



**Multiple District 105 - British Isles & Ireland
Lions Clubs International**

Club Extension Manual - *Project Forward Outlook*

CLUB EXTENSION PROGRAMME

Current Position

Our Multiple District has experienced a significant loss in total membership during the past decade. Our total membership for MD105 continues to drop at a rate of approximately 250 per year and this is only partially offset by new members attracted or by new clubs. However we are now also witnessing a substantial increase in the number of dropped clubs plus over half of clubs within MD105 have a membership below 20 which is the minimum required to form a new club.

We need to re-assess our strategies if we want to reverse this trend. Most members acknowledge that action is required.

Having that as a platform, it now gives us the opportunity to introduce programmes that will have a practical impact in the areas of membership retention, recruitment and club extension.

During recent years we have recorded excellent results in attracting new members to our existing clubs. In fact MD105 now attracts more new members per club than other Multiple Districts in Europe. However MD105 are heading another statistic in that we are closing more clubs than other Multiple Districts. This added to the fact that we, unlike the other large MD's within Europe, do not seem to be forming new clubs is the background to our declining membership. This programme aims to remind us of the how and need to form new clubs and indeed new types of clubs including Club Branch and New Century Clubs.

MD Club Extension Programme

It goes without saying that none of us want to see our membership continue to decline as it has in the past 10 years. The first issue to be addressed, therefore, is a recognition that our preferred choice of action must be to rejuvenate and expand our organisation.

The MD105 MERL Team have produced a membership programme – Project Refresh. It is expected that by following that programme clubs will retain their existing membership and also continue to attract new members with fresh skills and ideas which in turn will cease the recently encountered level of club closures. However some of our clubs have long standing members who will not wish to embrace any changes or review to their operations. We ask those clubs who do wish to change to allow a new club or club branch to be formed within their locality.

It is recognised that through forming new clubs with new categories will broaden our appeal to a greater number of the general public to join our organisation. The attainment of having clubs suitable for a range of membership from youth through to elderly will benefit the wider organisation plus the service projects we undertake.

The key aspects to achieving this success are:-

- Enthusiasm
- Determination
- Quality contacts
- Hard work
- Long term commitment

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Strategy

We would all like to be able to recruit new members and form new clubs in great numbers. Sometimes, however, we just don't know how to do this. To assist us, the MD MERL Team have joined the MD IT and PR Officers to develop a united strategy to ensure our membership increases and our service activities expand long into the future.

As part of this strategy "Project Forward Outlook" has been developed to advise what types of clubs can be formed and will also include some helpful hints on how to form a new club.

The Project Forward Outlook Programme is a refinement of proven extension programmes used for many years by a number of Districts within the MD.

The programme has been formulated after the evaluation of existing LCI Extension programmes and other successful ideas already being utilised throughout our MD.

Over a two or three year period the above action should not only increase membership but should also ensure we have a range of clubs suitable for young, middle aged and the elderly.

To achieve the best results, the newly formed MD Membership/ Retention, Extension & Leadership Team have agreed to work together with the MD PR and IT Teams under the banner "MERL+".

Our aims under Extension are as follows:-

- To reduce the number of clubs closing to zero.
 - To increase membership through the formation of new clubs.
 - To promote the Project Forward Outlook programme as an easy step by step guide to forming new clubs.
 - To have a particular focus within those Districts who have a membership below 1,250 which is the minimum number of members required to form a District.
 - To identify divergent methods of forming new clubs and to publish same throughout the MD.
 - To promote and form the various categories of clubs.
 - To encourage the formation of specialist clubs and clubs linked to specific types of projects.
 - To encourage the formation of new clubs or club branches adjacent to Aging Club.
- To monitor and assist the progress of Club Branches towards achieving Charter status.
 - Encourage all new clubs to have a membership reflecting the community in which they operate in terms of age, gender, skills and race.
 - To utilise contacts attained through completion of Lions Youth Projects in the attraction of new members and formation of clubs for younger members with a particular emphasis on Campus and Leo Clubs
 - Strive towards a "cradle to grave" organisation with types of clubs acceptable and attractable to all age groups.
 - Promote good communication lines between Campus/Leo Clubs and Lions Clubs to ensure membership progression is maximised.

