



re-MEMBER TEXAS NEWS

Volume I Number 1 Page 1

Publication of Texas Lions {MD2} Council of Governors



Wear Blue to Prevent Child Abuse



April is Child Abuse Awareness Month. Learn about Texas Lions' statewide partnership with Prevent Child Abuse Texas. Article & related stories page 5.

Success Requires a Plan



DG Bob Carlson E2, Chairperson

In May of 2013, as 2nd Vice District Governor Elects, the 2015–16 Council of Governors assembled an ad hoc membership committee to put together a cohesive statewide program to implement during their year as Texas District Governors.

This Council of Governors took over as 2nd Vice District Governors following the first positive growth in Texas Lions Membership in 2 decades and realized that it would take a concerted effort if they were to continue in this new direction, which at the time of this publication is now working on the 3rd straight year of positive growth.

The committee under the leadership of 2015-16 District Governor Bob Carlson from 2E2, concentrated on several areas, foremost of which was retention. For the most part, Texas Lions have done a good job of adding new members, but have lagged behind in keeping them. In addition to retention the final plan, **re-MEMBER Texas**, which is shown on page 3 of this issue, concentrates on assisting clubs on methods to recruit new members and retain older ones in this millennium. It also emphasizes trying to energize club members to “just ask” and to increase our PR efforts all across Texas to interest caring people in what we do.

You Can't Serve Without Members

Lions Club membership in Texas hit its peak in the 1980's with over 45,000 members. From that point membership steadily declined until 2012-13, when the first overall gain in Texas membership in two decades was recorded. At the time of this publication, Texas Lions are working on their 3rd straight year of membership gains, yet membership still stands at a little over half of what it was.

To a service organization, whose motto and passion are to serve, a continuous flow of young and energetic new members is a necessity. Without them it cannot continue to fulfill its mission. With the average age of many clubs over 75 years old, it will become increasingly more difficult to have service or fund raising projects.

re-MEMBERing your Club for our second 100 years will require a plan and it will require getting all your members engaged in implementing your plan. It also may require making changes to make your club more appealing to and accepting of new members.

Yet one of the surest ways to recruit new members is visible service in the community. Young people want to be involved in activities and they want to be involved where their community service shows immediate results. Service projects where Lions are visible helping those in need are the best PR your club can have and likely will attract younger people to your club.

The MD2 **re-MEMBER Texas** plan contains a statewide partnership service project with Prevent Child Abuse Texas (www.preventchildabusetexas.org), which offers Texas Lions Clubs an opportunity to serve children in dire need and a chance to promote membership to their clubs at the same time. See more about this project on page 5 of this issue.

Membership Kit to be Delivered to All Clubs

By DG Andy Green E1

The Committee tasked with developing the membership plan feels that the success of the program lies in assisting the Clubs and providing them with the training and tools needed to implement it. To accomplish this, a training kit has been prepared for every Club in the State. Club Officers and Membership Chairs should look for personal delivery of this kit early in July or August from the District Governor Team or their appointed representatives. The **re-MEMBER Texas** News is part of this training kit. The actual plan is presented on page 3 of this issue. There are also helpful articles providing ideas on how to develop a membership and retention plan, in addition to informational links to the many sources of information and training



programs provided by Lions Clubs International. Generic PSA's & PR pieces for both radio & newspaper are included to assist Clubs in informing the public. Of specific note is a complete description of how all Texas Clubs can get involved in a statewide service project with Prevent Child Abuse Texas. Partnership efforts such as these should provide tremendous PR for Lions across the state and provide individual Clubs needed opportunities to recruit new members.

A Lion who sponsors a new member between April 1, 2015 and June 30, 2018, will be recognized as a centennial sponsor and will receive a limited-edition pin and certificate.



re-MEMBERing Texas Clubs Top Priority

Council of Governors Announces Three Pronged Plan

The 2015 – 2016 MD2 Council of Governors has developed a 3 part membership program built upon 3 simple principles: Recruit, Rebuild, and Retain. The program was introduced at the Texas Lions State Convention in College Station, where District Global Membership & Leadership Chairmen, as well as Zone Chairs, were given the opportunity to review the plan and to work with their District Governor Teams on methods to deliver the program information to the Lions Clubs in their Districts during the upcoming Lions year.

Within the 3 prongs are 4 major goals the District Governors hope to accomplish: 1) Every Club in the State plan and initiate a membership plan during the year. 2) Every Lion bring in one new member (or at least “Just Ask” one person). 3) Increase PR locally and statewide and become more visible with Club service projects. 4) Make changes in the Clubs, to attract the younger

people the Clubs will need to survive and to make the Clubs more meaningful, so that Lions want to stay members.

The theme of the program, **re-MEMBER Texas**, while playing off the famous Texan battle cry, attempts to bring awareness to the approximately 900 Texas Lions Clubs that Lions cannot forget to take care of the clubs, themselves, if they are to continue to be a force of service entering our second century. The Council noted that over the last 25 years, Lions Club membership in Texas dropped from over 45,000 to approximately 26,000; and while many membership themes have been initiated in Texas, most left the implementation to the individual Clubs without any real action plan to help. Along with their District Governor team, the following pages and the re-MEMBER Texas Kit should give Texas clubs all the help they need to successfully re-MEMBER their clubs this year.

re-MEMBER Texas Coin

Remember to Ask

By DG Kate Tyre X1

Some people might call it a “wooden nickel”. Others may call it “a round tuit”. Founder Melvin Jones' Business Circle (Melvin's original club) called it the “goat” coin. But whatever you choose to call it, the **re-MEMBER Texas** coin is a reminder to the Lions of Texas to remember to ask someone to join their club.

All Texas District governors will have supplies of these coins for the active members in the Clubs across their Districts. Every Lion in Texas is urged to at least ask enough people to join to get one new member during the 2015-16 Lions year.

Give your wooden coin to the new Lion with the hope that he/she will bring in another generation of Lions before the year is up.

So that each Lion always has a **re-MEMBER Texas** coin to give, Clubs will be supplied with replacement coins to give to Lions who give their coins away. Some Districts have also purchased a beautiful commemorative metal coin (shown above in the masthead) or pin to present to Lions when they bring in their first Lion in 2015-2016. That's the only way to get one!

Likely, your Dad warned you about taking a “wooden nickel”, but he never said you couldn't give one away. So if you'll just get “a round tuit”, MD2 will be well on its way to **re-MEMBERing** our Clubs and you won't be the “goat”.



MESSAGE FROM INTERNATIONAL PRESIDENT 2014- 2015 Lion Joe Preston



**2014-15
International President,
Lion Joe Preston**

Editor's Note: Lion Joe Preston, served as International President in 2014-15. As Immediate Past International President (IPIP), he currently serves as the Chairman for the Lions Club International Foundation (LCIF) and is slated to be the keynote

speaker at the Texas Lions State Convention from May 19-21, 2016 in Midland. A major part of his Presidential theme of Strengthen the Pride, “Ask 1, Keep 1”, provides a seamless transition into the Texas membership plan with its three main components: Recruit (Get ‘Em), Retain (Keep ‘Em) Rebuild. In addition, last April he kicked off Part II of the Lions 100th Celebration, “Centennial Membership Drive”, which also dovetails with “re-MEMBER Texas”. Lion Joe was provided an outline of the re-MEMBER Texas plan. Above are comments from IPIP Joe on the Centennial Membership Drive and the re-MEMBER Texas Plan.

Inside this Issue:

Introduction: Recruit, Retain, and Rebuild - p2
re-MEMBER Texas Plan – p3
Recruit: Membership Growth Ideas – p4
Prevent Child Abuse statewide partnership initiative – p5
Retain: Ways to keep your members – p6
Rebuild: Club Excellence Process & Mentoring – p7
Guide to the re-MEMBER Texas Kit – p8
Public Relations: Let Your Light Shine – p9
Public Relations: Public Service Announcements & Press releases – p10 & 13
Membership Events & Re cruiting Tools – p14



re-MEMBER Texas

2015-2016 MD2 Council of Governors

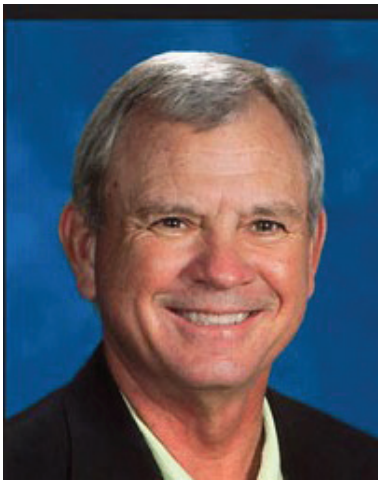
Membership Plan By DG Dick Van Hoose T2

While the 2015-2016 Council of Governors is dedicated to the extension of Lionism throughout Texas and realize that unless we get back to the basics, we will eventually lose the hundreds of struggling older Lions Clubs, as well as, the brand new Clubs that don't understand the important ingredients to success (RECRUIT, RETAIN, & REBUILD).

Managers spend a lot of time and money developing a plan, but then fail because they had no plan to put it into action. The 2015-16 Council of Governors has a plan and the plan they have put together is economical in cost, but loaded with action. Behind this plan is a complete set of individualized action plans which each District Governor has designed for their District. While re-MEMBER Texas has only 3 main components, they contain all the parts from the 2014-2015 Council's

"Global Membership 7 Point Plan" to build on their foundation. The District Governors have also added some statewide components to try and gain momentum for MD2 as a whole, as we move through this year and into the next. The resulting recognition & public relations from these projects should help Texas Lions clubs increase their visibility and attract new members.

Our own Past International President, Lion Ebb Grindstaff, had a great membership plan: Get 'em – Keep 'em! It may sound overly simple, but the components of it worked. We had over 45,000 Lions in Texas during his tenure. So even though they may now be called Recruit & Retain, your Council unashamedly plagiarized some of Lion Ebb's program with the confidence that these once successful ideas will help Texas once again produce the same fantastic results. It is obvious that the



theme re-MEMBER Texas has a double meaning; but somehow we in our clubs have forgotten how to member our clubs, so now we need to re-MEMBER them. We all know what Lions are all about – serving others, but as leaders we also have to remember to serve the clubs themselves, if we are going to continue to SERVE others. Much like the battle cry of our early Texans fighting for independence, "Remember the Alamo", we ask every Texas Lion to join your 2015-2016 Council of Governors and "re-MEMBER Texas!"

LETTER TO THE TEXAS LIONS

By Ebb Grindstaff Past International President

Dear Club Leaders of Texas Lionism: Methods of growth are constantly on our minds, so I would like to share with you ideas that have been successful in previous years. Club leaders will discover that successfully growing their club will require 3 main things: Involvement, Involvement, and Involvement. We need to simplify our approach and concentrate on the concept. Your club does not have to bite off the whole "re-MEMBER Texas" membership plan at once, but it is important that you use a few ideas in the beginning and see if they work, and then you can concentrate on some additional ideas. One method of concentration that we used in '82 & '83 was a small red dot that goes on the watch that was a constant reminder each day to be involved in the growth. There are three method of growth in Lionism: We've got to GET 'EM: 1) New Clubs; 2) New members; and KEEP 'EM: 3) Retention. To me keeping 'em has always been the missing link. In the re-MEMBER Texas plan it's expressed as Recruit, Retain & Rebuild, but it still boils down to the same thing – GET 'EM & KEEP 'EM. We did -reach 45,000 Lions in June of 1983, the year of my Presidency; but it was the Lions of Texas meeting and

planning to succeed that allowed us to obtain those numbers. We can't be like the little boy who swallowed the watch and waited for time to pass. The time is now – just as one of my city council members got real enthused about one of the sewer projects in our small town and made the statement "it's time we grab the bull by the tail and look him in the face". There are now only about 26,000 Lions in Texas, so it's time that we face this issue and do something about it. As you can see from the numbers, the average loss of Lions in the last twenty-five or thirty years has been tremendous. Yes, we must change our approach or as Past Council Chairman John Eads of Dallas put it, referring to an old saying, "If you discover you are riding a dead horse, the best strategy is to dismount". Has your club been riding a dead horse, when it comes to growth in your club? Is it time for you to make a new plan? WE can do it and the ideas in the re-MEMBER Texas plan will work, if you will. North American Lions need to work in a manner to be a vital part in the growth of our association as the growth across the waters has been outstanding. They have used the missing link as they have experienced growth. The materials presented in the re-MEMBER Texas plan

uses some of these methods we used 30 years ago, and other than the red dot on the watch idea, all I can do is urge you to utilize the guides in the re-MEMBER Texas kit and the ideas presented in this re-MEMBER Texas newspaper. Two other reminders I present to you in closing are the words spoken often by Texas own Past International Director Beverly Stebbins – "Where there's a will, there's a way". In closing let me repeat a phrase I used in my inaugural address to the Lions of the world. It is the most meaningful phrase I have ever heard spoken (author unknown to me) and Lions still remember it and quote it back some 30 years later. Yet it is only ten two letter words: IF IT IS TO BE, IT IS UP TO ME!



Yours in Lions,
Everett J. "Ebb" Grindstaff
Lions International President
'82-'83

EDITOR'S NOTE- THIS PAPER IS THE ENCYCLOPEDIA FOR LIONS
Everything you need to know about recruiting, retaining and rebuilding
By DG A J Dolle A1



Lion Leaders, we worked very hard putting this publication out, and we hope you will not only read all of it and use it yourself, that you will also use them as a training tool for promising new Lion Leaders. It has been said that when you stop growing you start dying. That is true for individuals, groups, and large associations like ours.

This particular paper is a virtual training guide to help you in your role as Lion's Leaders and to help others obtain the knowledge as well.

Looking forward to working with our COG this year.

