



Lions Clubs International District 105W

2011 Membership Aide Memoir

Membership – Sources of Information

Introduction

During the 2010/11 Lionistic year, District Governor Lion Colin Duncan set the District the goal of increasing membership by the equivalent of one member per Club. You have all done your part in making 105W the best performing District in the MD with regards to membership but membership is the classic area within Lions that amply demonstrates the truth of the maxim that to stand still is to go backwards. If we are to avoid the planned re-districting, District Governor Elect Larry Pearce and First Vice District Governor Elect Harry Smith will aim to take the District out of transition over the next two years in time for Second Vice District Governor John Mounty's year in 2013/14.

This will be hard work for every one of us to open Club Branches and Campus Clubs, we will increase our own Clubs' memberships, we will start to re-open the far too many Clubs that have closed in recent years. In round figures we need to add 200 members to our District's total by 30th June 2013. None of us can achieve this on our own but the people who will be at the forefront of this initiative are DGE Larry with his Global Membership Team (GMT) which includes the Zone Chairpersons and, crucially, you, the Club Officers.

It is important for *all* Clubs, no matter how strong their numbers, to think about ways, both traditional and innovative, to attract those additional people to Lionism and to keep the Lions we already have.

Information to help you achieve this is plentiful; some of the ideas will appeal to you, some won't but keep an open mind and toss the ideas that you will find in the links below around your Club Directors and members.

The MD and District GMT Teams

These Lions are always ready and willing to help. Contact details are in the MD Directory. Please make use of us or we'll get lonely.

The District Web Site

<http://www.lions105w.org.uk/ClubMembers.htm>

Our web site contains some useful info – check the members section.

The Lions Clubs International Web site

<http://lionsclubs.org/EN/member-center/resources/club-resource-center.php>

The Club Resource pages on the LCI web site are an invaluable source of information and inspiration. There is a tendency to dismiss all of this web site as “too American”. It is true that some publications *are* very US-centric but don’t let that put you off. We are all intelligent people who will be able to see through the inappropriate detail to the underlying principles.

Perhaps the best advice that can be given is to spend some time having a thorough look at all the stuff that is there; don’t limit yourself to materials that appear under the membership banner but take a look at, for example, the Club Officer’s manual and, in particular, the publications that are provided for Club Presidents and the Standard Club Constitution. This is your bible because, amongst other important things, it describes very effectively the various types of membership that are available, the obligations and benefits of each type of membership together with – most important, this! – the dues that are payable.

Here are links to some other very useful materials that can be found on the LCI web site:

Membership Tools	http://lionsclubs.org/EN/common/pdfs/me46.pdf
Standard Club Constitution	http://lionsclubs.org/EN/common/pdfs/la2.pdf
How Are Your Ratings	http://lionsclubs.org/EN/common/pdfs/me15.pdf
How Are Your Ratings	http://lionsclubs.org/EN/common/pdfs/me15b.pdf
Club Officers Manual	http://lionsclubs.org/EN/common/pdfs/la15.pdf
Orientation Guide	http://lionsclubs.org/EN/common/pdfs/me13.pdf
The Healthy Club Toolbox	http://lionsclubs.org/EN/member-center/membership-and-new-clubs/strengthen-membership/healthy-club-toolbox.php
Sample News Releases	http://lionsclubs.org/EN/member-center/resources/pr-tools/news-news-sample.php

And Finally...

Membership is at the root of everything we do – no members, no Clubs; no Clubs, no LCI. We must therefore accord membership the importance that it deserves by putting it at the top of everything we do: from the way we run our meetings to the aims and goals that the President and Directors, as leaders of their Clubs, set for the coming year; from the projects and fund raisers that we undertake to the way we tackle publicity, *everything* we do must have membership at its core and be informed by the membership needs of our Club and our District.

But above all:

Enjoy Lionism, enjoy being a Lion.

Lion John Mounty - please email at membership@lions105w.org.uk