It is believed that we have the necessary programmes in place to achieve our aims and, with YOUR help, our Multiple District can look forward to positive results during the coming years.

Lions Clubs International**Philosophy**

How often have you heard that we don't ask people to join Lions? There are some legitimate reasons for this. Most long term Lions have asked their closest friends, their fellow members, and find their circle of friends outside Lions diminishing as the years go by.

Also, most of us are naturally shy, and find it difficult to share our passion for community service with other people, and therefore reduce the opportunities to ask those people to join us. I'm sure you have also heard some of your friends in Lionism say, "I would have joined a long time ago, but nobody asked me"!

As well as highlighting the various types of new clubs which can be formed this programme overcomes the problems highlighted above and is based on selecting a large number of people from the community and inviting them to an Information Meeting. At that Information Meeting they will be provided with sufficient details to enable them to make an informed decision to join us in our crusade of community service.

The other benefit of the Information Meeting is, of course, that it provides members of the public with a great deal of information about Lions and is a great help to us when we seek contributions or support from the community for our service projects.

Summary of Programme

- It is recommended that a potential new club location is situated within driving distance of an existing Lions Club.
- The majority of new clubs will be formed through holding an information event to include a presentation on the work of Lions Clubs.
- Invitations are issued up to 500 people to attend an Information Meeting.
- The people invited are sourced from the telephone book, business directories, community directories and by using a "think tank" of members to list names of people and contacts. It is recommended that a minimum of 100 names is selected and when the programme has been completed once the most effective methods will become clear.
- It is recommended that this programme be completed over a 9 week period. It can be done in a shorter time frame, of course, but it would increase the work load on club members, and there is a risk that some short-cuts may be taken in the programme which would result in a disappointing outcome.

Lions Clubs International
Information Meeting

It is important that there are significant numbers of Lions in attendance to mingle with the invited guests before the meeting starts. In the case of small clubs it may be appropriate to invite members from adjoining clubs to assist on the night.

It is also very important that Lions in attendance should be smartly attired. Club uniforms (shirt and or pullover) are recommended but NOT District or Multiple District uniforms. Most of these meetings are of an informal nature and the presenter should be prepared to discard their jacket after gauging the dress code of those invited.

Make sure the club members arrive 30 minutes prior to the invited guests and they should be allocated certain guests to greet and host for the evening. Try not to give too much information to the guests at this time and advise them that all questions should be covered during the information address.

At the information evening arrange the following:-

- Chairs in theatre style
- A lectern
- A microphone, if required
- Attendance sheet
- Display club banner, charter
- Display club project photographs & newspaper articles
- Tea/ coffee and cake to be served before and after presentation
- A supply of membership application forms
- Copies of Objects and Ethics

A club member should be stationed at the entrance to mark off each attendee's name as they arrive and then introduce them to a fellow Lion who will act as their host for the evening. At the conclusion of the evening make sure that the attendance sheet records those who have shown a strong interest in joining Lions, those who are still thinking about it and those who are not interested. This information is essential for follow up.

It is recommended that an experienced presenter be used for the information address on the first occasion that the club undertakes this activity.

Suggested agenda for the evening is as follows:-

- Club President
 - welcome
 - introduction of Lions who will read Objects and Ethics
 - introduction of Presenter

Presenter

- information address
- video presentation "Ordinary People Amazing Things" or a current LCI/MD video

Club President

- conclusion
- invite attendees to next club meeting
- ask attendees if prepared to join and they are given a membership application form.
- invite to share tea/coffee after meeting

It is extremely useful if every club has a Potential Members leaflet (*see following pages*). This leaflet should contain details of the history and the service projects of the club plus basic background on the District, Multiple District and Lions Clubs International. Try to stay away from our management structure and titles as these will only confuse. A copy of the brochure "Ordinary People Amazing Things" or any current MD promotional material should also be presented to every attendee.