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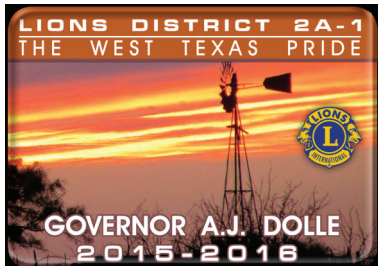


DG Janice & Lion Gary Tooke

(District Governor X3, 2015-16)

Remind Texas Lions to
're-MEMBER Texas"

And hope to see everyone in
Midland next spring



2A1 Home to MD2 State
Convention.

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home District and Hosts
of the State Convention
in Midland.

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Hospitality!

And don't forget to
re Member Texas

Special Memberships
By DG Janice Tooke X3

Lions Clubs International has been working hard on special "deals", if you will, to save Lions a little bit of money. One special LCI program, family memberships, has been successful in our District. There are 104 Family Units (which is a least 208 members or almost 15% of our District) taking advantage of saving half of their International dues. A "head of the household" family member pays the regular yearly fee of \$43.00 to International, and up to four additional family members each pay only half the international dues, which are \$21.50. That is quite an incentive for Lion members these days. There are 38 clubs (55% of our District)

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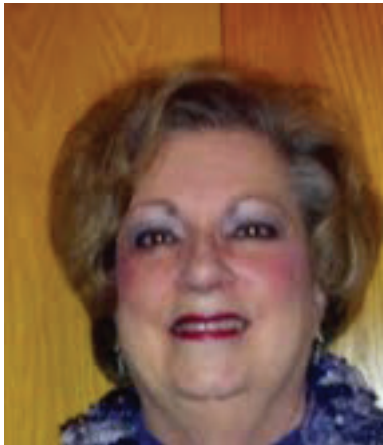
Want to welcome all Texas Lions
To the Tall City
For the 2016 State Lions Convention



"Active Involvement" is the Theme
Participate in one of the 3 Action Projects
And join the 2A1 Lions Clubs as "We Serve"

taking advantage of these
International dues savings.

International also offers a U.S. Veteran Program as well. Qualifying veterans receive an entrance fee (\$25.00) or charter fee (\$30.00) waiver when joining a Lions Club. Eligible veterans include retired U.S. military personnel (Air Force, Army, Coast Guard Services, Marines, National Guard, Navy or Reserves), or those honorably discharged from these services. Not only does the Veteran get the induction fee waived, but he as a member of a Lions Club, the veteran gives back to their community by being involved in community service activities with dedication, loyalty and commitment to the projects of Lions. We have in our



District approximately 10 veterans that have joined under this special program this year. All in all, our District has good numbers and members, but we still have many Clubs that could make use of these programs to entice new members to join. If you will remember the 3 "R's": Recruit, Retain & Rebuild, or as Past President Ebb says "Get 'Em & Keep 'Em", we will re-MEMBER Texas in 2015-16.

- **RECRUIT: (We “GET ‘EM” by asking)**
 - **Part 1: Train Lions & Clubs how to plan and implement a membership program (*3)**
 - District Governor will implement Club Officer and Zone Chair Leadership Training/Workshops using the District GLT, GMT & DG Team. (*7)
 - Just Ask, Blueprint for Success, CEP, and the re-MEMBER Texas Newspaper.
 - 10 Ways to Get ‘em (provides members with recruiting ideas) – see page 4.
 - Every Club should plan and implement a membership drive using “Just Ask” for guidance. (*5)
 - Each member has a talent. Get everyone in the right job in the recruiting plan.
 - Every member strive to give away at least one re-MEMBER Texas coin and just keep asking until they get 1 new member.

- **Part 2: Become more visible to our Communities & our State**
 - **Statewide Programs**
 - Participate in a statewide Wear Blue Day project in conjunction with Prevent Child Abuse Texas (full details on page 5 this issue).
 - To be done at the “Bring a Prospect to Lunch” meeting in April, 2016.
 - Information days in Clubs (October 2015) to educate communities on our service.
 - Membership incentives or Contests
 - International - LCI’s Key Member Program, the International President’s special award program for 2015-2016, and Membership Award brochure – ME46 EN 6/15.
 - District and Club Contests (as may be individually developed).
 - **Local Visibility & PR**
 - Booths at civic events.
 - Visible Service: Local Club Projects or visibly partnering with other charities.
 - Speak at Chamber events to educate the Community on Lions Service.
 - Communicate with local leaders on community needs to find more ways to visibly serve.
 - All Clubs (strong or struggling) should commit to doing a full CEP.
 - Clubs and Districts need active PR Chairs (sample PR spots, PSA’s and recruiting ideas in the **re-MEMBER Texas** News).
 - Send PSA notices to all local media & bulletin boards about meetings & events.
 - After events send pictures, meeting facts, & thanks (where appropriate).
 - **Rebuild**
 - The DG Team & GMT will select at least five struggling clubs wanting to be rebuilt. (*6)
 - A rebuilding team selected by the District Governor & GMT will assist the Clubs.
 - An individualized rebuilding plan will be developed and executed.

- DG's will have a membership action plan as part of the DGE School. (* 1)
 - Work with GMTs, DG Team, Zone Chairs, etc. to select the best locations. (* 4)
 - This plan will entail the Sub-Districts' individualized expansion plans. (* 1)
 1. Consider Campus Clubs in Colleges, Universities and Junior Colleges. (* 1)
 2. Consider Leo Clubs to build a continuing stream of new Lions for the future.
- Each DG will work with the State GMT and District GMT to implement their specific action plan. Recruiting teams should include your PDGs, GMT (State GMT when available), and the DG Team. Coordinate training needed (Guiding Lions, etc.) with the State and District GLTs. (* 7)

- **Part 3: Train Lions and Clubs how to make new Lions feel needed, wanted and successful**
 - Introduce the “12 I’s of Caring for ‘Em” (from PIP Ebb’s “Keep ‘Em” plan) – see page 3.
 - Clubs should commit to induct all new members properly & promptly (guide available).
 - Club should commit to provide early orientation for all members (guide available).
 - Provide training programs to make sure all Clubs have trained mentors.
 - Club should commit to make sure that every new member gets a mentor, who will work with them, get them involved, and check on them when they are missing.
 - Use the exit interview information from the programs started last year to offer alternative membership to lost members and to assist Clubs by setting up additional retention training sessions. CEP should be considered where necessary to increase Club retention. (*2)

RECRUIT - REBUILD - RETAIN
Re-MEMBER to ask! Re-member to Serve!
Re-member Texas!

* (Asterisks denote a point from the 2014-2015 "Global Membership Seven Point Plan" to which that particular bullet is related. Some of the 7 points are referenced more than once, and some, if not most, are more fully covered in the individual GLT & GMT Action Plans developed by each District Governor especially for their District. Parts 1 & 6 are the main examples of this.)

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10 Simple Ways to “Just Ask”!

The purpose of any approach to a prospective member is to gain a commitment of some kind. It may be just to come to a meeting, to one of your service projects, or possibly to an introductory meeting or gathering your club is hosting. It may be a direct commitment to join your club. However, in any event, after you state the purpose of your conversation, you will be invariably asked: Just what is a Lions Club?

Your answer to this is usually a make it or break it response. If you can’t answer it, you lose. If you stumble around, you lose. If you try to tell them “how to build the clock”, when all they wanted was the time, you lose. So every recruiter should have an “elevator” speech of 1 minute or less, which concisely explains who we are and what we are about. (An elevator speech is one you could give in the time it takes to ride up or down in an elevator with someone who spotted your Lion’s pin and wanted to know what it was. In an elevator you will only have about a minute, so it has to be good.) You’ll have to develop your own elevator speech, but we have included 3-4 after these 10 Ways to “Just Ask” for samples to get you started.

- Send a postcard:** A postcard is printed up with the date, time and location of your meeting, inviting the recipient to join you as a guest. A space is provided for the name and number of the club member, who has invited the guest. Each Club member is asked to pick a list of 10-20 potential new members that he/she would like to invite. The cards are then addressed and mailed after the member’s name & number is inserted. A follow-up phone call could be placed after a week, if the person has not responded. The advantage to sending something in advance, is that people are much more receptive to talking when you follow-up by phone.
- Send a personal letter:** Much like the postcard, each member is asked to make a list of people to invite. A letter is then prepared briefly outlining (like an elevator speech) what we are about. A brochure about your club could be developed and included. The letter could be to any meeting or possibly an invitation to a special introductory get together you are planning. The letter should be signed by the President. The personal touch is that the Lion, who provided the name, should write a brief handwritten note in blue ink saying how much he/she would love to have them as his/her personal guest, etc. The letters are mailed. These should be followed up in a week with a phone call, if there is no response.
- Door hangers:** Similar to the information on the postcard a door hanger is prepared detailing the time, location and day of the club meeting. There is also space for the Lion to enter his/her name and phone. On the reverse side some brief info about the club’s projects could be listed. The Lion then takes the door hangers and places them on the door of the neighbors on either side, in front of them and behind them. Again, after a week, a follow-up call should be made.
- Info cards & Social Media Contacts:** A special guest card, stating that the club is glad they were there & you’d enjoy getting to know them better could be printed up. The card then gives spaces for the guest’s name, address, e-mail & phone of the guest. The person should be sent an e-mail inviting them to go to your website or Facebook page to learn more about you. In about a week, they should be invited back as a prospective member. Brochures from LCI and/Club info should be given to all guests to take home. In the same vein you should contact people who like your Facebook page and have a place on your web page where interested parties can leave their contact info for your club to follow-up on.
- Info booths at community events, and club projects:** This would work the same way as the info card at the Club, up to and including the follow-up portions.
- PSA’s on local radio, TV, and newspaper:** Some sample public service announcements that can be used on radio, TV or newspaper are listed at the end of this list. Just fill in the blanks to suit your situation and mail them to the local media. You should call in advance to find out, who handles such things at the stations/newspaper, so you can get it directly to that person. If you get them to join too, you’ll have a perfect job for them to help with.
- Canvassing door to door:** This can be done alone or in teams. You need to be armed with brochures from LCI and an information piece on your Club. Have your elevator speech ready. There is a great approach in the back of the “Just Ask” brochure from LCI. If you don’t have a copy, you can get one on the LCI website. Pick a time when two or three teams go out together. Get a little competition going and meet frequently to compare notes on what is and isn’t working.
- Referrals:** There are many ways to get referrals, but one of the main ones is to approach officers and CEO’s of local businesses, banks, and large corporations. Approach them first to join your club, using your elevator speech. If they are unable to do join (too busy, etc.), ask them to refer someone else from their organization to represent them. Many companies like to have their people in various civic organizations and many even pay their dues for them. You might also ask them for referrals from other business acquaintances or vendors they do business with. Another source of referrals is a new member. If they are excited to have joined they likely want to share this new adventure with their friends.
- Committee Visit:** Similar to both the personal letter and the door to door canvas, where you ask all the members to give you a list of 10-20 people they want to join; but instead of writing a letter, the canvassing group calls on the person. The approach is that a particular member thought so strongly that you would make a good member, that he/she asked the board to pre-approve them for membership and to send the welcoming committee to personally extend this invitation to them.
- Business Card:** Much like the postcard the business card gives the date, location, and time of your Club meetings, with space for the Lions name and contact number. Lions in your club should keep a supply of cards in their pocket and give this to people they would like to come visit the Club. This gives you something to hand out all the time; but you should always have an application with you too.

Lions Sharing Ideas
Regular LCI Webinars
Share Membership
Problems & Solutions

Lions Clubs International (LCI) offers regular webinar for Lions to hear from successful Lions about programs that have been helpful in re-MEMBERing their Clubs. Webinars are generally limited to one hour and are available at no cost to any Lion. Any Lion whose email address is in the LCI system will receive an email describing the membership topic for that session. Generally there will be a webinar every month or every other month. If you are not already receiving such notices, you need to make sure your Club Secretary has entered your email address into your record at LCI. If this does not work, you should call Heather O’Donnell, LCI Membership Development, at 630-468-6912 or extension@lionsclubs.org. Explain your problem and she will help you get set up to receive the monthly notices. When you receive your notice it is very simple to enroll by clicking a button and filling in your information. You will receive a confirmation with a link. At the appointed time you simply click the link and listen in. If you do not have speakers on your computer, you may listen by phone. If your Club is struggling to attract and keep the new members you need to continue to do what Lions do - SERVE – or if you have been successful with a particular method you are willing to share, then the LCI Membership Webinars are for you.

Club Membership
Chairperson Guide

The position of club membership chairperson is important to the health and vitality of your Lions club and its ability to serve the community. This guide will explain the responsibilities, provide tips and introduce available resources to assist the Clubs Membership Chairperson efforts. 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. The guide provides a *Planning Calendar* at the end to assist the chairperson & committee in laying out a plan for the year. In addition the Just Ask brochure included in the re-MEMBER Texas Membership Kit will also assist the committee in this process. To review or print copies of the Club Chairperson Membership Guide (**Form ME44**) for your Board Members or Membership Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to “Club Officer or Committee Materials” and under this section you will find this material. To order copies call LCI (630-203-3831) or e-mail them at membershipoperations@lionsclubs.org.

Many times people have asked me “how do you recruit so many Lions?” The answer is quite simple – Just Ask “Em! My approach to asking is not a cookie cutter speech. Each one may be unique. Therefore it is difficult to tell you how to ask. Just be yourself, have a passion for Lionism, and want to share it. Then Just Do It.

First of all you have to be dedicated to Lionism yourself, and if possible get to know the person before asking, so you know if they will make a good Lion. Remember – it is “quality” members you want. Most of the time, we just forget to ask. I see people every day of my life, and am always thinking of the possibility of recruiting them into Lionism. I begin to size them up as to whether I think they would be a good Lion. Perhaps it is someone in the grocery store, a student walking on campus, a fellow church member or co-worker, or someone presenting a program to our club. Look for people who support your fundraising efforts, or someone you see while performing a service project. The key is to be constantly thinking if membership recruitment. I have even recruited members in airports and called the DG in that area to call this person. How many times have you seen a person inducted into your club and realize that you have known that person for a long time but failed to

JUST ASK ‘EM
By Past International Director Joe Al Picone

ask them yourself? If it is a new person moving into town, I usually introduce myself and have a casual conversation – talking about their previous home, family, profession, etc. During that conversation, I ask them if they are familiar with the Lions club in their former community. That will lead into another area of conversation depending on their answer.

