



It's Your Club

So what are **YOU** going to do about it?

By CC Tom Blase

As was mentioned in our article last month, **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 our members, examine our purpose for existing in our community, and rebuilding our clubs into something that attracts members in the 21st century.

The recruiting component of the plan contains two parts. One involves your club, as a group of members, under the direction of your Membership Director. The second involves **YOU** as individual members, which is the part we are concentrating on here.

It is each and every one of our responsibilities to ensure the growth of our clubs. When we get the attitude that membership is the Board's job or that's the Membership Director's job, our club is likely to shrink – not grow. How can “we serve” when our clubs are shrinking. How can we assure that our service will continue, if we don't bring in new people? So the individual recruiting prong involves each & every one of us getting one new member this year.

Wooden Nickel Program

Each District Governor has a supply of wooden nickels (see the coin at the top right of this article). Everyone is asked to carry one to remind us to “Just Ask”. When you get your new member, give them the wooden nickel, so they too can get a new member. (New members are excited to join, and make some of the best recruiters. So get them involved immediately). Most Governors have the beautiful metal commemorative re-MEMBER Texas coins (see the coin at the top left of this article) to give out, when you give away your 1st wooden nickel. Check with your Governor for details.

Getting new members will NOT solve your problem by itself, but it is the starting point. You will need all 3 prongs of the **re-MEMBER Texas** plan: **recruit** the right people and **rebuild**/reinvent your club with **retention** of these new members in mind, to rebuild your club for the long run.

To learn more about **re-MEMBER Texas** 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.

Then call your District Governor and ask him/her when you can get going on the re-MEMBER Texas coin/wooden nickel program. Remember: **IF IT'S GOING TO BE, IT'S UP TO ME!**