



Club Membership Chairperson's Guide



Lions Clubs International



Introduction

The position of the Club Membership Chairperson is important to the health and vitality of your Lions club and its ability to serve the community. As a member of the Global Action Team for your club, you will work together with the club's Service Chairperson and the Leadership Chairperson, a role automatically filled by your club's Vice President, to develop and implement initiatives focused on leadership development, membership growth, and expanding humanitarian service. This guide will help you to support members, both current and new, to ensure that they have a meaningful, impactful, and rewarding experience as part of your club.

Did you know?

Materials can be downloaded from the Lions Club International (Lions International) website, lionsclubs.org/MembershipChair or ordered by contacting the Membership Department at membership@lionsclubs.org.

Preparing for Your Term

Before you begin your responsibilities for the year, take some time to thoroughly understand your position and get organized. The time you invest now will be well worth it through the remainder of your term. Review this guide and the supporting materials mentioned in it. Connect with your last Club Membership Chairperson to learn what worked well, what didn't work well, and about the members in your club. Use the *Planning Calendar* at the end of this guide to lay out your plan for the year. Finally, connect with your club secretary to ensure that your email address is current. Lions International will send you monthly messages to help you achieve success.

Responsibilities

Club Membership Chairpersons assist their clubs with membership growth. Growth is achieved through new member recruitment and membership satisfaction, which results in members staying and serving longer with their club. Responsibilities include:

Actions for Success

- Collaborates with your Leadership Chairperson, Service Chairperson and the Club President (the chairperson for the Global Action Team) to further initiatives focused on leadership development, membership growth and expanding humanitarian service.
- Supports member retention by creating a harmonious club atmosphere. Makes members feel part of a family while serving the local community.
- Develops and leads a membership committee to create and implement membership goals and action plans.
- Motivates club members to invite new members and inspires positive club membership experiences.
- Ensures new members are provided with an effective new member orientation in collaboration with the club leadership development chairperson (vice president).
- Collaborates with the club service chairperson to promote membership opportunities during service projects.

- Participates in region, zone and district meetings and events.
- Contacts prospective member leads promptly.

Top priorities for every Club Membership Chairperson

1. Develop a membership growth plan
2. Make a list of prospects, and follow up – you have to ensure that invitations are being made to join the club.
3. Use the Just Ask! Recruiting Guide
4. Ensure members are properly oriented
5. Keep club atmosphere positive
6. Ask members to provide prospects, then repeat steps 1-5
7. Promote the club at service events in the public by working with the Marketing Communications Chairperson
8. Go to Zone and District meetings
9. Collaborate within your club, zone and district
10. Collaborate with the Marketing Communications Chairperson to build a club website with stories of your service and resources such your district's homepage, lionsclubs.org and LCIF.

Measuring Success

- Conducts at least one more membership drive in the community than the prior year.
- Contacts a minimum of two former members about returning to the club.
- Increases total membership over the previous fiscal year.
- Retains 100% of members.
- New members participate in new member orientation.

Membership Satisfaction

- Create a plan for membership satisfaction and present it to the club's board of directors for approval and support.
- Understand and incorporate membership satisfaction programs.
- Assist club officers in organizing a *Club Quality Initiative* to examine your community's needs, assess your current membership satisfaction and develop action plans.

- Improve current club membership by conducting a How Are Your Ratings survey with your active members.
- Promote membership awards programs to your club members, and ensure that members are recognized for their efforts in the club.

Membership Recruitment

- Review the Just Ask! Guide located at lionsclubs.org/MembershipChair
- Create a plan for club membership growth. Present the plan to the club's board of directors for approval and support.
- Prepare your club to recruit members by identifying why your club needs new members, and what sort of members your club needs.
- Understand the different membership types and programs offered by Lions International, and which ones may apply to your club. Learn about district and multiple district dues for different membership types.
- Encourage the recruitment of new members and promote award programs to the club members.
- Ensure that new members have a valid email address to help them receive useful communications from Lions International.
- Review the *New Member Orientation* and conduct sessions with new members to compliment the New Member Experience emails they will receive.
- Encourage participation in the Lions Mentoring Program.
- Promote membership during service events. Fun events that invite community members to participate are an excellent recruitment tool.