If they already live in the community, the approach is different. In either case, I’ll tell them that I am a Lion of 49 years and that Lions International is the world’s largest service organization. Then acknowledge them as a respected leader in the community and how you know they would enjoy their life as a Lion.

In recruiting new members, tell them about the good feeling you get when you have helped someone less fortunate than yourself. List some of your club’s local projects of service and how we not only serve those in our own community, but others half way around the world through LCIF. With enthusiasm, I always tell them about the Texas Lions Camp and how our club has sponsored children to this camp. At this point, you begin to see where their interest may be. Perhaps time will allow you to talk about Helen Keller, Lions Sight Programs, Eyeglass Recycling, our foundations, etc. I often give them a sheet listing the Mission

“re-MEMBER Texas” Clubs
By Past International Director Mike Butler

As we begin to think about membership we must remember that not all of us can be a PID Joe Al Picone who has received many keys for sponsoring members one at a time. Nor can we be a PDG Ronnie Martin who has organized many clubs in the last few years. But we can do our best; we can make a commitment to ask; we can be prepared when the opportunity presents itself. Council Chair Tom asked me if I had an *elevator speech* (a short, concise presentation to convince a person that Lions are a worthy organization). I told him I did not but I hoped that I knew my subject matter and could quickly convince someone to attend a meeting of my club or your club. This is my way – it might not be your way. Simply be prepared. Just have a way.

People join our organization for two reasons: they know someone (fellowship) or they believe that your club can help them reach their dreams of service to their community. (Note that I said their dreams, not yours.) That leads us to retention. If we hope to be good leaders, we must always allow our new members to express their opinions. We always say those words, but do we really practice our thoughts? Now back to the opening statement that Lions is a personal business. It will only be what you commit it to be. If you will commit this year to convincing your club to deal with membership in a personal matter and if you will lead by example, you will have growth. It matters not who gets the credit, what matters is that our

Service and Fellowship
By Council Chair Elect Ernesto “T.J.” Tijerina

The key in membership growth is **Service and Fellowship!** Look for prospective new members who project themselves as fun loving individuals who recognize that providing back to their fellow human beings that are less fortunate is the key for increased service.

- 5 simple steps to increase Membership Growth!**
- Look for new members that project a high level of individual **FELLOWSHIP**-members that feel good about themselves so that they can feel good about other human beings
- Look for new members that recognize and appreciate their effort to help other human beings less fortunate. **SERVICE:**

- time, effort, commitment, and satisfaction in helping others
- Invite them to a Lions meeting or Lions Project! **SHOW THEM**- the work that the lion members do in their community
- Let them know what the club represents and the **CLUB’s COMMITMENT** to service and expectation of each member
- Once a member, keep the communication and orientation alive-**NOURISH THEM**-be there for them, keep them active and assign them to committees based on their individual strength and liking.



Statement, the Code of Ethics, and the Objects.

Then invite them to join you and some other Lions for dinner on (date-time of your meeting) to learn more about Lions. If they can’t make that date, follow through for your next meeting.

Too many Lions do not actively recruit because they are afraid of the word “NO.” Don’t be afraid of rejection! Be prepared with a proper response if they decline your invitation. In rejecting the invitation, most of the time they say “I just really don’t have the time.” Be prepared to tell them how much time it really takes. They may realize they in fact do have the time. And follow through with another invitation.

What if everyone reading this would ask just 1 person to visit their club at you next meeting? Think about it! So just ask “Em!! (Editor’s Note: PID Joe Al was an International Director from Texas from 2011-2013. Lion Joe Al holds the Global Membership Key, having brought in over 250 members into Lionism, and he has received 11 Extension Awards for starting new Lions clubs and has participated in starting many others.)



Association gains in numbers. There are many people who want to help; we must be willing to ask for that help and we must start from day one, if you personally gain one new member at the start of the year (July 1st), then you will have a great year. Membership is about commitment, a personal commitment. (Editor’s Note: PID Mike was an International Director from Texas from 1984-1986.



(Editor’s Note: PDG T. J. is the Council Chairman for the 2016-2017 Council of Governors. Lion T.J. holds the Grand Master Membership Key, having brought 52 members into Lionism, and he has received 12 Extension Awards for starting new Lions clubs, as well as, assisting in the development of 9 more.)



LETTER TO TEXAS LIONS

Texas Lions,

For over 31 years, Prevent Child Abuse Texas has been working to ensure the healthy development of children statewide. It's a pretty simple formula: when we promote healthy child development practices, we help prevent child abuse and neglect before it ever occurs.

As a member of Prevent Child Abuse Texas, I would like to share with you some sad facts about an epidemic that is affecting the lives of America's children. More than three million children are reported as abused or neglected in America every year, with one million of those cases being confirmed. And, sadly, over 200 children died in Texas alone last year from child abuse or neglect.

While these statistics are horrifying, there is hope. We know that child abuse and neglect are preventable. There is no reason for this many children to not enjoy a sense of security in the one place they should expect it most – home.

I am asking your Lions club to consider joining Prevent

Child Abuse Texas in our efforts.

Our mission is to prevent the abuse and neglect of our state's children. In our pursuit of that mission, we are striving to:

- Find more answers to learn how to prevent child abuse and neglect
- Establish child abuse and neglect prevention as a public policy priority at the state and local levels
- Promote effective prevention programs at the community level

But there is still much work to do. Child maltreatment has more than one solution, and you'll find them all around us-they're our neighbors, friends, faith groups, medical professionals, and schools. Research shows that abuse and neglect are much less likely to occur when families are supported by a caring community.

Engaging communities in the important work of



strengthening families and valuing children are the core values of Prevent Child Abuse Texas. Your help is needed to help us open people's eyes to this and to encourage people to report abuse.

Your club can make a difference in the lives of children. With the help of the over 800 Texas Lions clubs, we can stop this violence – and bring hope to Texas' children. I encourage EVERY Texas Lions club to join us in our efforts next April by sponsoring some event that will educate the public and promote awareness – and don't forget to **WEAR BLUE!**

We can't do it without you.

Wendell Teltow

Serve More with Great Partnerships

There's no better way to reach your service, fundraising and membership goals than to form successful partnerships in your community. Start a new alliance or improve existing partnerships with these tips and tools.

Five Tips from an Expert
Author of "How to Jump-start Your Sponsorship Strategy in Tough Times," Gail Bower is a consultant, coach, writer, and speaker who works with nonprofit organizations to increase revenue, visibility, and impact. Here she offers her top tips on creating successful alliances.

1. Think Strategy. Take a big picture view of your club and define areas that would benefit from partnering. Then ask yourselves what community relationships could be leveraged to expand your impact, increase funds and bring new resources.
2. Choose the Right Partners. Partnerships take time, effort and honest communication. Define the ways that you'll both be and attract the best partners. Avoid partners that may not be a good fit.
3. Determine Outcomes. Is your partner interested in finding potential clients, attracting new customers or generating visibility? Understand and support their desired outcomes and goals.
4. Build Relationships. Strong partnerships

are rooted in relationships. Have your partners' best interests at heart and work toward ensuring that their—and your—needs are met.

5. Think Ahead. As you build your relationships, your partnerships can blossom in new ways. Having a long-term perspective will keep the creativity and impact of partnerships alive.

Partnership Do's and Don'ts
"DO make sure that you educate partners on what the Lions club is, our mission and what we do."
– Lisa Barker, Humboldt Lions Club, Tennessee
"DO reach out to businesses. Everyone we called said 'Yes!' to our request to help with a very successful first time event. They were flattered to have been asked."
– Kim Giles, Waco Women's Lions Club, Texas
"DON'T forget to honor your partners. Our club annually selects a community partner of the year. We present a plaque and publish it in the newspapers."
– Tom Rayfield, Belton Host Lions Club, Missouri

(Reprinted Courtesy of LION Magazine)



opportunities for men and women to join in service through membership in local Lions Clubs.

So let's look at one area within our state that clubs could "Strengthen our Pride". Back in the early 1970's my wife (Pat) and I were foster parents for 3 years. Children were placed in our home in that period from anywhere to 2 days to 2 ½ years. They came from homes that under any definition were ones of child neglect or abuse. Prevent Child Abuse Texas (PCATX) is a statewide non-profit organization working to prevent child abuse and neglect in all its forms throughout Texas. The 2015-16 Council of Governors has moved to partner with PCATX by requesting each club in Texas to have an event, a program or a project that supports the goal of

A Problem & A Need Leads To Service Opportunities

By DG Juan R. Lopez A3

April is Child Abuse Prevention Month in Texas. According to Prevent Child Abuse Texas, 4 children die every day from child abuse, 27 children die from poverty, every day 689 babies are born with inadequate prenatal care and every day 13,700 children are abused and neglected in the USA.

A 2004 report titled "What Can We Do About Child Abuse" prepared by the Office of then Attorney General Greg Abbott with the cooperation of Texas CASA, Inc. revealed more than 50,000 Texas children were known to be victims of abuse and neglect.

In 2010, the Texas Department of Protective and Regulatory Services confirmed over 66,000 children to be victims of child abuse, 16,347 children were removed from homes due to child abuse.

"Staggering as these numbers may seem the Texas Department of Family and Protective Services, the state agency charged with receiving and investigating reports of child abuse and neglect reports reflect many more cases of abuse and neglect go unreported and others are not reported in a manner that supports effective investigation".

Although non-profit organizations such as Prevent Child Abuse Texas, Court Appointed Special Advocates (CASA), strive to prevent child abuse and advocate for children who have been abused, Lions realize more needs to be done.

To this end, the Lions of Texas Multiple District 2, led by its sixteen (16) District

Governors and over 25,000



Lions Clubs members, will join Prevent Child Abuse Texas, next April (2016) during Prevent Child Abuse Month in Texas.

Lions in all 850+ clubs will be encouraged to get involved with local organizations working to prevent child abuse by participating in activities such as "Wear Blue Day", holding informative programs, participating in walks and many other activities to promote

Wear Blue Month – April, 2016 What Your Club Can Do to Help Prevent Child Abuse

By DG Ed Stiles S1

In April of 2016, the Lions of Texas will be partnering with the Prevent Child Abuse Texas organization to promote Child Abuse Prevention Month and shine a light on the frightening number of child abuse cases in our great state, and put into action some things Lions can do to help prevent it from continuing.

The promotion, propelled by the active participation of hundreds of Lions Clubs across Texas, should generate a huge groundswell of publicity with multiple implications - increasing awareness of child abuse to millions of Texans, generating interest among other service-minded citizens, and informing the general public about who we Lions are and what we do.

So, how can your club get involved? Here are a few ideas...

"Pinwheels for Prevention" Campaign

As the new symbol for child abuse and neglect prevention, the pinwheel is an uplifting reminder of childhood and the bright futures all children deserve. This national campaign is an effort to change the way our nation thinks about prevention and how we can deliver on our commitment to America's children.

The Pinwheels for Prevention campaign can be promoted in many different ways. Pinwheels can be carried, given out at events, planted as a lawn display, lined up along a sidewalk or pathway, or used in any number of ways to raise awareness of child abuse prevention and the promise that every child deserves to be raised in a safe and nurturing home. Several sources for the purchase of pinwheels are

available on the internet.

Other Opportunities

- Wear blue. Ask your club members to wear blue clothing at every opportunity during the month of April. Have volunteers make simple blue Prevent Child Abuse ribbons for club members, give more to others in the community, and wear them every day in April.

- Schedule a club event with a speaker on child abuse prevention. Invite local dignitaries, the press and the public to attend. Put PSA's out to all the media to generate interest. Make sure you have a club information table, manned by Lions from your club to provide information on your club's activities, brochures about Lionism (free from Lions Clubs International), and applications to join.

- Participate in a walk. Two annual walks in April are the 'Round Rock Walk for Children' and the 'Walk The Woodlands for Children'. Encourage your club to sponsor a walk in your own town. Make sure you have a club information table, manned by Lions from your club, to provide information on your club's activities, brochures about Lionism (free from Lions Clubs International), and applications to join.

- Encourage your members to be on the alert for abusive situations in your community – not just in April, but at all times. Report suspected abuse or neglect. If anyone has reason to believe a child has been or may be harmed, have them immediately call the local Child Protective Services (CPS) agency or call 911.

- Identify people in your area



who could use a break from parenting. Being a parent isn't easy. Offer a helping hand to take care of the children, so the parent(s) can rest or spend time together.

- Challenge your club to get more involved in your community. Ask your community leaders, clergy, library and schools to develop services to meet the needs of healthy children and families. Strong, healthy families are less likely to be involved in child abuse.

- Assign a committee or a group of member volunteers to help in developing parenting resources at your local library. Ask them to determine whether your local library has parenting resources, and if it does not, offer help to obtain some.

- Have your club promote abuse prevention programs in your local schools. Teaching children, parents and teachers prevention strategies can help to keep children safe.

- Encourage Lions club members to volunteer at a local child abuse prevention program if one exists. For information about volunteer opportunities, go to the Prevent Child Abuse Texas website (www.preventchildabusetexas.org) and click on the Volunteers tab, or call 1-800-CHILDREN.

CHILD ABUSE IS PREVENTABLE.

APRIL IS NATIONAL CHILD ABUSE MONTH

REPORT ABUSE

800-252-5400

WEAR BLUE IN APRIL



JOIN THE LIONS OF TEXAS.