Lions Clubs International

Information Meeting Action Timetable

This is the countdown to your Information Meeting. Action required:-

9 Weeks Before

1. Book venue
2. Investigate Reply Paid Service from Post Office
3. Obtain contact lists - electoral roll, Chamber of Commerce membership list, business organisations, local authority publications, health/education publications, local phone/guide books and don't forget new housing developments for people you may recently have moved into the community.

7 Weeks Before

4. Cross reference the data obtained with those to be added onto the invitation list. This is a time consuming task and will need a large number of Club members to complete plus their local knowledge will be of benefit.
5. Have a supply of Reply Paid envelopes or print/stamp if required.

6 Weeks Before

6. Set up computer data base and key in data collected from step 4 showing name and address.
e.g.:-
Mr Barry Brown
132 Alabaster Street
Lionstown
LNI2 2AB

By having the data on a "Word" file it will be possible to mail merge direct on to invitation letters thus eliminating a considerable amount of work. The use of window envelopes will also save much time.

5 Weeks Before

7. To all persons on the data base do a mail merge of the invitation letter (*see following pages*).
8. Prepare the RSVP (*see following pages*) sheet to be included with the invitation letter. Again these can be partially completed for the recipient by using mail merge. The RSVP date should be 8 days prior to the meeting.

4 Weeks Before

9. Fold the invitations and place these together with a Reply Paid envelope and the RSVP sheet in the window or matching addressed envelope.

3 Weeks Before

10. Place a postage stamp on the invitation envelopes and forward. If the club has sufficient members then ask them to hand deliver the envelopes thereby saving costs.

8 Days Before

11. You will normally expect to receive replies from about 15% to 20% of those invited, with some acceptances and some non-acceptances. It is vital to follow up those who have not replied with a telephone call. If a club member is phoning from home a record should be kept so that they can be reimbursed. Don't forget when someone states they are unable to attend the Information Meeting, to ask if

they would attend on another occasion. The resulting comment should be noted. Never leave a message on an answering machine, call again until contact is made.

Weekend Before

12. As effective contact may not have been made with a number of people it is now very important to use the weekend to make contact. By the end of the weekend if no contact has been made a message on an answering machine may be allowed.

3 Days Before

13. Forward confirmation letter (*see following pages*).

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Invitation Letter (example)

Mr John Smith
26 High Street
Highfields
LN1 AB2

Dear John,

As President of the Lions Club of Highfields, I have great pleasure in inviting you to be our guest at a special Information Evening to be held at The Lodge Hotel, Happy Road, Uptown at 7.15 for 7.30pm on Wednesday, 23rd February.

You may well ask, "Why has this invitation been made?"

To assist the Lions Club's commitment to the community at large, we are hoping to expand into your community through the formation of a new local Lions Club. By your participation in this special Information Evening we hope you will be able to make a value judgement as to the merits of the Lions Organisation. We advise that membership in a Lions Club is open to be men and women, as it is our intention, to create a broader range of community service. Anyone in your household may also attend. At the meeting you will learn of the history of Lions, our aims and objectives, as well as being informed of meeting, project and financial obligations. In fact, you should receive all the necessary information to enable you to make a decision as to whether you too, would like to join the world's largest Service Club Organisation in a new Lions Club within the Uptown community.

We enclose an RSVP form for you to complete and return in the reply paid envelope provided, to reach us no later than ...*(8 days before meeting)*...

Along with all our members I look forward to your company, as our guest, on 23rd February.

Yours sincerely,

William Stooks
PRESIDENT
LIONS CLUB of HIGHFIELDS

Letter of Confirmation of Acceptance of Invitation

Mr John Smith
26 High Street
Highfields
LN1 AB2

Dear John,

Thank you for your acceptance of our invitation to attend the Lions Information Evening on 23rd February. The meeting will be in the Manor Suite, Lodge Hotel, Happy Road, Uptown commencing at 7.15pm.

I look forward to meeting you in person.

Yours sincerely

William Stooks
PRESIDENT
LIONS CLUB of HIGHFIELD

Lions Clubs International

RSVP Slip (example)

Please complete this RSVP Slip and forward it in the Reply Paid Envelope provided to reach us by 15th February.