A positive member experience is the foundation of retention. Partner with your clubs Service Committee to ensure that service projects are meaningful to each member's humanitarian interests.

⇒ Did you know?

Starting in July 2017, new members receive emails from Lions International designed to educate, inspire and encourage engagement with Lions activities. This is designed to increase retention within this segment of your membership. Please ensure that you are complementing this messaging by sharing what your club is doing at the local level to help contribute to the overall success of Lions worldwide.



Support and Guidance

As the membership chairperson, there are many people who will be available to assist you throughout the year. Working closely with your membership committee and your District Global Action Team, specifically the District Global Membership Coordinator, will allow you to receive the support and guidance you need to meet your responsibilities.

Membership Committee

It is recommended that you begin by recruiting a membership committee to ensure that there is enough help to get work done. You should structure your committee in the way that best fits for your club's needs; however, Lions International recommends including the following club members:

- Last year's membership chairperson
- Next year's potential membership chairperson
- Any club members interested in new member recruitment or member satisfaction

This recommended structure helps clubs make membership satisfaction and growth a priority by putting a unified team together to lead the club's efforts. Because both the previous and future membership chairpersons are involved in the committee, it also ensures that membership efforts flow smoothly from year to year and the sitting chairperson can have an understanding of what has worked and what hasn't for your club.

Global Action Team

As a member of the Global Action Team, you have the support from your district Global Membership Team (GMT) coordinator and the district governor, who is the chairperson of the district Global Action Team. If you have any membership related questions or concerns, you should reach out to them – they are there to support you!

Other Lion Clubs

Clubs also benefit from other clubs by sharing “best practices.” As a membership chairperson, you can easily increase member satisfaction and reach membership growth goals by utilizing the support network that has been established.

Lions Clubs International

Lions International understands that growing your Lions Club is important because of the difference each new member can make in your community and understands the importance of keeping your current members satisfied. With a little personalized effort you can ensure that your club is a good fit for both newly recruited members and members with many years of service.

We are working to build a repository of best practices and successful stories, so let us know what works to make your new members feel more welcome, and to celebrate the long – standing members of your club!

Membership Satisfaction

To ensure your Lions club remains healthy and vital, you need to consider the experience and expectations of belonging to your club. If your club members feel that their time is well spent at club functions and activities, and have built friendships within the club, they will remain part of your club for a long time. That is why it is important to keep members engaged by incorporating various member satisfaction strategies and resources. These tools focus on club cooperation, member morale and enhanced meetings to help get members involved.

⇒ Did you know?

There are several tools and resources online?

Check out: lionsclubs.org/MembershipChair for several different membership satisfaction resources to find the one that would work best for your club.

New Member Checklist

Use the following new member checklist to ensure you are welcoming your members and are making them feel like family:

- Have I made the new member feel welcome?
- Have I given them responsibility that matched what their goals were at the time of joining?
- Have I valued their input, and respected their ideas?
- Have I made them feel like a member of the family?

Member Satisfaction Guide

The [*Member Satisfaction Guide*](#), along with the following resources referenced in the guide, available at lionsclubs.org/MembershipChair will help ensure your members are getting the experience they expect from your club:

- [*How Are Your Ratings? Survey*](#)
- [*New Member Orientation*](#)
- [*Lions Mentoring Program*](#)
- [*Community Needs Assessment*](#)

Member Satisfaction Report

Use the *Membership Satisfaction Report* at the end of this guide to track the initiatives you have taken towards membership satisfaction. Submit this report to club officers each month so they are aware of the club's efforts.

Membership Recruitment

Every club needs members in order to achieve its service goals. New members provide clubs with fresh ideas, new projects and additional ways to make a difference in the community. As club membership chairperson, you will organize membership growth efforts and ensure that goals are being met.