IN THE FIGHT AGAINST CHILD ABUSE



TOP GROWTH PLAN: KEEP THE ONES YOU GOT

By Past International Director Bev Stebbins

Great emphasis and information on methods to recruit new members is always a major part of membership in our clubs. Of equal, if not greater, importance is “keeping the ones you got”. While we do a good job of recruiting our new members, the retention of members old and new seems to be a chronic problem for our clubs in general. Why? No one really knows, but maybe it is because we get comfortable in our clubs as we do in our families. We just take our existing members for granted after the “honeymoon period”. Any retention plan must first begin in the hearts and minds of the club members. There needs to be not only an acknowledgement of a problem but a real commitment to changing the status quo and to making changes to improve the environment of our club so the needs, wishes, ideas and opinions of all Lions are addressed. Lions International has a publication entitled “Your Club Your Way” which is included in your re-MEMBER Texas Kit. This is something all Lion leaders should read. “How Are Our Ratings” & the “Membership Satisfaction Guide” are other resource materials available on the LCI website. Clubs should make use of one or more of these surveys to take a really good look at how members feel about the club. Some members do not wish to speak out about their dissatisfaction; they just eventually quit. Allowing all members to complete the survey without signing their names gives them the chance to speak their minds. The Membership Committee would be the logical group to be responsible for the surveying of members and reporting the results.

However the club chooses to survey its members to establish the good, the bad and the ugly of the club, attention then must be given to taking action to correct the items most bothering the most Lions. If “unproductive meetings”, action to alter causes should be considered. Consulting “Your Club Your Way” or the “Membership



Satisfaction Guide” for information and suggestions would be a good first step. What do the Lions want from their club? Why did they join in the first place? What do they feel is worthwhile and productive use of their time and energy? Do the service projects meet their need to be of service or are the projects “just the same old thing” without much enthusiasm? Is attending the club meeting an enjoyable experience or another chore in their timetable? These are all questions that should be addressed with attention to the members’ feelings. A new game plan for projects, for meetings, for other things the club does might need to be considered. Creating an atmosphere in which all members feel they are important and an integral part of the “pride” is key to having contented, satisfied Lions. Recognition of individual Lions’ efforts in leadership, working projects, or any of the mundane things that are part of getting things done should always be part of the Lions routine. From a simple heartfelt “Thank You” to more formal recognition depending on circumstance goes a long way to making a Lion feel respected and appreciated. Feeling respected and appreciated makes a person want to continue. This is not rocket science. It DOES require an intentional effort to make the entire Lions experience something which the individual Lion considers a worthwhile use of his/her time, talent, energy, creativity, and money. Along the way FRIENDSHIP, FELLOWSHIP, and having FUN while doing something that “makes a difference” in the community and the world are ingredients for a successful experience. A successful experience causes the Lion to stay and serve.

12 “I’s” to GETting ‘EM & KEEPing ‘EM

We know that every person likes to be treated in the same manner as we ourselves desire to be treated. It is necessary then, that as soon as each new member becomes part of your Club; he/she needs to feel a part of it. If you do that, then you will start to retain your members. The 12 “I’s” presented below are part of PIP Ebb Grindstaff’s Get ‘Em & Keep ‘Em membership program, when he was President of Lions Clubs International. **INFORM** present Lions, potential Lions and the public what Lions Clubs International offers its members. **INSPIRE** every member to take an active part in recruiting new members and making them feel welcome. **INQUIRE** how other successful membership drives have been conducted and adapt useful ideas for our own programs. (Several ideas are presented in the “10 Ways to Just Ask” included with this package.) **IMPRESS** on those who have talents that your club needs that they can make a real contribution. It is flattering to be needed. **INFLUENCE** prospective members with details of the Lions humanitarian achievements. People like to be identified with a successful organization. **INNOVATE** new ideas. Younger people require new techniques to recruit. Try some new approaches. **INTRODUCE** new or prospective members to everyone in your club. Have new members be part of the greeter committee for a couple of months after they join. Ask new members to be part of your calling committee, which checks up on absent members. **INSTALL** new members during an impressive ceremony. Such special attention adds warmth to a welcome. **INVOLVE** new members in specific activities immediately. Assign a mentor who will get them involved in service and fund raising projects, as well as attending some Club Board and Committee Meetings. Ask them to give a program about their career or some special interest in their life. **IMPROVE** methods of keeping old members active and interested. Urge them to expand into other areas of service and leadership in your club. LCI has plenty of training courses to help prepare them for other areas of service and leadership. **INSTILL** loyalty in every member. Use a club newsletter to keep everyone fully informed of the club’s activities, achievements, and forthcoming programs. **INFUSE** your whole membership campaign with an air of success. Be positive! Keeping the positive approach means positive action. Keeping members is just as important as obtaining new members and new clubs. It’s all a vital part in the growth of our association. The plan has been tried and tested and will work, if you will. As Lion Ebb once told us, “I took my spade to straighten out the tines because of some rocky ground. Seemed like a very difficult job and one that was nearly impossible; but upon my return to obtain the spade, I asked the question: Will it work now? His answer was very simple and one that had faced us many time: **Yes. It will work if you will!**

CC Tom & Lion Sherrilyn Blase

Are proud of your 2015 -16 Council of Governors

Come Celebrate Their Service in Midland

At the 2016 State Convention



A, B, C’s OF RETENTION SUCCESS

(Author unknown)

- A is for Agenda:** Don’t run a meeting without one!
- B is for Belief:** Believe in the importance of what Lions do!
- C is for Communication:** Keep all members in the loop!
- D is for Dedication:** Keep your members dedicated with worthwhile projects!
- E is for Evaluate:** Take the time to evaluate your club and create an action plan to implement necessary changes!
- F is for Fellowship:** Plan social activities for club members to build the bond of fellowship between them!
- G is for Grow:** Look into ways your club can grow this year! (Use the ideas in this newspaper & the re-MEMBER kit.)
- H is for History:** Acknowledge the rich history and traditions of Lions while planning for future success!
- I is for Involvement:** Make each member an essential part of the club by involving them in meaningful activities!
- J is for Jump:** Be proactive and jump into action at the beginning of the Lions year. Your positive attitude will be infectious!
- K is for Knowledge:** The best Lions are informed ones. Encourage your members to have a thorough understanding of your club, its goals and its history!
- L is for Leadership:** Future leaders are important to building a strong club!
- M is for Meetings:** Long, boring meetings are the number one retention challenge!
- N is for New Members:** A club cannot grow without them!
- O is for Orientation:** A proper orientation is the best way to get a new member off to a great start!
- P is for Projects:** Evaluating your projects with community and individual Lions needs, keeps them vital and worthwhile and gives members a feeling of making a difference!
- Q is for Quality:** Strive for quality in everything you do, whether it be recruiting new members or beginning a new project!
- R is for Recognition:** Recognize the outstanding efforts of your members at every opportunity!
- S is for Service:** Remember that We Serve is the reason we are Lions. Consider new projects along with the traditional ones.
- T is for Team:** Remember, Together Everyone Achieves More!
- U is for Unity:** Sharing common goals will help your members feel united!
- V is for Variety:** Try something new to keep your members interested and involved!
- W is for We Serve:** This is the motivating force behind all Lions do!
- X is for eXtra:** Anything worth doing is worth doing well; encourage extra efforts from all your team!
- Y is for Year-Round Growth:** Focus your efforts on quality members consistently year round!
- Z is for Zest:** Make your club enjoyable and productive! Take care of business and still have fun!



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Midland West Side Lions Club

Home Club of

PDG Robert (Bob) Edwards

Proud Sponsor of BSA Troop 19, Pack 67 and Crew 19

Wishing you a successful year

See you in Midland May 2016

Together We Serve



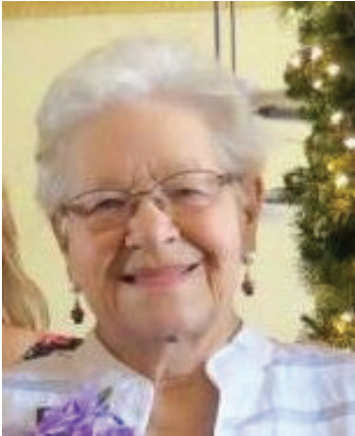
Your Opinion Is Important!
By Frances Cherry, District 2-T3 GLT Coordinator

Excellent materials that help clubs grow in leadership, membership and service are available through Lions Clubs International. These include the “Club Excellence Process” (CEP), the “Blueprint for a Stronger Club” and “Your Club, Your Way.” Although these programs may focus on different areas of club development, all have one element in common. They all make use of assessments. CEP and Blueprint rely on “How Are Your Ratings?”, “Your Club, Your Way” addresses items related to your club meetings.

Business and industry depend on customer input to identify their strengths and weaknesses and they seek input from their customers to stay competitive in meeting their customer needs. Lions Clubs also need happy customers. A membership specialist with AARP has stated that surveys should be standard operating procedure for any not-for-profit organization. However, club leaders need to be aware of many considerations that are a part of a successful club assessment. Communication is crucial to the success of your evaluations. Club members need to know in advance the timeline for the activity. They need to know why the assessment is being conducted, how it will be presented, the result of the findings and the actions planned as a result.. A common practice is to distribute the survey at a club meeting, ask that they be completed and returned at the end of the meeting. This is, perhaps, an effective way of reaching a large segment of your club. However, it is possible that the most important information comes

Club Excellence Process (CEP).

Building a successful Lions club is a process, and it begins with the **Club Excellence Process (CEP)**. CEP is a fun, interactive workshop that brings members together to talk about what your club is today and what it will be tomorrow. It gives your club the tools to energize your service, enhance member satisfaction and set goals to keep your club on track for continued growth and success. **CEP Pro:** For clubs that want a trained Lion facilitator to guide club members through the process. **CEP Lite:** For clubs that prefer to have a club member lead the process. Are you ready to bring the power of CEP to your club? Choose the version that’s right for you and register today! Club officers need to register their club for CEP. After registering, materials may be downloaded for FREE or printed materials may be ordered for a small fee. For More Information go to the Lions International website (www.lionsclubs.org) and click open Member Center, highlight “Lions” (found on the yellow



from those members who are **not** at the meeting. This leads to consideration of how to make the instrument available to those members and still have an anonymous result. In one club, a member took on the responsibility of delivering the “Ratings” to the absent members with a self-addressed return envelope. Members were impressed at having someone from the club indicate that they and their opinions were important and that they were missed at the meetings. Attendance and over-all participation improved in that club. This is perhaps one of the most important results of surveys. Members feel an ownership in their club. They feel that they are valued by the club’s leadership and that their opinions are important. At the same time, club leaders find that many of their positive perceptions are validated and find direction in areas that need improvement. Study CEP, Blueprint for a Stronger Club and Your Club, Your Way. Choose the program that would best meet the needs of your club. Follow the suggestions presented, utilize a properly presented assessment and enjoy the club growth that will result.



bar) bringing up the blue field, then under the main heading “New Members Strengthen Membership”, click on the “Club Excellence Program. Click on “CEP Overview to review the program or click on the Blue Button to register your club for the program. You may also contact the District Administration Division of LCI (630-571-5466 ext. 6828) or e-mail them at districtadministration@lionsclubs.org. Questions regarding facilitators should be directed to your District Governor or GLT coordinator.

Here’s what you’ll accomplish in a CEP Pro or CEP Lite workshop:

- STEP 1: Assess Your Club and Your Community
 - Celebrate your club’s accomplishments and discuss what it can accomplish in the future
 - Identify unmet community needs and plan a Community Needs Assessment
- STEP 2: Making an Excellent Club
 - Complete the How Are Your Ratings? survey and identify ways to improve club effectiveness
 - Define club excellence and potential obstacles to achieving it
- STEP 3: Determining Club Needs
 - Review the Community Needs Assessment and what it means for your service projects
 - Align your club experience with member expectations and find new resources for success
- STEP 4: Setting Goals for the Future
 - Set goals that will position your club for success
 - Create action plans that will keep your club on track for success

Basic Mentoring Guide

The goal of a new member should to become the best Lion he/she can be by learning about his/her responsibilities and by building relationships within the Club. However, the new Lion cannot be expected to learn these things by osmosis. The goal of the Club should be to help the Lion become the best Lion they can be and to make sure the experience of being in the Club is a good experience.

The Basic Mentoring Guide will help the new Lion and the mentor set goals, plan activities and mark progress as he/she embarks on a lifetime of service to the community. The mentor may be the Lion who sponsored the new member or another experienced Lion appointed by the Club. The mentor5 will find that if they mentor with an open mind and open heart, it will be a worthwhile investment in his/her own ability to serve.

It is well known that as Lions, “We Serve”, but it is not always remembered that we can serve our communities by helping our fellow Lions, especially our new members. By doing so, the Lion Mentor is assuring that the Club will continue

30 IDEAS TO RE-BUILD YOUR CLUB

“The following pages offer proof of good news. Here you will find thirty marketing ideas, in categories ranging from exhibit marketing to direct marketing, designed to assist you with inviting new members and promoting your club. We encourage your club to select a category each month, implement one of the activities listed within that month, and then keep track of the membership growth results you receive. We think you’ll find your monthly activities will pay off with an increase in both membership numbers and public awareness.” To print copies of 30 Marketing Ideas (Form MK97) for your Board Members or Membership Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “Leadership Development” heading and under this section you will find this material. To order copies call LCI (630-203-3831)) or e-mail them at membershipoperations@lionsclubs.org.



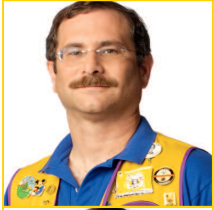
to have quality members well prepared to take the lead in meeting the pressing needs of the community. The Lions Basic Mentoring Program is designed to give structure and coherence to that process.

To review or print copies of the Basic Mentoring Guide (**Form MTR11**) go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “Leadership Development” heading and under this section you will find this guide. To order copies call LCI (630-203-3831)) or e-mail them at membershipoperations@lionsclubs.org.

