



News & Notes

November 2007

Membership Growth and Retention Tips from Lions

What do you think is the most important tactic that your club uses or has used to attract and retain its members? E-mail your response in two paragraphs or less with “Membership and Retention Tips” as the subject line to memberops@lionsclubs.org

Hopefully, we will have enough responses to fill an entire page of the next Membership and Retention newsletter!

2007-2008 Membership Goals

- ✓ A net growth of at least 850 members in the United States of America & its Affiliates, Bermuda and The Bahamas
- ✓ A net growth of at least 150 new members in Canada
- ✓ A net growth of at least 250 new members in South & Central America, Mexico and the Islands of the Caribbean Sea
- ✓ A net growth of at least 5000 new members in Europe
- ✓ A net growth of at least 6000 new members in the Orient & Southeast Asia
- ✓ A net growth of at least 7500 new members in India, South Asia, Africa and the Middle East
- ✓ A net growth of at least 250 new members in Australia, New Zealand Papua New Guinea, Indonesia & the islands of the South Pacific Ocean

Curious how many new members your district has contributed? Find out by accessing Lions Clubs International’s [Reports Web page](#) and clicking on ‘Register Reports’.

The Power to Print

Your Lions club CAN print material directly from the Lions Clubs International Web site. Why is your power to print important? By printing directly from the Web site, you can:

- Introduce concepts to your members
- Conduct a membership drive in a hurry
- Offer Lions information without having to wait

Most membership publications are available through the [membership publications Web page](#). Most forms, such as transfer and service credit forms, are available through the [membership forms Web page](#).

Where Can I Find...?

Topics	Resource
How to conduct an open house	Club & District Membership Chairpersons Guide
What to consider before inviting new members	Member Invitation Web page
How to create a “sell sheet” about your club	Club & District Membership Chairpersons Guide
How to motivate your members	Club & District Membership Chairpersons Guide
How to communicate with your fellow membership chairs	District Membership Chairpersons Guide
How to conduct a membership seminar	District Membership Chairpersons Guide

To me success means effectiveness in the world, that I am able to carry my ideas and values into the world -- that I am able to change it in positive ways.

--Maxine Hong Kingston



The Year of Campaign SightFirst II

New! CSFII DVDs

Two new DVDs are available to assist your club as it raises funds for Lions’ most ambitious global project to date, Campaign SightFirst II (CSFII). “The Faces of SightFirst” DVD is a touching look at some of the individual success stories behind the SightFirst’s success, while “The Year of CSFII” is an exciting look at why all Lions need to act now to save sight. Order free copies for your club—e-mail

csfii@lionsclubs.org.

CSFII Club Tools:

Through CSFII, clubs are doing their best to ensure that more than 37 million people will have their vision saved or restored by SightFirst vision services. Publicize your club’s CSFII fund-raising efforts to local news media by sending an editable [CSFII Club Press Release](#).

By the Numbers:

- **US\$117 million raised** by Lions for CSFII
- **240 days** remain to surpass our US\$150 million minimum goal
- By earmarking your [MJF money to CSFII](#), **166 individuals** can have their vision saved
- **2,350 Model Clubs** ensuring our success

Learn more about how you can be a part of CSFII—Lions’ Vision for All. Visit www.lions-csfii.org.

What’s Your Strategy?

Consider having every Lion in your club do the following when either preparing to recruit or when talking with prospective members:

- Prepare an elevator speech—a brief talk about your club and about what you do. (For more information on creating an elevator speech, see the Public Relations Course on the [Lions Learning Center](#).)
- Find out what the prospective member does or is looking to do.
- Fit the prospective member’s goals into your club. Ask yourself: How can this person achieve their goals by being a Lion?

Where Can I Find...?

Topics	Resources
An introduction to member retention	Membership Retention Web page
Involvement & Recognition strategies	Club Retention Chairpersons Guide
“The ABCs of Retention”	Club Retention Chairpersons Guide
Conducting a retention seminar	District Retention Chairpersons Guide
Communicating with your fellow retention chairpersons	District Retention Chairpersons Guide

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 will be mailed back to each club.

This newsletter is published by:

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 Lions Clubs International
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Questions?

Inquiries regarding Membership and Retention chairpersons contact information, workshop requests and reimbursements, and ordering supplies: Please call (630) 571-5466 ext. 322 or e-mail memberops@lionsclubs.org.

Inquiries regarding Membership and Retention Chairpersons administrative responsibilities and job descriptions: please call (630) 571-5466 ext. 319 or ext. 355.