Just Ask! New Member Recruiting Guide for Clubs

This helpful, step-by-step guide available at lionsclubs.org/MembershipChair is designed to direct your club through the process of recruiting new members and effectively managing club growth. Although the concept is simple – just ask community members to join – this guide will help you prepare an effective outreach plan by leading your club through a four-step process for recruiting new members:

1. Preparing your club
2. Creating your club's growth plan
3. Implementing your club's growth plan
4. Welcoming your new members

Membership Opportunities

When members are invited to join Lions, share with them the international dues programs and membership categories so they are able to choose the one that fits their situation. The *Membership Opportunities Flyer* will teach you and your club members about all of the membership types and categories available.

Membership Recruiting Event or Invitation Report

Use the *Membership Recruiting Event or Invitation Report* at the end of this guide to track the number of participants at events, prospective member's information and notes or follow-up information about those members. Submit this report to club officers each month so they are aware of the club's recruiting efforts and successes.

Club Branch

Your club can grow its membership by starting a club branch. A club branch is an excellent opportunity to get more members of the community involved who may not be able to attend meetings because of timing, distance, or other reasons. Another reason to start a club branch may be to recruit a group of people who want to focus their service efforts on a particular interest. You can also start a club branch with members of your club who would like to meet at a different time, location, or would prefer a different meeting format, such as a virtual meeting. This is an excellent way to get more people involved and engaged in Lions. Club branch members are members of your club and count toward your overall membership and service reports. To learn more about this creative way to grow membership in your club, visit lionsclubs.org/MembershipChair.

⇒ Did you know?

It's important to prepare your club before you begin your recruiting efforts. An unprepared club may not seem welcoming to a new member, and your efforts to get new members to stay will not be very successful. First be sure that your club is ready for new members before recruiting. Use the *Just Ask!* Guide to help in this process.

Awards and Recognition

Lions Clubs International offers various membership awards and recognition to recognize Lions and clubs for their accomplishments. As the membership chairperson, it is important that you share the following opportunities with your club members to encourage them to recruit new members and keep current members satisfied:

- **Sponsor Certificate:** Lions that sponsor a new member anytime in the Lions year receive a certificate of sponsorship signed by the international president.
- **Membership Key Awards:** Lions earn their first membership key by inviting two new members and may earn up to seventeen keys for member invitation. Each key is designed to reflect the number of new members a Lion has sponsored.
- **Member Satisfaction Award:** Lions clubs that maintain 90 percent of their membership or reverse long-term membership loss in a fiscal year receive the Member Satisfaction Banner Patch.
- **Chevron Awards:** Beginning at 10 years, and continuing in 5 year increments, Lions are recognized with a Chevron Pin for their long-term service.

Finally, there may be special initiatives from your International President. Ensure your email is correct on file with Lions International in order to receive updates on any special initiatives.



Club Membership Recruiting Event or Invitation Report

Club Name: _____ Event Date: _____

Event Type: Meeting Project Fundraiser Membership Drive Member Invitation

Other: _____

Description: _____

Participants (if applicable)

Number of Lions: _____ Number of Non-Lions: _____ Total Participants: _____

Prospective Members

Name: _____ Phone: _____

Email: _____

Notes/ Follow-Up: _____

Name: _____ Phone: _____

Email: _____

Notes/ Follow-Up: _____

Name: _____ Phone: _____

Email: _____

Notes/ Follow-Up: _____

Comments: _____

Club Membership Satisfaction Report

Club Name: _____ **Month:** _____

The following initiatives have been completed to help ensure club members are satisfied.

- | | |
|--|-----------------------|
| <input type="checkbox"/> Created, reviewed or modified a club satisfaction plan. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a member questionnaire. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a former member questionnaire. | Date Completed: _____ |
| <input type="checkbox"/> Completed the Club Quality Initiative. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a Community Needs Assessment. | Date Completed: _____ |
| <input type="checkbox"/> Conducted a How Are Your Ratings? Survey. | Date Completed: _____ |
| <input type="checkbox"/> Addressed a reason members leave. | Date Completed: _____ |
| <input type="checkbox"/> Other. | Date Completed: _____ |

Description: _____

What was learned? _____

Comments: _____





Lions Clubs International

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