



A-16

Club Officers Training Series

Club Membership Chairperson

Presenters: PID Tom Gordon

IPDG J.C. Lagrange

2nd VDGE Carolyn Stephenson

June 3, 2020



Some Guidelines for GoToMeeting:

1. Please mute yourself when not speaking
2. Speak when the current speaker is finished or comes to a pause
3. Avoid two people speaking at the same time. The audio will be jammed and we will not hear any of you speaking.
4. You can “Raise Your Hand” physically for your turn on questions/comments



Some Guidelines for GoToMeeting:

5. Be aware of background noise at your location
6. Remember if you're on a phone we can't see you
7. Use 'chat box' to ask questions
8. If on video be aware of your image and 'background'

DG TEAM REMARKS

District Governor: Debbie Dawson

2VDGE Carolyn Stephenson

1VDGE Barry MacDonald

DGE Glenn Conduit





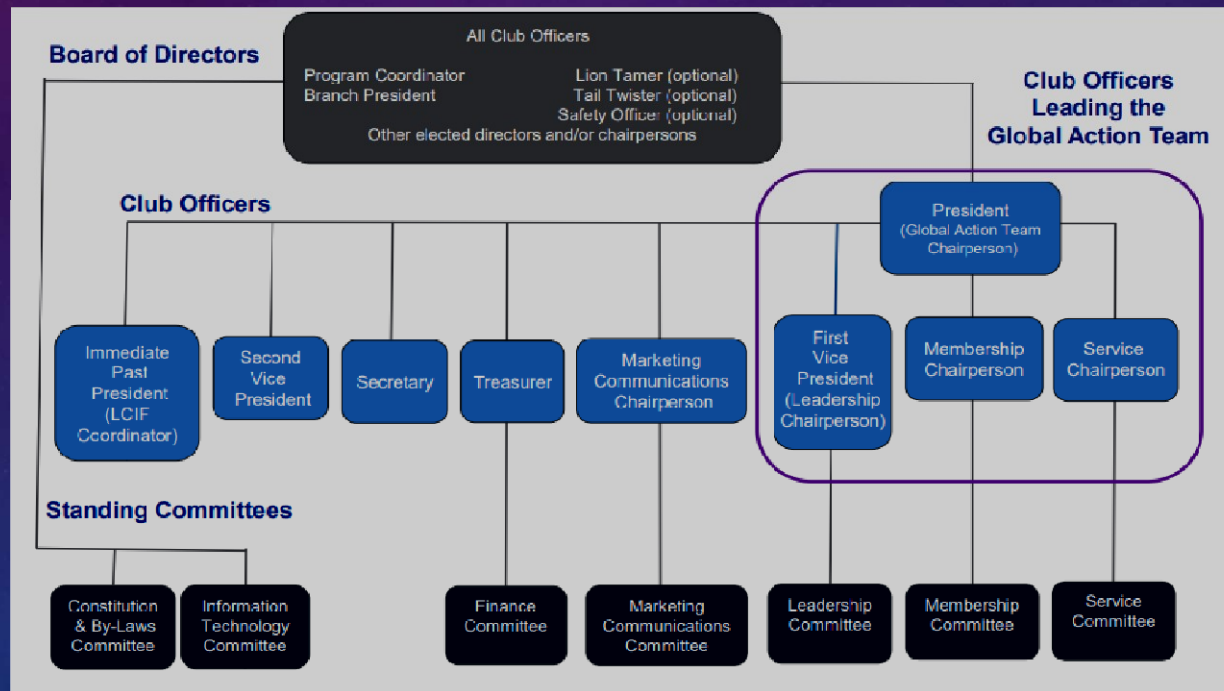
Club Membership Chairperson

LEARNING OBJECTIVES

- Discuss the Your Responsibilities as the Club Membership Chairperson
- Review The Role of the Club Membership Committee
- Discuss the Club Membership Plan
- Explore the Available Resources



Effective Lions clubs follow the Standard Club Structure which provides organizational guidance for your club in planning and implementation of goals, providing needed community service and building great friendships in your club.



**Our old habits may not be enough
for the new Normal.**



What do you think is the Role of the Club Membership Chairperson?