Please tick to show your intentions.

- I am pleased to accept your invitation
- I am unable to accept you invitation for the date shown, but I would like to attend another meeting
- I am not interested in attending

Title Mr / Mrs / Miss or Other _____

Your first name _____

Your surname _____

Your address _____

Your phone no. Home _____ Business _____

Email Address _____

- The person(s) shown below will / will also attend the meeting

Title Mr / Mrs / Miss or Other _____

First name _____

Surname _____

Address _____

Phone no. _____

Email Address _____

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Telephone Follow Up

Notes before calling:-

- If a child answers, ask for Dad or Mum or Mr/Mrs
- If no answer mark on list for subsequent follow up
- If answer machine switches on - Hang Up
- If they are coming to the evening, confirm first names - mark on list
- If they are not coming - mark NO on list
- Do not ask questions which make it easy for them to say NO, such as "Would you like to come to the Invitation Evening?"
- Mark on list any comments such as referral to another person who may be interested or when to follow up if they want to come to a later meeting etc.

Suggested approach when calling:-

Good evening, this is (*name*) from Highfields Lions Club. Is this the (*name*) residence? It is, good. During the last week our Lions Club sent out invitations to selected people to attend an information evening on 23rd February.
Did that invitation arrive at your house?
Good. We're looking forward to seeing you there. (*Wait for their response*)

If they say they are coming -
Would you like to bring your partner or friend with you? (*If yes - ask their name and write it down*).
Confirm that they have transport, confirm the start time, and invite them to look for you on the night. Repeat you name.

If they say they are not coming
I'm disappointed to hear that. There is no obligation or expectation that YOU will be required to join the Lions organisation. This evening is planned to do two things. Firstly it gives us the opportunity to let people know just what the Lions organisation is all about - the projects Lions are involved in locally, nationally and internationally. Secondly, we are looking for input from our invited guests. You may well have some ideas for local projects that we haven't thought of. We really would like you to Come along. It's likely there will be quite a few people there you'll already know.

If they accept invitation see previous section

If they still decline
Thank you for your time

Frequently Asked Questions

*What do Lions do?
What's in it for me?
How much does it cost?*

RESPONSE - That's the purpose of the meeting. To inform people of the projects and involvement in the community so you can make an informed decision about becoming a member.

How long will the meeting last?

RESPONSE - Approximately one and a half hours.

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Potential Members Leaflet

A Potential Members Leaflet is deemed very useful as very often we over fill with Lions information on those we are trying to attract into the organisation. The drafting of a leaflet giving basic information on all activities of your Club plus basic information on projects at Club, District, Multiple District and International levels and of course a short history of our wonderful organisation is deemed to most appropriate way to highlight our aims and actions to the public who we are trying to attract into membership of Lions.

The main topics should include:-

History -

- Founded by Melvin Jones in USA in 1917
- Has spread to over 190 countries and geographical locations
- Worldwide membership of about 1.4 million, making it the world's largest service club organisation
- Lionism represented at the United Nations
- First club in the UK was formed in London in 1950
- Now approximately 950 clubs in the British Isles and Ireland with a combined membership of c.19,000
- The nearest club to this location is the Lions Club of Highfields began in 1965 and has 36 Members

Meetings -

- Meeting days, venue and time

Costs -

- Once only joining fee
- Half yearly dues

- Tail Twister fines
- Social events costs

Social Activities -

- Restaurant nights
- Theatre/concert nights
- A pre-Christmas function
- Charter Night Dinner
- BBQ's

Projects -

- The club has an extensive range of projects in which you may participate. It is up to the individual as to their level of project involvement. In the Lions we recognise family and business needs come before Lions work.

Fund Raising Projects -

- *List your fundraising activities here*

Service & Other Projects

- *List your service and other projects here*

The name and telephone details of a contact Lion should be detailed on the leaflet plus the address of the meeting venue.

Information Address Helpful Hints

The address is designed to provide sufficient information by the end of the meeting to enable the invited guests make an informed decision about joining the Lions organisation. It is also designed to have inter-active participation between the presenter and the guests so that they feel comfortable to ask and respond to questions plus generally creating a relaxing atmosphere.