Club Branching

According to the LCI Manual, forming a branch in your club is intended as a means to eventually “branching” it off into a new club in the community. In our District we have attempted several branches and we currently have the opportunity to use this method to establish new clubs in 4-6 additional locations. Two of these branches have failed, which tells us we have a lot to learn about this strategy in building membership.

Yet I believe it could also be a tool for re-building, one of the three “R’s” of this year’s re-MEMBER Texas plan (Recruit, Retain & Re-build). History shows that the idea of branching a club usually comes when you are having a hard time bringing new members into your club or retaining members once you recruit them, especially the younger adults you are trying to recruit: The meeting times just don’t suit them, the projects of the club don’t interest them or are outdated & no longer suited to the community, there is no room



30 MARKETING IDEAS
Is your club keeping its service a secret?

The following pages offer proof of good news. Here you will find thirty marketing ideas, in categories ranging from exhibit marketing to direct marketing, designed to assist you with inviting new members and promoting your club. We encourage your club to select a category each month, implement one of the activities listed within that month, and then keep track of the membership growth results you receive. We think you’ll find your monthly activities will pay off with an increase in both membership numbers and public awareness.

It’s up to your club to unlock itself to the community. It’s up to you to share your Lions pride.

Advanced Mentoring Guide

As a new member grow in Lionism and the service we provide, it would be natural for their goals to expand to becoming the best Lion leader he/she can be by focusing on results and the replication of their knowledge and experience. This guide will help the developing Lion and his/her mentor set goals, plan activities and mark progress as they develop the skills needed to organize, lead and inspire their fellow Lions.

The Advanced Mentoring Program begins with a Lion who has a desire to learn, is willing to set goals and has already completed the Basic Mentoring Program. The mentor’s role is pivotal in ensuring that Lions Clubs International grows potential leaders who can effectively help meet most pressing needs of our communities and the world are met. The Lions Advanced Mentoring Program is designed to give structure and coherence to that process. It adheres to the same



procedures used in the Basic Mentoring Program

To review or print copies of the Advanced Mentoring Guide (**Form MTR12**) go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “Leadership Development” heading and under this section you will find this guide. To order copies call LCI (630-203-3831)) or e-mail them at membershipoperations@lionsclubs.org.

By DG Mike Milligan T1



the branch together with the main club for fun get-togethers or helping each other with projects, the club should find many old members will be less resistant to the changes needing to be made, and visa versa, the new members may start feeling better about being part of the main body. The excitement and interest generated by the branch, plus the fact that you have more members out serving the community will bring more attention to the club, as a whole, making it easier to recruit new members into both units. In the end you may find a way to bring the branch members into the main club; but even if they grow large enough to break off on their own, you will still have strengthened the original club and added members to it, not to mention putting another club out into your community to do what Lions do – SERVE!

DG Jim & Lion Jackie Fox
(District Governor S5, 2015-16)

Encourage the Lions of Texas to
“re-MEMBER Texas”



You Need More than Lip Service”

By DG Billie Rae Gillis S4

Year after year the cry goes out. Your District Governor comes home from the International Convention DG School and then District Officers come home from Cabinet meetings with the same message: We need more members. Go get ‘em tiger!and by the way, keep ‘em once you get them.

But where is the training and where are the tools you need to do that? In other words it is common practice in many organizations, including many Lions Districts, for leadership to give lip service to their hot topic and then run off and do “leadership” things, while local leaders are left to struggle with the who, what, when, where, & most importantly - HOW.

The members of this year’s State Council of Governors, all of whom are also past club presidents, recognized this and are determined this year to not only to provide you with the tools, but to work with any club in each of their respective Districts willing to have them help achieve their goals.

The tools are all provided in this kit or at least presented in this newspaper, so that you can find them yourself. The “Just Ask” brochure will help you develop a membership plan (**Recruit**). If you don’t have a plan to succeed, by default you have a plan to fail. “Blueprint for a Stronger Club” and “Your Club, Your Way” are

Leadership Rehab Path to Membership Using the “re-MEMBER Texas” Kit

By PDG Aubrey Cherry, Area & MD2 GLT

The Lion’s motto is, “We Serve.” It is not we recruit or we retain or we fundraise or we publicize. It is simply, “We Serve.” These other things are support mechanisms for the motto. Nothing emphasizes these basics, service and support mechanisms, than the Centennial tagline, “Where there’s a need, there’s a Lion.” If all needs in the club’s area are being met, that club doesn’t need more members. If more service is needed, club members must be aware of what the needs are and whether the club members want to fulfill the needs. If needs are unmet and the community wants them to be resolved, it is much easier to recruit new members to help do service.

Uh Oh!! There’s that word - Membership. Talk about membership brings phrases, “The young people don’t want to do anything these days.” It’s correct that they don’t want to do things the way they were done thirty years ago. “We don’t have enough members to do what we have always done.” Perhaps the go-getters want to do something different. “Some of our members don’t even come to the meetings.” Is it possible the meetings need a bit of rejuvenation? Several of these problems are topics covered in the guides provided in this re-MEMBER Texas Kit.

These are factors that affect completing the WE SERVE of Lionism. Clubs focusing on recognizing community needs, continuously promoting exciting service with actions to meet those needs, can celebrate their accomplishments. These are also the clubs that maintain and increase membership.

Better things need to happen to Lionism in our areas. What is the answer? There is a need for our Lions headed for leadership positions to enhance leadership skills. It is important to learn what a club officer is expected to do, but that is mechanics, not necessarily leadership. Lions Clubs International has an exceptionally effective leadership training curriculum available. Learning these facts of leadership skills has been reported by local club members to be valuable in Lionism and in the Lion’s own business and personal life.

The development and use of



designed to help you analyze your club and make it more attractive to your members (**Rebuild**). The “New Member Induction Guide” and the “New Member Orientation Guide” are specifically designed to help make your members feel welcomed and comfortable (**Retain**).

Each District Governor has a plan as to how they and their DG Team will get out and work with the individual clubs; first to deliver and review the re-MEMBER Texas Plan & Kit and secondly to help you put together and implement a plan to succeed. If you will use these guides and the many other materials & ideas presented here; as well as, participating in the statewide service project in April, you will succeed. Also don’t forget to make use of the re-MEMBER Texas wooden nickel program and Lions International’s “100 Centennial Sponsor”

So now it’s up to you. Will you give it more than just lip service?



leadership skills can provide an action plan to improve the entire Texas Lion status. Becoming familiar with, and implementing, the many programs available through Lions Clubs International are relatively easy and very effective. Club assessments of whether members are happy with meetings, happy with service projects, too much or too little fund raisers, and many other things that affect club success are simple and easy to use. Then the club must do something about what is learned from the assessments. Poor “member care”, a major cause for our retention problems, is a problem that can be identified and solved by such assessments. Lack of a meaningful induction, no or little orientation, and a lack of mentoring are other causes. Once again, these are problems addressed in the materials in this kit.

The point of all this is, if Texas Lionism is to grow, it must become effective at the club level. Recruiting new members is not the real Texas challenge. The average recruitment of new members the past five years is four thousand per year. Yet, membership is less than five years ago. Lions Clubs International, MD-2 and the Sub-Districts can’t make Lionism more effective. Those entities can provide valuable support, but effective service leadership at the club level is what provides positive results. If you will use it, the re-MEMBER Texas Kit provides your club with valuable tools & ideas to help you become more effective service leaders.

Assess club status and community needs. Follow that with action that current and prospective new Lions want to do and Lionism in Texas will have the opportunity to grow.

Just Ask

Just Ask!” is designed to guide your club through the process of recruiting new members and effectively manage club growth. Just Ask will lead 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, and 4) Welcoming your new members. The strength of your membership and the health of your club will determine your ability to do what all Lions love to do – serve. More members mean more service, which is why it is included in your 2015-2016 MD2 Membership Kit. To print additional copies of Just Ask (**Form ME300**) for your Board Members or Membership Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found

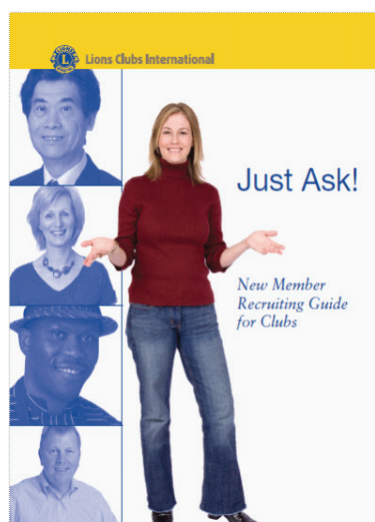
Your Club, Your Way

Are your club’s meetings all that they can be? It is easy to recruit new members when you invite them to meetings that are welcoming and enjoyable. Positive and engaging meetings encourage involvement, facilitate communication and give members something to look forward to. But how do you design a meeting that appeals to members and prospective members who want to make a difference in their community, but have little time to commit? And how do you create a club atmosphere that is positive and inviting? *You have a choice... Your club has the freedom to structure club meetings in a way that best meets your members’ needs.* You will also find a quick survey that you can give to your club members to gain their input. Use this guide to help assess meeting structure, level of formality and other elements and reinvent your meetings based on your members’ personal preference! This

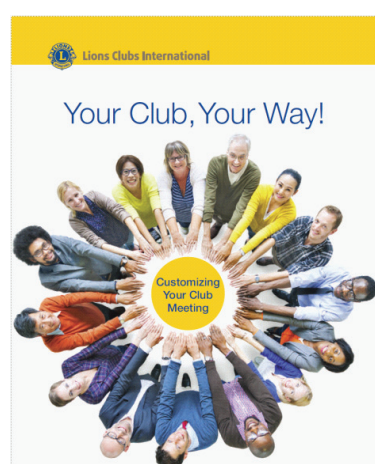
The importance of new member orientation cannot be emphasized enough. Imagine belonging to an organization and having only a vague idea of its goals, programs, history or traditions. Would you feel like you belonged? Would you be motivated and committed to help the organization reach its goals? Of course not! You’d likely be wondering why you joined the organization at all. The information presented during orientation provides a foundation for new members.

LCI Tool Box

The LCI Website (www.lionsclubs.org) is loaded with dozens of guides, brochures, videos & power points to assist you in your quest to Recruit, Retain & Rebuild your club. Many of these items are presented here in the re-MEMBER Texas News, each with specific directions on how to locate them on the website and/or to order supplies to be sent directly to you. If you have questions about



on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “New Member” heading and under this section you will find this material. To order copies call LCI (630-203-3831) or e-mail them at membershipoperations@lionsclubs.org.



tool may be the key to rebuilding your club for the future, which is why it is part of the membership kit. To print additional copies of Your Club Your Way (**Form DA-ICYW**) for your Board Members or Club Development Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, click open “Clubs” (found on the yellow bar), then scroll down & click open “Your Club Your Way”. To order additional copies call LCI (630-571-5466 ext. 6828) or e-mail them at districtadministration@lionsclubs.org.

Lions New Member Orientation Training Guide.

It helps them understand how the club functions, what their role will be and gives them the big picture of their district and the association. When new members are properly informed, they are more likely to feel comfortable with the club and become actively involved in club activities right away. A properly oriented member is also one who is most likely to remain in Lions for years. This is why this brochure is included in your 2015-2016 Membership Kit. To print

other resources pertaining to membership you can always contact Membership Resources at 630-203-3831 or you may email them at membershipoperations@lionsclubs.org.

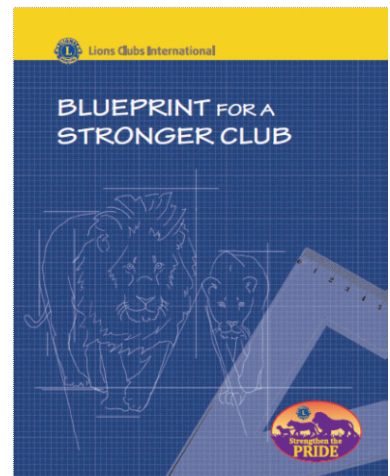


Blueprint for a Stronger Club

It’s no secret. The most effective Lions clubs regularly identify ways to expand their humanitarian service impact, develop leaders, and meet club members’ needs and expectations. In short, they take care to ensure they continually bring value to the community and to club members. Like any worthwhile project, it is important to develop and implement a plan or a “blueprint” to guide your actions. The plan may change over time as new needs arise and opportunities are identified, but following a well thought out plan is critical to club success. This guide was designed to be a tool for a club and its members and has been included in your 2015-2016 MD2 Membership Kit. It provides a simple process for drawing up your own *Blueprint for a Stronger Club* with an emphasis on four core dimensions: club operations, service, leadership development and membership. Your club may choose to include additional aspects, but these four are essential as we

New Member Induction Ceremonies

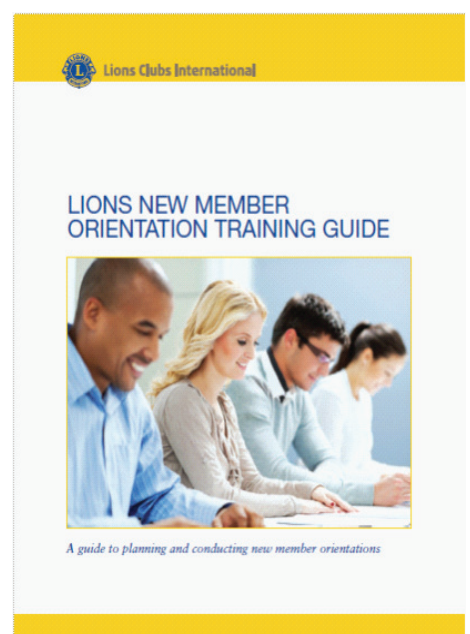
The Induction Ceremony is the symbolic beginning to a member’s service as a Lion. It is also a key element in the lifelong retention of a member. A thoughtful induction, followed by a thorough orientation and meaningful involvement in the club’s activities will keep a new member interested and engaged in the club. This brochure, which is included in your 2015-2016 MD2 Membership Kit, offers some ideas for creating an appropriate and meaningful Induction Ceremony, as well as suggested wording for the presentation. To print additional copies of New Member Induction Ceremonies guide (**Form ME22**) for your Board Members or New Member Development Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor



strengthen our clubs. To print additional copies of Blueprint for a Stronger Club (**Form DA-STPBG**) for your Board Members or Club Development Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, highlight “Lions” (found on the yellow bar) bringing up the blue field, then under the main heading “New Members Strengthen Membership”, click on “Blueprint for a Stronger Club” and again on the brochure to open it. To order additional copies call LCI (630-571-5466 ext. 6828) or e-mail them at districtadministration@lionsclubs.org.



on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “Membership Orientation & Development” heading and under this section you will find this guide. To order copies call LCI (630-203-3831) or e-mail them at membershipoperations@lionsclubs.org.



additional copies of Lions New Member Orientation Training Guide (**Form ME13**) for your Board Members or New Member Development Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to

New Member Orientation Power Point

Want the easiest way to put on a professional looking orientation presentation? Lions Clubs International offers a Power Point Presentation which allows you to insert specific information about your club, while providing all the other slides you will need to discuss what Lions International is all about. To download a copy of the New Member Orientation Power Point that can be personalized to fit your Club, go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “Membership Orientation & Development” heading and under this section you will find this Power Point presentation.

