



Lions Clubs International

MEMBERSHIP AND NEW CLUB PUBLICATIONS AND AWARDS



*Resources to help achieve your club's goals
and recognition for reaching them.*

MEMBERSHIP

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. The following publications communicate membership opportunities and educate new members about what it means to be a Lion.

Recruiting Tools

New Member Orientation Guide (ME-13): Orientation provides a foundation for your new members by helping them understand how your club functions, what their roles will be, and what the big picture of their district, multiple district and LCI is. The *New Member Orientation Guide* provides educational information on the history and purpose of Lions clubs and discusses the importance of adding new members and leaders to your Lions club.

Meaningful New Member Induction Ceremonies (ME-22): Induction ceremonies mark the symbolic beginning of a Lion's club membership. This brochure includes suggestions for planning the event as well as suggested ceremony narrative.

Just Ask! New Member Recruiting Guide (ME-300): Growing your Lions club is important because of the difference each new member can make in your community. This guide outlines a five step process for membership development and is intended for clubs looking to recruit new members and do more service.

Recruiting Materials

Lions Make a Difference (ME-40): This recruiting brochure provides details about who Lions are and what they do. Included is a membership interest card that can be completed by a prospective member.

Family Membership Brochure (MPFM-8): This brochure explains how families can be involved in a Lions club and make a difference in the community together.

Membership Application (ME-6B): Compact and visually appealing, the *Membership Application* is sure to make a strong impact on potential new members.

I Am a Lion (ME-37): This innovative publication targets potential women members and answers common questions such as time commitments and what Lions clubs do.

Lions Pocket Card (ME-33): Used by many Lions as a companion piece to the *Membership Application* or as a supplement to the Lions Orientation Program, the *Lions Pocket Card* folds easily into a compact size. It is packed with information about the association's mission, purpose, ethics and history.

Leo to Lion Flyer (LL-1): The Leo to Lion Program encourages graduating Leos to join existing Lions clubs and charter new young adult-based Lions club. This flyer outlines the program components and offers answers to frequently asked questions.

Family Lions Cub Program Activity Guide (MPFM-33): The Cub guide contains suggestions for integrating Cubs into your club and is filled with age-specific activities for meetings, fundraisers and service projects.

Cub Program Brochure (MPFM-35): The Cub brochure encourages clubs to implement a Lions Family Cub Program and offers answers to questions about the program.

Lioness Bridge Program Brochure (MKLP-1): This brochure outlines the membership opportunities and benefits available to Lionesses when joining a Lions club or starting a Lioness Lions club. Included is a *Lioness Conversion Program* form to report Lioness years of service.



Young Adult Recruiting Guide (EX-800): This guide teaches existing clubs why young adults want to volunteer and provides ideas to revitalize how the club operates in order to attract young adults.

Be Part of Something that Matters Brochure (EX-801): This brochure targets young adults for membership and is useful when inviting young members.

Champions Lions Club Brochure (EX-546): The champions brochure is useful for inviting new members to join or start a Champions Lions club in support of Special Olympics.

What Lions Has For You Brochure (EX-803): This brochure explains the club options available for young adults so they can find a club that's right for them.

RETENTION

Retaining existing Lions is vital to the success of any club. The more members you retain the more service you are able to complete. Help retain existing members in your club by utilizing the resources below.

How Are Your Ratings? (ME-15 & ME-15B): Discovering little problems and correcting them before they become big ones will save time and resources. Use this easy tool to get input from club members. Follow the directions provided in the *How Are Your Ratings? Administrative Guide* to conduct the survey, determine the results and create an action plan.

Lions Mentoring Program (MTR-11: Basic Guide & MTR-12: Advanced Guide): The Lions Mentoring Program helps every member achieve the goal of better serving his or her community. It is a program of personal development to help your members realize the potential of their unique skills and knowledge. The mentoring program prepares them for leadership in Lions and in their personal lives, as well.

Membership Satisfaction Guide (ME-301): 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

welcome, comfortable and are involved in community service, they will remain part of your club for a long time. This guide gives suggestions to ensure membership satisfaction.