Pre-Covid 19

Right Now

Post Covid 19





**Common Traits Needed to be an
Effective Membership
Chairperson!**



Club Membership Committee



Form a Committee

Recommend a 3 member team

Chairperson is Elected as a Member of the Board of Directors

Add any club member(s) interested in New Member Recruitment, Member Satisfaction, or Member Development

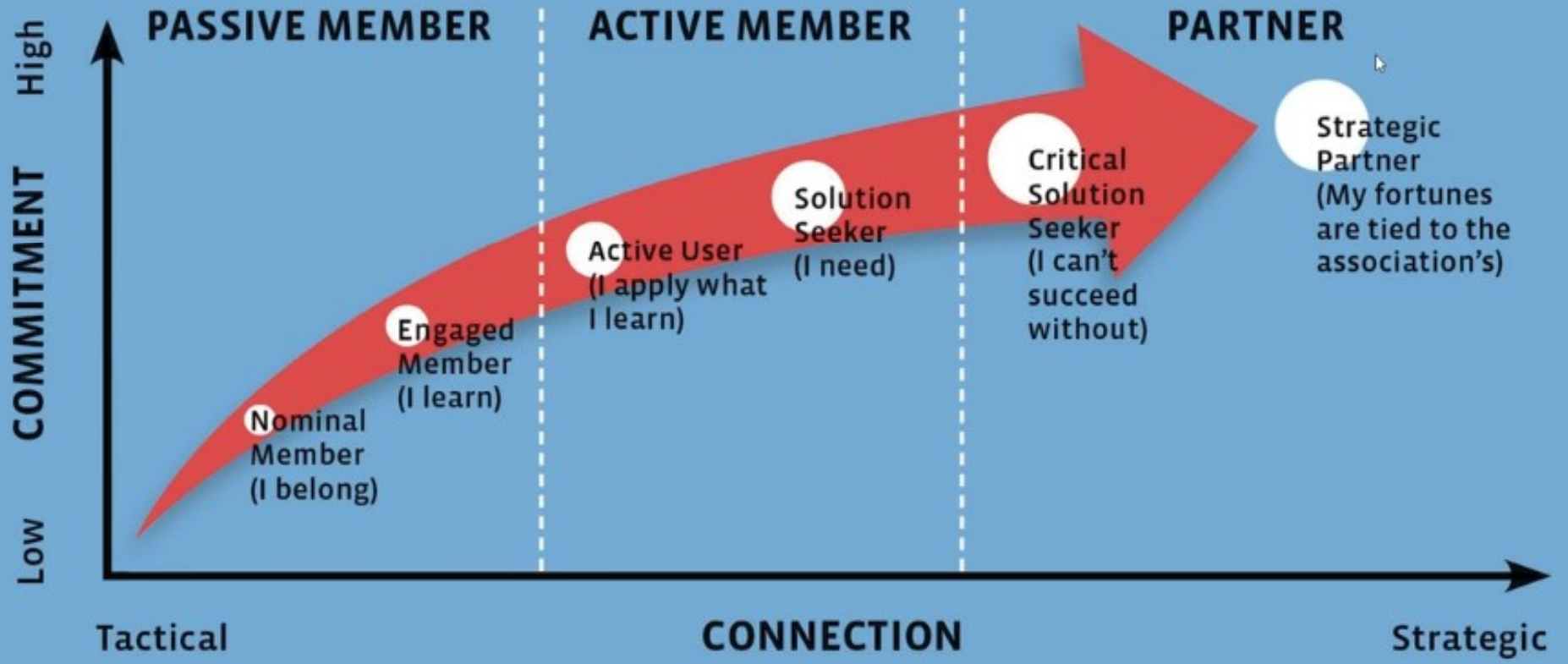
Structure the committee that best fits your club's needs

Take into account the talents or skills of your club members

Encourage Learning & Development



MEMBER ENGAGEMENT, VALUE, AND CONNECTION CONTINUUM



Club Membership Plan



Who has a Club Membership Plan Now?

How did you develop that plan?

Strategic Planning



1. My Club, My Community:

Determine club's strengths and weaknesses.

