



“From Four to Full Bore”

What “re-MEMBER Texas” is all about

By CC Tom Blasé

What a fantastic story in the July/August Lion magazine (“From Four to Full Bore”, pg.44). “Down to just 4 members, a club in a small North Dakota Town rebounds thanks to Facebook and an old-fashioned, father – and – son chat.” This is not just a story of a **recruiting** drive, taking a Lions Club from near extinction (like many of our own Clubs) to 30 members with an average age of 33 in less than a year. No, this is the story of a club that figured out what it took to attract new members into their old, dying club and reinvented themselves into a vibrant club that is relevant to its community again - **rebuilt** itself into a club that will **retain** these new members because the club has a purpose which is meaningful to a younger generation.

So what is “re-MEMBER Texas” and how does it fit into this success story? re-MEMBER Texas is a membership plan put together by your Council of Governors for 2015-16 to help the Clubs of Texas rebuild. re-MEMBER Texas is a battle cry for all Texas clubs, just as remember the Alamo was our Texas battle cry 180 years ago. It is built around three main tenets: **Recruit, Retain, & Rebuild**. re-MEMBER Texas is a tool box full of ideas to help Club leaders make a plan, involve your members, examine your purpose for existing in your community, and rebuilding your club into something that attracts members.

For years, since Texas membership started sliding from 45,000 members to its 26,000 today, each new group of District Governors, Club Presidents, and other leaders come in and exhort you to get more members and keep the ones you have. How for the most part has been left up to you. This year’s Council has the same cry, but wanted to give Club leaders a TOOL BOX (the re-MEMBER Texas Kit) to work with.

Are you a Club president or Membership Chairperson and don’t know what I’m talking about? Each District Governor may approach the delivery of this material in a different way, but if you don’t have yours yet, there is no need to wait. Get on the NEW rebuilt Texas website (www.texaslions.org) and click on the re-MEMBER Texas button. Open up the re-MEMBER Texas News, a newspaper that will tell you all about re-MEMBER Texas. All items in the kit are explained on page 8, including how you can order them for yourself from LCI. Then call your District Governor and ask him/her when you can get going on the re-MEMBER Texas coin/wooden nickel program. If you need help, set up a date with the DG Team to sit down and help you build a plan.

As with the small club in the story, getting new members will NOT solve your problem by itself. It is the 3 pronged attack of **re-MEMBER Texas**: **recruit** the right people and **rebuild/reinvent** your club with **retention** of these new members in mind. If you will attack the problem with energy & enthusiasm like they did, making use of the tools in the re-MEMBER Texas Kit and the help of your District Leadership, “Four to Full Bore” will be the success story for hundreds of Texas Lions Clubs this year. Will you be one?