CHARTER A NEW CLUB

Our world is changing, and today's volunteers are looking for new ways to become involved in issues that are relevant and serve in a way that fits their ever-changing lifestyle. The *Importance of Extension (EX-545) Flyer* highlights the importance of extension and the impact of Lions clubs. While community-based clubs are our tradition, we realize that one size does not fit all. That's why we offer several club formats, with corresponding kits, for you to choose from:

- **Traditional Lions clubs (KITEXT)** are ideal for bringing together a group of community-minded people to serve the needs of their community in any way. It offers flexibility to reach new groups of people and serve a variety of communities. You may also consider using this club format to start a special interest club (e.g. educators, medical groups) or cyber club. Resources include:
 - **Special Interest Lions Club Flyer (EX-544):** This flyer outlines the opportunity for clubs to be formed based on a shared interest or circumstance. Highlighted are Cyber, Champions and Lions Quest Lions clubs.
 - **Champions Lions Club Guide (EX-547):** This guide outlines the steps to form a Champions Lions club in support of Special Olympics.
- **Campus Lions clubs (KITCC)** are designed for college and university students, administrators, faculty, alumni and other community-minded individuals. Members serve the campus community while developing valuable leadership and business skills. Students are eligible to receive a special dues discount to make membership more affordable.
- **Lioness Lions clubs (KITEXT+MKLP-1)** offer current and former Lionesses an opportunity to honor their history as a Lioness while enjoying the benefits and privileges of being a Lion. Current and former Lionesses receive credit for their years of service as a Lioness and are recognized with a special Lioness Lions pin.
- **Leo Lions clubs (KITEXT+LL-1)** provide an easy



transition from Leo to Lions clubs by offering a special dues discount to graduating Leos and their peers, To charter a Leo Lions club, a minimum of 10 graduating Leos under age 30 is required.

- **Club branches (KITBR)** enable a small group of at least five people to form a Lions club and start making a difference in their community sooner. Members become a part of an existing “parent” Lions club, but select their own projects and activities.

All publications are available for download on our website. Search by title or publication number.

AWARDS

Membership Invitation and Retention Awards

Get rewarded for invitation, sponsorship success and retention techniques.

Membership Key Awards Program (ME-36): The Membership Key Award Program recognizes individual Lions for the number of new members they recruit and sponsor.

Year-Round Growth Program (YRG-15): The Year-Round Growth Program awards clubs and individuals for member invitation.

Family Membership Award: The Family Membership Award Banner Patch is awarded to clubs adding 10 or more new family members at the time of charter.

District Family Pins: District governors who meet the following criteria during a fiscal year receive one of the following awards:

- One Crystal Pin – Awarded to districts that added 30 new family members or one new family Lions club with a minimum of 40 percent family members
- Two Crystal Pin – Awarded to districts that added both 30 new family members and one new family Lions club with a minimum of 40 percent family members.

United in Service: The United in Service Award challenges district governors to achieve a net gain of 25 or more women members in the district during the fiscal year.

Milestone Chevron Award Program: The Milestone Chevron

Award Program recognizes Lions for their long-term service, beginning at 10 years and continuing in 5 year increments. There are two different types of chevrons that vary slightly in appearance, the Charter Monarch Chevron, available to founding club members only, and the Monarch Chevron.

Founders Membership Growth Award: The Founders Membership Growth Award recognizes district governors and GMT district and multiple district coordinators for membership growth in their district.

New Club Development Awards: To underscore the importance of new club development, Lions Clubs International offers a number of special awards to recognize the valuable service of extension-minded Lions.

Extension Awards: Extension Awards are presented to two Lions, who, in the opinion of the serving district governor, provided the greatest assistance in the organization of a new Lions club. Lions nominated awards for chartering 1-5, 10, 15, 20, 25, 30, 40, 50, 75, 100 and 150 clubs.

District Governor Extension Award: The District Governor Extension Award is awarded to immediate past district governors who charter one or more clubs within their district. The prestigious pin is personalized to display the number of clubs chartered during their year.

New Club Sponsor Club Banner Patch: Clubs that sponsor a new club receive a patch to proudly display on their club banner.

Campus Banner Patch: A Lions club that sponsors a new Campus Lions club receives a distinctive banner patch.

Campus Award Pin: An award pin is presented to up to two Lions who help charter a Campus Lions club, as determined by the district governor.

Club Branch Banner Patch: Clubs that sponsor a branch receive a Club Branch Banner Patch to proudly display on their club banner.

Club Branch Award: Club branch liaisons are recognized with a prestigious pin when a new branch is formed. This pin is sent to the parent club president with the banner patch for presentation.

The above membership and new club awards are sent automatically from LCI at the appropriate time.

For more information or to order publications, contact:

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