

## QUALITY MEMBERSHIP

1. Members are the lifeblood of a Lions club -- clubs can accomplish more if their members have the ability to contribute talents, skills, knowledge, ideas and imagination. Club need to seek individuals with these qualities and involve them in the life of the club.
2. Membership is top priority -- Clubs must act with energy and determination to build membership, not just during certain months, but throughout the year and every year.
3. Membership should grow through new members, new clubs, and retention

## WHAT IS "QUALITY MEMBER" -- member recruitment, leadership training and image building

Some suggested criteria to evaluate candidates as potential "Quality members":

1. **Generosity:** A Lion has to devote a reasonable part of his or her time, energy, and imagination to others through the club, without any expectation of material gain.
2. **Positive behavior:** Avoid people who are critical, pessimistic and discontented. Seek our cheerful, up-beat, optimistic people, interested in positive solutions, action and fun.
3. **Sense of responsibility and reliability:** Willing to accept responsibility and live by their commitment. For a Lion, a promise is golden and unbreakable.
4. **Friendliness:** Members who can promote harmony in their club. Avoid persons who are uncooperative, arrogant or rude.
5. **Availability:** Members who are ready to be part of the club's life and services, not just to add their names to a list.
6. **Youthfulness:** Older persons are often motivated and effective members. However, new members should be younger than, or at least as young as, the average age of existing members.
7. **Team Player:** An attitude of cooperation is essential since club life and activities are based on teamwork.
8. **Motivation:** New members must have the desire to be active in the club and the club's community. Apathetic, indifferent and unconcerned individuals never make quality Lions.
9. **Morality:** A club's most valuable asset is its good reputation. We must seek out only ethical, honest and principled individuals who will uphold the reputation.
10. **Talents:** A club needs members with demonstrated success in their social, professional, family or civic lives. The abilities of these kinds of people will represent great resources for the club.

## LIONS CLUBS FRIENDSHIP DAY

Each club is asked to organize a "Lions Clubs Friendship Day" in early March of each year to introduce selected men and women to the club.

This event could be a simple reception, a buffet or another type of social event, where information about the club and its activities is presented and displayed. The club should also invite representatives of the local media to the event. The Lions Clubs Friendship Day will provide an occasion to network with active people and at the same time, undertake a local PR initiative.

Bringing new Lions into the club must be done with thought and attention. To begin, a serious and respectful induction ceremony is intended to make a lasting impression on the new member and be the start of a long-term involvement in the club.

A sponsor should know the new Lion well enough to introduce him or her at the time of induction. The new member's sponsoring Lion plays a key role in the integration of the member into the life of the club. Without support of a sponsoring Lion, the new member may never feel like part of the club and eventually drop out.

The sponsor has the duty of telling the new Lion about the Association's philosophy and activities, explaining the club's practices, and easing the first steps of the member (and the spouse) into the new social group. The sponsor should accompany the new Lion to the first meetings and continue to provide support, even after the member has assimilated into the club.

To acknowledge the accomplishments of sponsors, a special recognition will be announced.

## **OPEN THE DOOR TO EFFECTIVE PUBLIC RELATIONS**

The speed and volume of communications become daily more intense. We must keep pace with new developments, while retaining and extending our image of quality. That image, like our members, is an asset we can build upon.

Effective public relations must begin with our clubs. Supporting programs and activities with public relations must become a reflex action, a part of our planning right from the start. We must do this not only to inform the public, but also to make our own members proud of their accomplishments. Every time a club is recognized, so is the association.

## **OPEN THE DOOR TO LIONS FOUNDATION**

SightFirst, most international program, continues to build upon its success. Other programs of Lions foundation, LCIF, continue to assist Lions world-wide in improving lives in their communities. The new Core 4 Program preserves sight, combat disability, promote health or serve youth. A new partnership with Habitat for Humanity will permit local Lions to provide needed housing for the disabled, including the blind. Standard Grants, International Assistance Grants, Emergency and Disaster Relief Grants are improving lives every day.

## **OPEN THE DOOR TO QUALITY SERVICE**

Lions clubs have earned a solid reputation for their sight and hearing services, their efforts to promote diabetes awareness, and the strides they have made in guiding new generations of young people from the social and psychological harm of drug and alcohol misuse.

A club's services naturally gravitate to improving the health and well-being of people, young and old, but they do not end there. The services of a quality club extend also to other vital community and human

needs, among them: International understanding, good government and good citizenship, open discussion of public interest, high ethical standards, and service without expectation of personal financial reward. Projects to meet the Object "to take an active interest in the civic, cultural, social and moral welfare of the community" should be planned.

Clubs can enhance their neighborhoods, towns and cities by ways of organizing competitions in music and the arts, restoring or preserving historical landmarks and constructing recreational facilities, providing educational services by sponsoring scholarships, offering vocational training or counseling, and cooperating with schools to provide community service opportunities to students, to mention only a few examples.

Civic, cultural, environmental and educational activities add interest and variety to a Lions club's services. Not only can participation in such projects be personally meaningful and gratifying for members, but also these activities can fill important needs in a community, give a club good visibility and attract younger, quality members.

A club should also be involved in promoting a clean and healthy environment.

### **OPEN THE DOOR TO NEW IDEAS**

Despite the scope of our existing programs, our clubs and members must be sensitive to the unique needs of their own communities. New problems require new ideas and new solutions, whether in service activities or the very structure of our association. Keeping in mind that quality is essential in everything we do, we must be open to the new realities of a changing world.

As an association, we need to give active and guidelines, not directives. Being a Lion should be both a challenge and a pleasure.

### **RETENTION**

Prevention of membership loss can be prevented with a quality induction of new members, by involving the Lions and their spouses in the club's activities and by cultivating a harmonious and friendly club atmosphere.

***The club's environment must be FAIR, RESPECTFUL, AND SUPPORTIVE OF INDIVIDUAL EXPRESSION.*** By meeting member expectations for fulfillment and recognition, and by offering a true experience of quality, Lions clubs will remain attractive.

*Extracts from " The Message from Dr. Jean Behar, 2000-2001 International President"*