It should be noted there is very little reference to District or Multiple District activities or structures as we have found that most people, in the early stages, are only interested in the local Lions Club and its local activities.

If it is known before the meeting that some of those invited will definitely be joining, make sure that you seat those people in the front so that they can encourage more to join. This will help to overcome the shyness of some who want to join but are reluctant to be the first.

Sometimes, there will not be anyone who immediately volunteers. The presenter will then have to keep talking, enquiring whether there are any issues that need clarification. It sometimes takes a while for the first volunteer and the presenter should continue to gently probe the intentions of those assembled. There have been instances where no-one volunteered initially, but with gentle persistence, there were eventually people who became members by the end of the meeting. Don't finish the presentation without agreeing a date for the next meeting and encourage those in attendance to recruit others.

The tea and coffee session after the meeting is also an important time and a number of undecided people quite often decide to join during that time. A number of others will want to think about it and they should be noted for follow up by telephone within two days.

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INFORMATION MEETING ADDRESSES - (example)

Club President

Good evening ladies and gentlemen, welcome and thank you very much for accepting our invitation to attend this evening.

My name is and I'm the president of the Lions Club of

Shortly we'll be hearing an address by our presenter which I hope will answer most of the questions you may have about Lions.

However, before I ask to talk to you, as a starting point, we're going to read our Lions Code of Ethics and the Lions International Objects, both of which all Lions try to live up to.

Firstly, the Lions Code of Ethics will be presented by Lion

Now our Lions Club International Objects read by Lion

Thank you. I hope that from hearing those two documents you have some understanding of what the Lions organisation is all about.

To expand that understanding, it is now my pleasure to introduce who will provide tonight's information address.

Presenter (*remember to smile as often as possible*)

Thank you President

I, too, take this opportunity to bid a warm welcome to all our special guests.

However, before we get underway, I'd like to ask you a couple of questions.

I'd like to know who has been living in this area for more than 10 years.

Please raise your hands.

Keep your hand in the air if you've lived here for more than 15 years.

(continue until only one is left)

Congratulations - you've also won a prize (*ensure you have a prize - i.e. Lions Christmas Cake*)

In many ways, I don't regard tonight's meeting as a Lions Club meeting.

I regard it really as a meeting of interested persons of this community, some who happen to be Lions, and others who are not - and it's my hope that at the end of my address we can take a decision to further strengthen this club and the wonderful work they do in the community.

Now I've got some more questions.

Could some of you tell me why you accepted the invitation to attend this evening?

(continue probing until you have a few responses)

Ok. Thanks for that.

Now the next question is what's the type of information you are hoping to hear tonight?

(again, continue probing until you have a number of responses)

Thank you.

Would it be fair to say that you'd like to know a little of the history of the Lions service club organisation, the meetings you're expected to attend, the cost of being a Lion, details of our social activities, and the expectation we would have of you as far as project work is concerned.

(get their general agreement)

Well, I'll shortly give you all of that information and then we'll pause to see if you have any further questions in relation to any of those subjects.

After that I'll go on to tell you the type of projects and activities this club has been and is involved with.

Tonight, I feel privileged as I have the honour to talk with you about the Lions, a club service organisation, the world's largest service club organisation with about 1.4 million Lions.

If I'm able to communicate to you tonight the meaning and spirit of Lionism, and to have you appreciate what you can give to those many people less fortunate than we are, you will tonight declare your intention to help form a new Club here in

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In accepting our invitation to attend this evening, you've given us the belief that you are generally interested in helping the growing number of people who need our support. We're very heartened by this as we need your help so that we can give and do more for those who need our assistance. Together we can make a difference in the lives of many!

Lionism was born in America in 1917 as the idea of our founder, Melvin Jones. While Melvin Jones had high hopes for Lions, even he couldn't have realised the organisation would grow to what it is today.

Lionism swept throughout the world into over 190 countries, as it touched the hearts and minds of those who share to reach out and touch, in a very positive way, the lives of those many people who require assistance.

Earlier this evening you heard the Lions Club Objects and Code of Ethics by which we strive to operate.