Let Your Light Shine! Your Service is your best tool By DG Mike Smith S3

What would you tell others in your community about what you're Lions Club activities are? Do you think the club already has a reputation or is it recognized for some special Service? For many years Lions just served anonymously in our communities. In our earlier years it was a common practice but today a Lions club cannot long survive in that practice. Our Service is the clubs best tool to recruit others that also have the mind set to serve their community. Service that is visible and "hands on" is the one service that is memorable to others in our community. The dilemma then is how do we tell others what we do Service wise.

There are many ways to let your "light shine". Social Media is one way along with online website presence, which is another whole separate article. Having local

press releases when you complete a service project is also a good practice for your club to pick up on. The one item I feel is a must is a club brochure that you can leave with a potential new Lion that has all the information in a summary form along with a "call to action". On this page you will see a sample of such a brochure from the Kerrville Host Lions Club.

If you want some help making your own Club PR piece, use the "Club Brochure Template (MK20A)". To get started go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on "Resources" (found on the yellow bar) opening the blue field, then click on the main heading "Publications & Forms", scroll down & click open "Membership". On this page scroll down to



the "New Member" heading and under this section you will find the Club Brochure Template. Once you have this piece of the puzzle in place, you have armed yourself with the best tools to get the word out as to who your club is and what its signature service is in your community. Then you might just find others that want to join you because they align with what your club is trying to do. More hands mean more service and let us remember what LIONS means today "Loving Individuals Offering Needed Service".

Beyond our Clubs

BY DG Orlando Rodriguez T3



Increase our membership, we need new members, we need new blood. We must grow: One + One. Ask one and ask again. Does this sound familiar?

Where do you look for new members? Who wants to join Lionism? I am not a recruiter said the lion member. I am here to serve.

We have clubs that meet at different days of the week and different hours of the day. We have clubs that serve their community for different needs. If you have a prospect and the prospective member cannot join your club because of a meeting schedule conflict, suggest another club and contact the other club and visit with the prospective member the possible home club. Sometimes we stop our invitation to join because it will not be our club the one gaining.

There are several things to keep in mind when recruiting for new members:

- * We have Clubs with different schedules
- * Clubs have different activities
- * Clubs with a well mix of male and female members
- * Clubs with members with different backgrounds such as retired, professionals, students, age, gender, social economic background etc.

If we advertise and want to recruit college students we would use the University's newspaper, the digital boards inside the students' cafeteria, at the sports arena, stadium etc... Get the picture? We should do the same for the other prospective groups. Target them where they meet or the media they use. Targeting prospective members has to be as specific as possible.

You may use testimonials of members that are well known in the community and use public service announcements in your local media outlets. Do you have a Public Relations Chair Person in your club?

I only hope you keep in mind, we are the largest service organization in the world and we are needed in this world. Let's keep it going.

Public Relations Guide

Public Relations (PR) involves all forms of communication – from writing press releases and distributing promotional flyers to talking to friends, family and coworkers. Equally important are actions such as wearing a Lions lapel pin or marching in a parade. Good public relations – informing the community that your club is building a park, conducting a vision screening or planting trees – will help foster community support. Public relations can even support your club's membership efforts. People want to belong to a successful and reliable organization. By actively promoting your club and its programs, you'll be projecting a positive image in the community and showing that your club is worth joining. To [print](#)

How Do We Get Noticed?

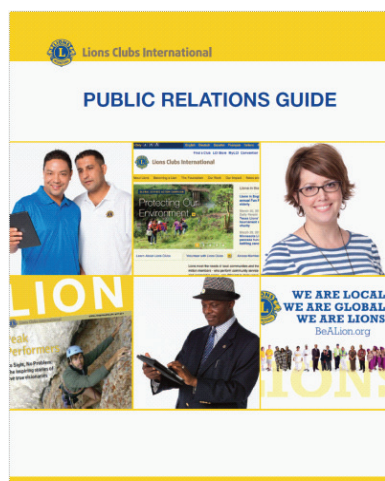
PSA's Vs. Press Releases By DG Jim Fox S5

How do you get your club noticed may seem like a simple question to answer. You simply have to get the word out. However, getting the word out & getting the word aired/published are two different things, as many club Public Relations chairpersons can attest to. Media outlets have only so much space or air time, so it is critical that your Public Service Announcements (PSA's) or Press/News Releases be properly presented to attract the attention of the paper or station.

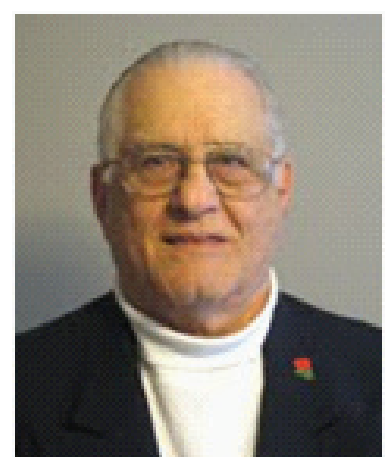
Luckily you will find many templates on the LCI website (see "Get Publicity for Your Club from LCI" on this page) However, sometimes you may need to produce your own piece. Below are some helpful tips;

A public service announcement (PSA) is free advertisement given by the news media to highlight information about your club's fundraisers, service projects or special events. The message in the PSA should be clear and concise. Do not use jargon. A 30-second radio PSA is approximately 75 words, so your message needs to be to the point. Include the date and time of the event and any information that the audience may need, such as a web address or telephone number of someone in the club to contact to learn more. For PSAs printed in newspapers and magazines, design the PSA so that people's eyes are drawn to it. This usually means making the visual design appealing with an eye-catching headline, graphic, or photograph.

Keep in mind that you do not have control over when or if PSAs run. On television, PSAs may run late at night or in the early morning when few paid advertisements run. However, any free airtime is better than nothing.



copies of Public Relations Guide (**Form PR710**) for your Board Members or PR Committee go to the Lions International website (www.lionsclubs.org) and click open the Member Center, and then click on Resources, next Publications and finally Public Relations. Under the heading "Guides", you will find this brochure. To [order](#) copies call LCI (630-468-6786)) or e-mail them at membershipoperations@lionsclubs.org.



A press/news release provides reporters with the basics they need to develop a news story and is sent to news media to announce something that has news value. News releases about events can either be pre-event or post-event stories, but generally it's the post-event information that more likely is newsworthy, providing facts and actual pictures. Many media sources do not have reporters to cover club events, so providing a well written press/news release to the media is a courtesy that enhances the possibility of your news being published.

Your news release needs to be local and newsworthy. It should be brief—no more than two double-spaced pages in length. A news release is written in just the same way that reporters write news stories. For example the most important information should be first, using the "5 W's & an H" in descending order of importance to the news. Use short paragraphs, use quotations to bring life to the story, and make sure you proofread your work. It is a good idea to send the release to the person who likely would cover the event; do not just send it to "The Editor." Most news media outlets list reporters, their phone numbers, and e-mail addresses on their websites.

You never know when a media outlet will need to fill in some time or space, so if you want to get noticed provide the media in your area with a constant stream of PSA's and Press Releases about you club's activities.

The Kerrville Host Lions Club invites you to join!

Kerrville Host Lions Club Annual Club Fundraisers

- Sight Research Bowl-A-Thon
- Dan Gatewood Memorial Golf Tournament
- Rifle Raffle Fall

For more information or to become a sponsor, please call 844-253-4539
Community Fundraising Projects Sponsored by the Kerrville Host Lions. All Proceeds Go to Support Club Community Service Projects... We Serve!

Kerrville Host Lions Club

The Kerrville Host Lions Club conducts numerous community service endeavors that include:
Lions Operation KidSight (paying for eye exams and glasses for children in need);
Leader Dog Program;
Lions Eye Foundation Programs;
Texas Lions Eyeglass Recycling Center and Texas Lions Camp

The club actively serves local community organizations including:
Scholarships for Hill Country Students
Hill Country District Jr. Livestock Show
Peterson Hospice
Christmas Baskets

Texaslions.2a2lionconnection.org

PLEASE BE OUR GUEST at the
KERRVILLE HOST LIONS CLUB
Meets every Tuesday - 12 Noon
Kroc Center
Please come
You'll be glad you did. We'll be expecting you!

Get Publicity for Your Club from LCI!

Want to get more media coverage for your club? A press release is a fast, effective and inexpensive way to get more attention for your club's service projects, fundraising events and success stories. It's also a great way to attract new members who want to be part of the great work you do. LCI has made it easy to spread the word about your club by providing sample releases that can be quickly and easily customized to include your club's news and events. Just follow these simple steps:

1. Download an appropriate press release template below and replace the bold sections with information about your club.
 2. Find a contact or reporter at your community newspaper or broadcast outlet.
 3. Send out your press release today. Most prefer for you to just email PSAs to them.
- Be sure to add a club contact in the press release for follow-up questions and to provide details.
- Don't forget to include club information (contact information, meeting time and location, etc.) in EVERY release in order to attract new members!
- Membership
- Recruit New Members – Invite community

members to join your club and make a difference in the community.

Service Projects

- Club Project – Promote your upcoming service project or event.
- Fundraiser – Make your Candy Day, White Cane or club fundraiser a success by sharing the news with your community in advance.

- Scholarships – Share your support of community youth through academic scholarships.
- Special Events

- Lions International Peace Poster Contest – Recognize local winners of Lions International Peace Poster Contest.
- Lions World Sight Day – Promote your club's World Sight Day activities and how others can join the efforts to prevent blindness.

- Convention Attendee – Spread the word that a club member attended the international convention.
- Recognition (PSAs are also included for: Club Milestone Anniversary, Newly Elected Lions Club Officers, & Lions Individual Awards.)

Leo Clubs (PSAs are also included for: Organization of a New Leo Club, Leo Club Projects, Leo Individual Awards.)

You can also create your own press release? Down-

load a blank press release template and add information on your special activity or event. For program-specific press releases, such as Strides Walk or Lions Recycle for Sight, visit that specific program's page on the LCI website. Make sure you add the release to your LCI e-clubhouse website and social media sites. You can find additional public relations resources here.

For questions about media or press relations, contact LCI Corporate Communications at 630-571-5466 or email them at corporatecommunications@lionsclubs.org. To print copies of the various public service announcements shown above for use in your Public Relations Campaigns go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on "Resources" (found on the yellow bar) opening the blue field, then click on the main heading "Communicate Your Activities", scroll down & click open "Public Relations Guide". On this left side of this page click on the "Additional Public Relations Resources" heading and under this section you will find the various press releases & PSAs to choose from.

Texas Incinerator, Inc
Past President George Hancock
Midland Downtown Lions Club
WELCOME TO MIDLAND
TEXAS LIONS

Sample Child Abuse Awareness Month Press Release

For More Information

[Name]
[Club Name]
[Phone Number]
[Email]

For a print release

Lions Fighting Child Abuse

The **(name of Club)** Lions Club will be sponsoring a **(name event)** to bring awareness to a huge social problem – CHILD ABUSE. April is child abuse awareness month and the Lions Clubs of Texas and Prevent Child Abuse - Texas are trying to bring awareness to this problem in our own communities and to educate people on how to stop it. **(If there will be a speaker – name speaker & special credentials or title, as related to this topic)**

The **(name event)** will be held **(name time, & place)** **(If there is a meal involved, give price, particulars, where to RSVP, etc.)** Everyone is urged to attend.

Wear blue in April to show you support against child abuse in Texas. Let’s stop the abuse!

Lions Clubs International is the largest service club organization in the world. Its 1.35 million members in more than 46,000 clubs are serving communities in 207 countries and geographical areas around the globe. Since 1917, Lions clubs have aided the blind and visually impaired, championed youth initiatives and strengthened local communities through hands-on service and humanitarian projects. For more information about Lions Clubs International, visit lionsclubs.org.

30 second radio spot (approximately based on what needs to be added)

The **(name of Club)** Lions Club will be sponsoring a **(name event)** to bring awareness to a huge social problem– CHILD ABUSE. April is child abuse awareness month and the Lions are trying to bring awareness to this problem and to educate people on how to stop it. **(If there will be a speaker – name speaker & special credentials or title, as related to the topic)**

The **(name event)** will be held **(name time, & place)** **(If there is a meal involved, give price, particulars, where to RSVP, etc.)** Everyone is urged to attend.

Wear blue in April to show you support against child abuse in Texas. Let’s stop the abuse!



For 92 illustrious years

The San Angelo
Dynamic Downtown
Lions Club

Has proudly said “We Serve!”
at all levels of Lionism

Welcome to the “A1” District –
Texas Lions!!!

