuals to a local club. (Also, be sure to let LCI know about the progress you have made in contacting prospective members.) For more information on the prospective member form, contact the Membership Operations Department at memberops@lionsclubs.org or at (630) 571-5466, ext. 355.

In the future, all individuals filling out the prospective member form will be provided the contact information of the multiple district membership chair nearest them. It will then be the prospective members responsibility to contact the multiple district membership chairs to find out more information about becoming a Lion.

New Member Applications

REMINDER: All completed applications for membership are to stay with the new member's club for their own record. Any completed membership applications sent to International Headquarters are mailed back to each club.

We know what we are, but know not what we may be.

--William Shakespeare

Is Your Club Visible in the Community?

The first step towards visibility is to be active within your community—to attend events, to be here and there.

The second and less obvious step is to make your club available to the community. Ways to do this include:

- Submitting your club's contact information to LCI for display on the [Club Locator](#).
- Listing a phone number for your club in the local phone book.
- Providing your club's contact information and materials to the local Chamber of Commerce and other surrounding businesses.
- Updating your club's Web site with contact, meeting and service information.
- Using a blog to communicate about your club's activities.

Consider Evergreen Recruiting

Are you looking to expand the diversity of your club? Did you know that having a diverse age range within your club can help with future recruiting efforts and service projects?

Consider using "the evergreen concept" where each member recruits someone 8-10 years younger than themselves. Doing so will ensure that your club continues in service.

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Questions?

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Retention Chairs: Please call (630) 571-5466, ext. 356 or e-mail memberops@lionsclubs.org.