Assess member satisfaction and needs.

2. LCI and Club Forward

List characteristics you want your club to have.

Develop a vision statement for your club.

3. Make a plan

Set priorities

Set goals

Make an Action Plan for each goal

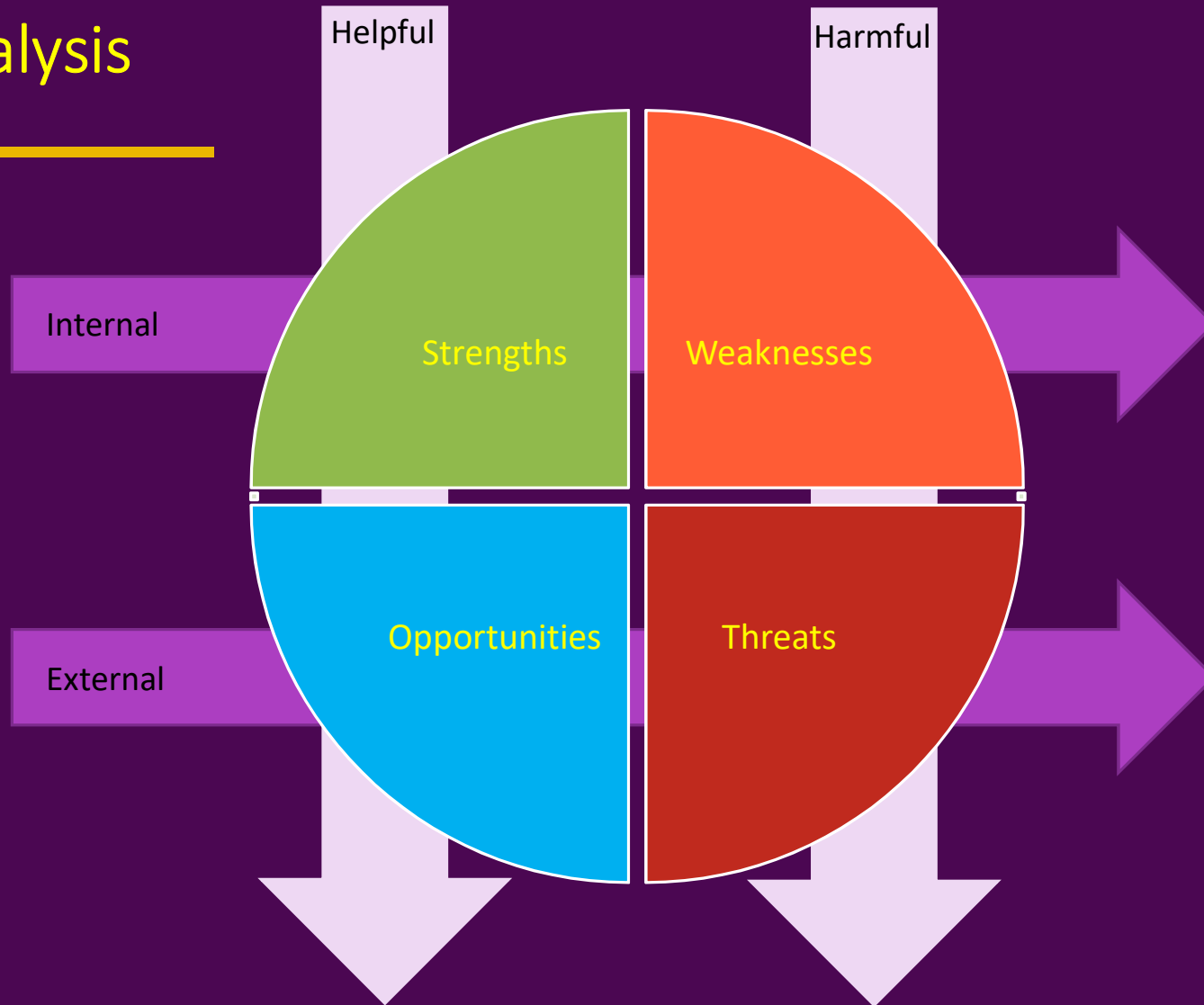
4. Track Progress

Monitor your progress toward your goals

Determine why targets were missed and adjust your Action Plans

Celebrate successes

SWOT Analysis



Attracting New Lions



Specifically - Why do we want more members?