MEMBERSHIP DRIVE PSA

For More Information

[Name]
[Club Name]
[Phone Number]

[Club Name] Invites Community to Join and Make a Difference

The **[club name]** is seeking civic-minded men and women to join them in making a difference in the community. The club is hosting an information session on **[date]** for people who want to learn more about the club and its work.

“Our club gives members an opportunity to advance worthy causes, serve with friends, and become leaders in the community. This club means a lot to our Lions, but it means so much more to the people we serve,” said **[club president]**.

The information session will be held on **[provide meeting date, location and time; mention if there will be refreshments, a special guest, etc.]**. **[Club president]** encourages the public to come out and learn more about the club’s work.

“We want to share the great things we’re doing in the community, and let others know how they can help,” said **[club president]**.

The Lions’ motto is “We Serve,” and the **[club name]** has lived up to it. For **[number]** years, the clubs has **[describe some of the major service projects or initiatives of the club]**.

To learn more about the information session, the **[club name]** or its service projects, contact **[provide contact info]**.

Lions Clubs International is the largest service club organization in the world. Its 1.35 million members in more than 46,000 clubs are serving communities in 207 countries and geographical areas around the globe. Since 1917, Lions clubs have aided the blind and visually impaired, championed youth initiatives and strengthened local communities through hands-on service and humanitarian projects. For more information about Lions Clubs International, visit lionsclubs.org.

VISION SCREENING WITH A SMILE

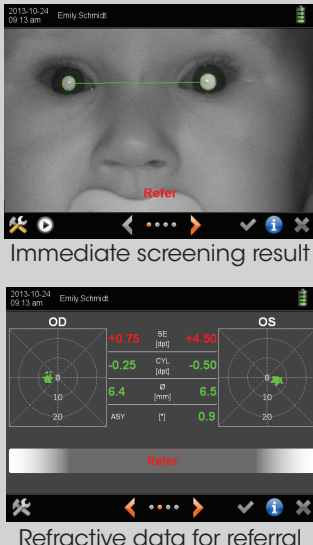


In less than one second, Plusoptix vision screeners detect common vision disorders including:

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- Myopia
- Astigmatism
- Anisometropia
- Anisocoria
- Strabismus

Our proven technology

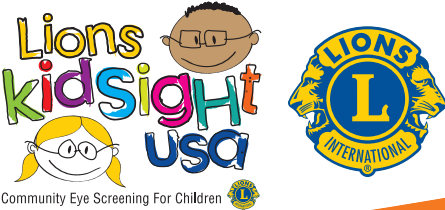
is non-invasive and easy-to-use. From 3.3 feet away it can accurately screen children starting at six months old. It provides immediate “pass” or “refer” screening results.



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Plusoptix will provide your Lions Club everything you need to build a successful program!



EXCLUSIVE
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Pricing on the
SpotVision
Screener

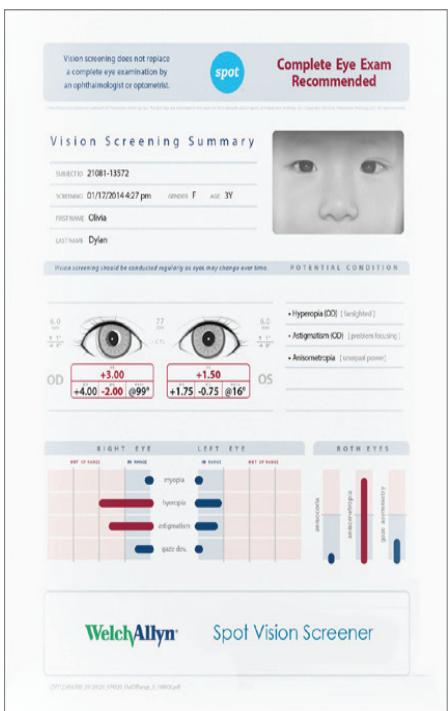


Welch Allyn Spot Vision Screener VSI00S-B

A handheld, wireless device that enables efficient vision screening. One device screens children of all ages, from early education through high school using binocular technology.

With a capture time of one second or less, Spot provides a reliable, objective assessment and instantly detects the indication of six major issues:

- Hyperopia: farsightedness
- Myopia: nearsightedness
- Astigmatism: blurred vision
- Gaze: eye alignment measurement
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- Anisocoria: unequal pupil size



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Easy to use, no data interpretation is required. On screen and printed results indicate “in range” or “out of range.” Data management is also simple with Spot: Pre-entry of names saves time. Plus, individual results and complete results are easily exported to a .csv file format.

Why Spot is Perfect for Lions Clubs!

- Handheld, portable, wireless
- Weighs less than 3 lbs
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- Data management is a cinch
- Performs screens in 1 second or less
- Holds 2,000 to 3,000 results
- Can screen with or without corrective eyewear



Exclusive
Lions Club
Price!

Spot Vision Screener

Includes: Carry Case, Power Supply & Cord, Wrist Strap, User Manual, and 2-year Manufacturer Warranty.

..... 55610

Accessories

Wireless Printer..... 52903

Replacement Power Supply..... 52904

Carry Case 52859

On-Site Training (starting at) 52835



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One Year..... 1002998

Two Year..... 1002999

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Membership Awards

*Be part of our
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Lions Clubs International is
CELEBRATING 100 YEARS of service.

And we're getting ready for our NEXT 100 YEARS
with NEW Lions and NEW Lions clubs!

**Invite a new member or help start a new club
and you can earn special
Limited Edition Centennial awards!**

START TODAY!

LEARN MORE at lionsclubs.org/CentennialMembership

The Centennial Celebration Membership Awards gives you the opportunity to be a part of our Centennial Celebration marking 100 years of Lions serving our communities. Lions can earn special awards in two ways: sponsoring new members and helping organize clubs. Just invite a

new member or help organize a new club and be rewarded! - See more at: <http://members.lionsclubs.org/EN/lions/awards/centennial-membership-awards/centennial-membership-awards-lions.php#sthash.tTr661UR.dpuf>



Sponsor a new member and be immediately recognized as a Centennial Sponsor to receive a Limited Edition pin and certificate.

Earn the Silver Centennial Lion award once the new member or new club remains in good standing for 1 year and a day. Silver Centennial Lions will be recognized in the following ways: A Limited Edition Silver Centennial pin and their name featured on the LCI Centennial website.

Earn the Gold Centennial Lion award once the new member or new club remains in good standing for 2 years and a day. Gold Centennial Lions will be recognized in the following ways: Member will receive a Limited Edition Gold Centennial pin, their name featured on the LCI Centennial website and recognition



Help organize a new club and be immediately recognized as a Centennial Club Organizer to receive a Limited Edition pin and certificate

at area forums and district conventions. Earn the Diamond Centennial Lion award once the new member or new club remains in good standing for 3 years and a day. Diamond Centennial Lions will be recognized in the following ways for their special achievement: A special Limited Edition Diamond Centennial pin and certificate, they will be featured with fellow achievers in LION Magazine, their photo featured on the LCI Centennial website, recognition at LCI's International Convention and recognition at area forums and district conventions .

Editorial Summary: re-MEMBER Texas

By: DG AJ Dolle, 2A1, Editor

This edition is chocked full of ideas to help Lions Clubs across the State of Texas “re-MEMBER” their clubs. It contains ideas on how to Recruit and Retain members and to Rebuild clubs, the three main prongs of this year’s Council of Governors membership plan; or in the words of Past International President Ebb Grindstaff, how to “Get ‘em” and “Keep ‘em”.

We hope that you will use the tools provided to help you have a successful year growing and building your club. If your club is not successful in growth, then eventually you club will cease to do what Lions do – SERVE! However, with 14 pages of information it may become difficult to remember the mission of the re-MEMBER Texas Plan. The re-

MEMBER Texas Kit and re-MEMBER Texas News are simply the tools that will help your club attain your membership goals in 2015-16.

Here is the editorial summary of the re-MEMBER Texas plan’ goals:

1) Every active Lion strive to give away at least one re-Member Texas coin by bringing in a new member.
2) Each Club plan and initiate a membership plan during the year. The kit has multiple tools to help you.
3) Properly orient, induct & mentor all new members. Failure to show interest in someone will likely be reciprocated by them. Guides have been provided in your kit.
4) Make changes in the Clubs, to attract the

younger people the Clubs will need to survive and to make the Clubs more meaningful, so that new Lions want to stay members. Again the kit has tools to help you.

5) Increase local PR and become more visible with Club service projects. Visible service attracts service-minded people to join.

6) Increase local PR and become more visible with Club service projects. Visible service attracts service-minded people to join. Once again there is information to help you in the kit.

7) Each club participate in at least one event to support Prevent Child Abuse – Texas next April. The statewide publicity for Lions should help local clubs in their recruiting efforts.

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Award Type Qualification Period

Silver Centennial Lion April 1, 2015 - June 30, 2018

Gold Centennial Lion April 1, 2015 - June 30, 2018

Diamond Centennial Lion April 1, 2015 - June 30, 2018

Premier Centennial Club 2015-16, 2016-17, 2017-18*

World Class Centennial Club 2015-16, 2016-17, 2017-18*

*** Qualification periods are based on full fiscal years. - See more at: <http://members.lionsclubs.org/EN/lions/awards/centennial-membership-awards/questions.php#sthash.7YjcUqbE.dpuf>**

The Centennial Celebration Club Awards

The Centennial Celebration Membership Awards gives Lions Clubs the opportunity to be a part of our Centennial Celebration. Lions Clubs can earn special recognition for growing their clubs and helping to grow Lionism in their area. There are two levels of recognition a club can earn. - See more at: <http://members.lionsclubs.org/EN/lions/awards/centennial-membership-awards/centennial-membership-awards-clubs.php#sthash.5Dh4OWKI.dpuf>

Lions Clubs can earn the designation of Premier Centennial Lions Club in the following ways:

Induct New Members Induct at least three new members during any one of the fiscal years of the Centennial Celebration, and your club will be recognized as a Premier Centennial Lions Club. (new members must remain active for 2 years and a day)

OR

Sponsor a New Club Sponsor a new Lions club during any one of the fiscal years of the Centennial Celebration, and your club will be recognized as a Premier Centennial Lions Club. (new club must remain active for two years and a day)

Premier Centennial Lions Clubs will be recognized with:

A Limited Edition banner patches Club.
Name on the LCI Centennial website
Recognized at International convention, area forums and district conventions.

Lions Clubs can earn the designation of World Class Centennial Lions Club in the following ways:

World Class Centennial Lions Club is the highest level of recognition a club can earn as part of the Centennial Celebration Membership Awards. Clubs can earn this honor by showing consistent growth in membership and extension efforts. - See more at: <http://members.lionsclubs.org/EN/lions/awards/centennial-membership-awards/centennial-membership-awards-clubs.php#sthash.5Dh4OWKI.dpuf>

Induct at least three new members in each of the three fiscal years of the Centennial Celebration. (new members must remain active throughout Centennial Celebration)

AND

Sponsor a new Lions club during at least one of the fiscal years of the Centennial Celebration. (new club must remain active and in good standing for at least a year and a day)

World Class Centennial Lions Clubs will be recognized with:

A special Limited Edition banner patch and special award presented by the district governor.

A special custom-designed pin for each active member of the club.
Club listed in LION Magazine and on the LCI Centennial website.

Special recognition at International convention, area forums, and district conventions

FUND RAISER PSA

For Information Contact:

(Name)

(Phone number)

(E-mail address)

For Immediate Release

LOOK FOR LIONS ON STREET CORNERS ON (DATE)

(City, date) -- Members of the (name) Lions Club will take to the streets of (city) on (date) to raise funds as part of the annual (Candy Day or White Cane Day or other event). Funds donated by community members will be used to (list three or so ways the club uses funds to benefit the community. If funds are also raised for a state or other group, mention the charitable group that receives the funds and list a few ways those funds are used.)

According to (name, title such as club president or project chairperson) of (name) Lions Club, "Money raised on (date) will allow Lions to meet pressing needs in our community including (mention a few). Lions members thank everyone who contributes to this important work. You are truly helping Lions make a difference in our community."

The (name) Lions Club has (#) members and meets on (day of week/month) at (time) at (location). Lions clubs are a group of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with the (name) Lions Club, please contact (name) at (phone number/add Web site address if appropriate).

Lions Clubs International is the world's largest service club organization with more than 1.3 million members in approximately 45,000 clubs in more than 200 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. For more information about Lions Clubs International, visit the Web site at www.lionsclubs.org.



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Lion Whitney Livingston
& Lion Ryan Livingston



Support & Congratulate

Council Chairman Tom Blase

and the

2015-16 MD2 Council of Governors

SERVICE PROJECT PSA

For Information Contact:

(Name)

(Phone number)

(E-mail address)

For Immediate Release

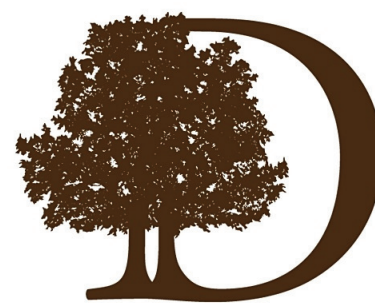
LIONS CLUB MEMBERS PROVIDE SERVICE TO THE COMMUNITY

(City, date) -- The (name) Lions Club recently served the community by (description of the community service project). This volunteer activity occurred at (location). Completion of the Lions club service project is a benefit to the community because it (describe how community or specific organization benefited).

According to (name, title such as club president or project chairperson) of (name) Lions Club, "Money raised on (date) will allow Lions to meet pressing needs in our community including (mention a few). Lions members thank everyone who contributed to this important work. You are truly helping Lions make a difference in our community."

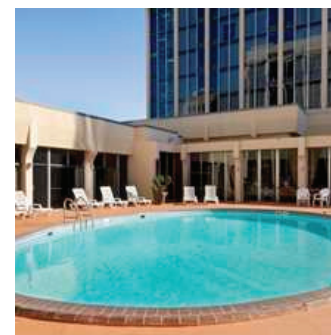
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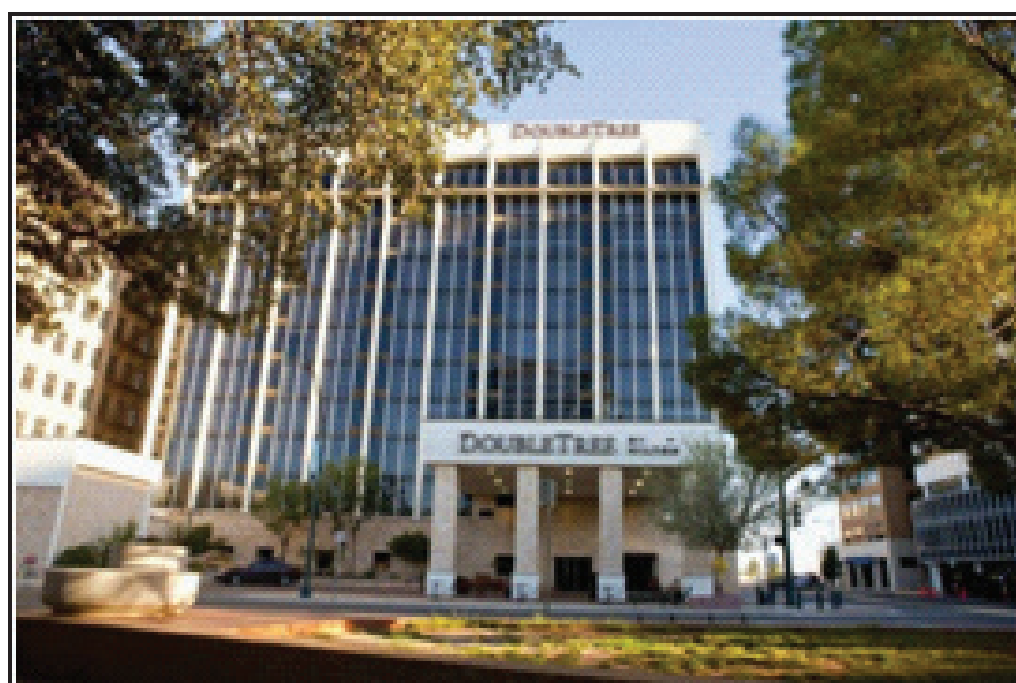


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 Our goal is like your motto
WE'RE HERE TO SERVE



BE PREPARED**By DG Wayne Barton X2**

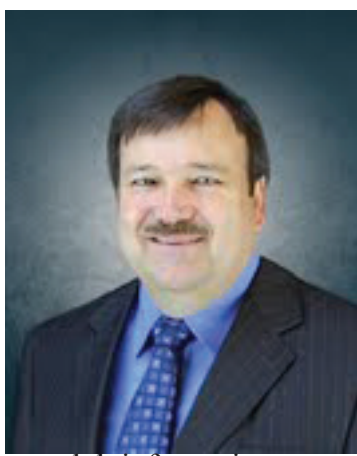
Have you ever gone to an event and thought I wish I had my camera, umbrella, or “_____” (fill in the blank). That’s how I felt when I visited a club and was asked if I had any blank Membership applications. I had not planned ahead properly for my visit. I should have been more prepared. For important trips, business activities, fishing/hunting trips I have a mental or written checklist that I follow in anticipation of the event. As an accountant I like checklists. In my firm, we use several that are designed specifically for the type of work that we are doing. They are especially useful to help plan, prepare and wrap-up each type of job we have.

Lions International has those kinds of forms/brochures available for you to use also. You can download most of the forms from the website or you can order forms from LCI. There are forms for membership, community service, disaster preparedness, environmental services, legal, leadership and many more. In this edition we have included descriptions of several of the membership brochures, including how to order supplies for your club. These forms have been professionally designed and some have space to personalize the brochure for your club. If you want even more personalization, you could use the LCI template as a guide to develop your

What’s a Lions Information Day?
By DG Jim Weed A2

They held an open house. Someone had the idea that a good way to let the public know about the Windcrest Lions Club in District 2-A2 was to invite the public to an open house. There were snacks, wines and soft drinks, club members and representatives from district committees and state projects to tell everyone about what Lions in Texas & the Windcrest Lions do.

There was no formal meeting. It was a come and go affair where the guests could pick up a drink and a snack while they chatted with Lions who could answer their questions. Displays were set-up around the room and people wandered around from displays for the Texas Lions Camp, to District programs like the Human Needs Board, the Hearing Board and the Sight Research Foundation with the District’s Low Vision Rehabilitation Center. During the two hour open house the Windcrest Lions met two families with



own club information brochure. Our club has used both the LCI brochures as well as some that we designed specifically for our club. However having brochures that tell about Lions International and your club do no good if you do not plan on how to use them or have them available. The easiest time to tell others about Lions is when you have a project. Always have membership applications, Lions info brochures and information about your club available at your projects. Make that a part of your planning. You should plan to tell others what your club is doing. If you have a brochure it is easier to share the information. After all you do want new members for your club to help your club as it serves your community. So here is your checklist: 1) Develop or order brochures and membership applications, 2) Plan your event 3) Plan who and how the brochures will be distributed, 4) Always be prepared to share the membership application. 5) Set deadlines for when you will have your club’s brochures prepared.



special needs children that learned about the Texas Lions Camp for the first time. Once they found out their kids qualified to attend the camp they asked “what’s the price?” It’s the questions Lions love to answer: “It’s priceless, but it costs the family nothing.” Visitors were told about the Windcrest service projects, as well as Lions’ projects performed in the District, in Texas and around the world. Six potential new members were given applications. The Lions had a good time and the visitors had a good time during the relaxed, informative evening. Windcrest Lions Club plans to hold an open house several times a year. It was that successful.

How to Order membership Supplies for Recruiting Events

It is important that you have plenty of professional looking recruiting materials to present to prospective members. Applications and brochures should be available at every club meeting and club event. Special brochures specific to your club are also really effective. The LCI Website (www.lionsclubs.org) is loaded with dozens of guides, brochures, videos & power points to assist you in your quest to Recruit, Retain & Rebuild your club. Many of these items are presented here in the re-MEMBER Texas News If you have questions about other resources pertaining to membership you can always contact Membership Resources at 630-203-3831 or you may email them at membershipoperations@lionsclubs.org.

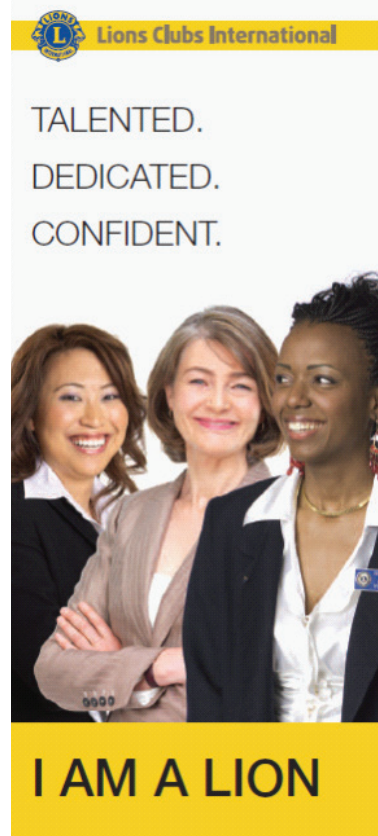
To review the recruiting brochures found on this page to see if they will fit into your Club’s recruiting plan go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “New Member” heading and under this section select the chosen brochure. To order copies at no charge call LCI (630-203-3831) or e-mail them at membershipoperations@lionsclubs.org.

Membership Application

At every regular meeting, fund raiser, service project, or recruiting event, every Club should have a stack of these highly professional 4 color membership applications. Every Lion should ALWAYS have one with him/her or nearby. Step by step instructions on how to order this application (**Form ME6B**) are found on this page (see How to Order Membership Supplies).

**I Am A Lion**

A high quality 4 color tri-fold recruiting brochure (3.5” X 8.5”) designed mainly as an information piece for recruiting ladies. It focuses on some of the specific benefits and reasons that women should join a local Lions Club. Step by step instructions on how to order this brochure (**Form ME-37**) to see if it will fit into your Club’s recruiting plan are found on this page (see How to Order Membership Supplies).

**Lions Make A Difference**

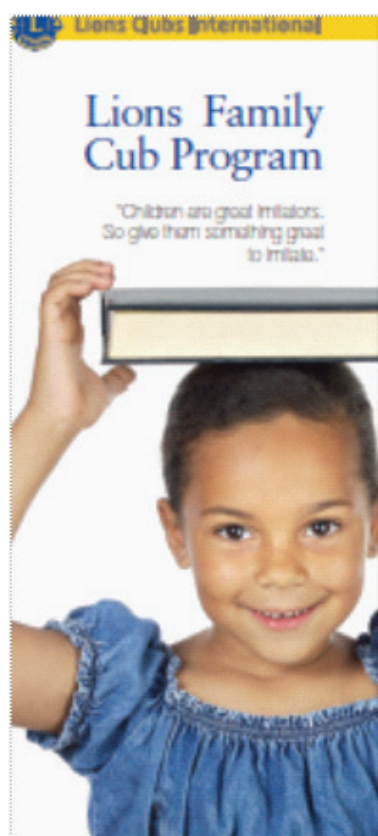
A high quality 4 color tri-fold recruiting brochure (5.5” X 5.5”) that is a generic recruiting piece. It discusses the benefits of being a member by focusing on how we as Lions “make a difference – everyday, everywhere”. Step by step instructions on how to order this brochure (**Form ME-40**) to see if it will fit into your Club’s recruiting plan are found on this page (see How to Order Membership Supplies).

**Windcrest Lions Club in District 2-A2 Information day****Be Part of Something That Matters**

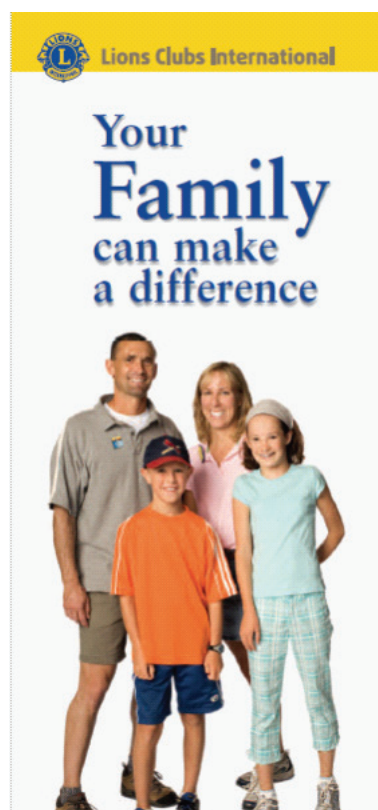
A high quality 4 color tri-fold recruiting brochure (5.5” X 5.5”) that focuses on showing potential new members how they can make an impact locally & around the world by joining a Lions Club. Step by step instructions on how to order this brochure (**Form EX-801**) to see if it will fit into your Club’s recruiting plan are found on this page (see How to Order Membership Supplies).

**Lions Family Cub Program**

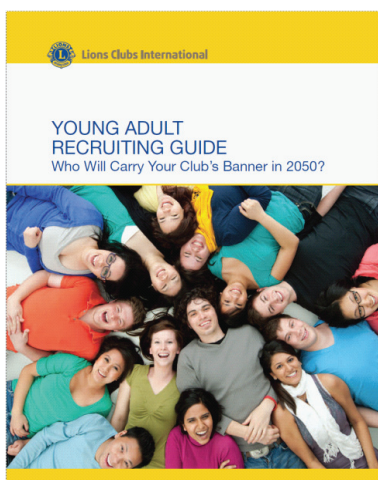
A high quality 4 color tri-fold recruiting brochure (3.5” X 8.5”) that focuses on recruiting young families by demonstrating how there are programs available in Lionism for their children. Parents know that children are great imitators. By serving their communities as Lions they give their children something to imitate. Step by step instructions on how to order this brochure (**Form MPFM-37**) to see if it will fit into your Club’s recruiting plan are found on this page (see How to Order Membership Supplies).

**Your Family Can Make a Difference**

A high quality 4 color tri-fold recruiting brochure (3.5” X 8.5”) that focuses on recruiting families by showing them how being a “Lion Family” can be a fun way for the whole family to volunteer to improve their community. Families that volunteer together – grow together. Step by step instructions on how to order this brochure (**Form MPFM-8**) to see if it will fit into your Club’s recruiting plan are found on this page (see How to Order Membership Supplies).

**Guide to Recruiting Young Adults**

Contrary to popular belief, young adults want to volunteer and are volunteering at a higher rate than normal. This is good news for Lions clubs because attracting and retaining younger Lions is vital to perpetuate our clubs. To aid this effort, Lions Clubs International has developed this Young Adult Recruiting Guide & Young Adult Power Point to teach existing clubs why young adults want to volunteer and what Lions can do for them. Attracting young adults can be a challenge; therefore, your club may need to revitalize how it operates and how your members think in order to get young adults involved. While this brochure was being reprinted and was unavailable to put in the Membership Kit, it is a worthwhile piece in rebuilding your Club. The “Become Involved, Become a Lion” video highlights young adults speaking about why they became a Lion, the benefits of membership and what types of service projects their club is involved in. To copy or access the Young Adult Recruiting Guide (**Form EX-800**) &



Power Point or the Become Involved video for your Board Members or Membership Committee go to the Lions International website (www.lionsclubs.org) and click open Member Center, place your cursor on “Resources” (found on the yellow bar) opening the blue field, then click on the main heading “Publications & Forms”, scroll down & click open “Membership”. On this page scroll down to the “New Member” heading and under this section you will find this material. To order copies call LCI (630-203-3831) or e-mail them at membershipoperations@lionsclubs.org.

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