What type of person do we want as a new member?

Where will we find people willing to become Lions?

How will we contact these people?

When is the best time to get them involved?

Recruiting Wheel



Personal Recruitment Kit



Wear your Lions Pin!

Lions or Recruitment Business Cards
(include Social Media & Website!)

Your Club Brochure

Prospect Contact Log (Name, Phone, email, etc)

Membership Applications

Dates of future Service and Social events
(Website, Facebook, Instagram, Twitter)

Engaging our Lions to Become Lifelong Lions



Customized Membership Kits

Meaningful Induction Ceremony

Orientation Covering Lions International and Club

Where and When to get the New Member Involved early

Culture of Acknowledgement and Recognition

What Role does Marketing Play?

Participants' Workbook Pages 14-15

Next Steps... Continued



Draft to Final Version of Membership Plan includes whole Club

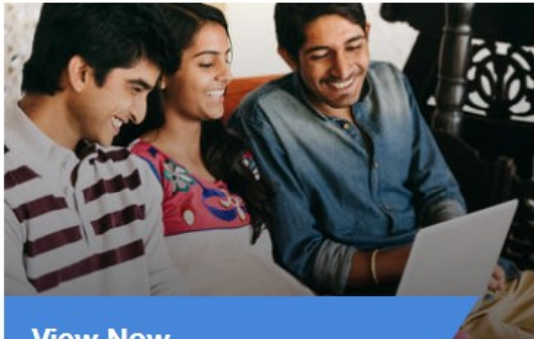
Adoption of Membership Plan by Club via motion

Progress Reviewed by Membership Chairperson Report at EVERY meeting

Annual Plan Review (adopted by Club via motion)

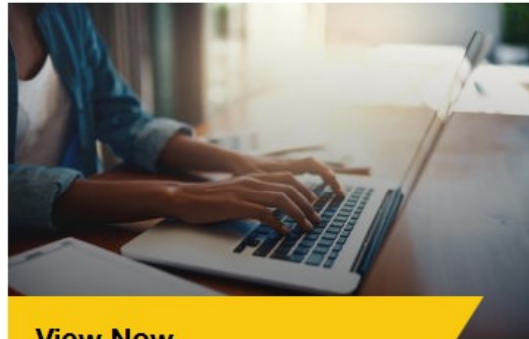
Club Membership Chairperson Resources

Key Resources



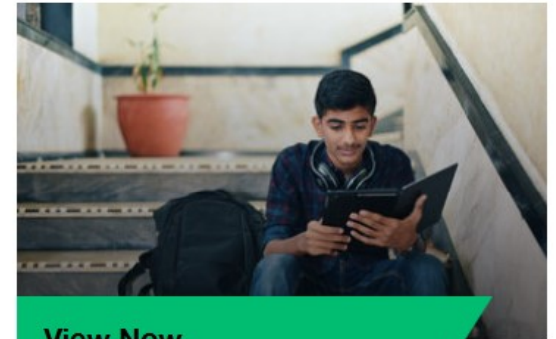
[View Now](#)

**Club Membership
Chairperson Job Description**



[View Now](#)

**Club Membership
Chairperson Guide**



[View Now](#)

**Club Membership
Chairperson e-Book**

More Resources

- [Invite Members](#) webpage, including the [Just Ask!](#) Guide
- [100 Recruiting Ideas](#)
- [Membership Benefits](#) flyer and [Elevator Speech](#) exercise
- [Member Growth Event](#) webpage and [presentation](#)
- [Mentoring Program](#) webpage



QUESTIONS / COMMENTS

The image is a graphic design with a dark blue background. On the left, there is a large, stylized yellow letter 'I' that is partially enclosed by a circular scale. The scale has white tick marks and numbers ranging from 150 to 260. To the right of the 'I', there is a large, dark blue silhouette of a tiger's head, facing right. The overall design is modern and technical, with a focus on the letter 'I' and the tiger head.

THANK YOU