Bearing these in mind, obviously you now have an understanding of why Lionism has been so warmly embraced throughout the world.

Our club, the Lions Club of was chartered in and we form part of a District encompassing which in turn is part of the Multiple District of the British Isles and Ireland with a combined membership in excess of 19,000.

Our club currently has members.

But we want to build further so that we can continue to meet the needs of this community, and that's why we have invited you here this evening.

I would now like to tell you a little about how a Lions Club operates.

Each 12 months, commencing in July and concluding in June, the Club is served by its elected officers being President, Treasurer and Secretary. There are a number of committees with chairpersons who report to the meetings at least monthly and from these reports determines the operations of a club.

There are two meetings a month, being the ...(*1st*)... and ...(*3rd*)... (*day of week*) of the month and these start at ...(*7.30pm*).... The days and times of meetings, morning, lunch or evening, vary from club to club.

At some club meetings we have interesting guest speakers, sometimes we have a meal, and several we invite our partners. It's not essential that our partners attend, but most of them do, as they enjoy such occasions.

I guess you are wondering about the financial details.

There is a once only joining fee of ...£20/\$30... plus there are then half yearly membership dues of ... (£20/\$30)... Which works out to about ...£1.15/€1.60... per week to be a member of this Lions Club.

You're probably wondering why there is a membership fee when we provide a service to others.

The answer is simple. In the Lions organisation we ensure that every *pound/euro* we raise from the community is spent back in the community helping those who are less fortunate than we are.

Our membership dues, therefore, are to cover the administration costs of the club for things such as postage, stationery, phone calls, insurance for ourselves while we are working on projects and so on.

Naturally, when you attend a dinner meeting or a social function there is a charge.

So now you have the basic costs of being a Lion.

You may of course invest more, but that decision is entirely yours.

For example, it has been known for some Lions to purchase drinks after our meetings when many feel the important business is transacted. Our Lions Club is one of social and family involvement and I've no doubt this is a major reason why the club is so successful.

Many of us have as our closest friends, our fellow members and their partners, and we enjoy each other's company whether it is at a meeting, a fund raising project or a social activity.

We strongly promote the social aspects through such activities as

Through the family and social aspects of our club, our partners tend to see Lionism not as taking us away from them, but as an opportunity to be with us and broaden their activities and their circle of friends.

Time is a precious commodity to all of us and it's important that we recognise that family comes first, our job or business second and then Lions.

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You're probably wondering how much time we expect you to give to Lions work.

As a member of a Lions Club we ask you to give the time to attend most, if not all, meetings of which I've told you there are two per month, and that you become involved in at least one major project activity each year.

If you can do just that and, of course, meet your financial obligations, we would love to welcome you as a member of the Lions family.

Should you wish to become involved in a greater number of activities and you have the time to do so, naturally, we will encourage you.

Ok - to date we've spoken a little about the history of the Lions organisation, the meeting requirements, the costs, the social activities, and the fact that you can be involved through participating in as little as one major project per year - so let's pause now to answer any questions you may have about any of those aspects, and I'll do my best to answer them.

(during this period, again try to get the guests involved by spending some time seeking questions. If they ask about projects just let them know that you will be talking about this aspect shortly)

Thank you, everyone, I hope that most of the questions you asked have been answered to your satisfaction. Now, let's spend some time telling you about some of the project activities of my club the Lions Club of

.....
During the past 12 months we have completed..... projects.

In the coming 12 months we have
.....major fund raising and community related projects.

I will now give you brief details of each:-

.....
.....

(in this section include the clubs own community projects in the local area - e.g. art show, community fair, visits to nursing homes, Christmas carols and so on)

.....

(delete those projects below which are not appropriate)

As an example, this year we will again involve senior students from local high schools in the Youth Exchange Programme where we arrange home hosting for overseas youth and also encourage our own young people to participate in youth camps throughout the world. Through schools we also promote peace in the world through the peace poster competition which is also an international project. My club is very aware of the pressures on our young people so we participate in the Lions Drug Awareness Programme which introduces them to the consequences of using substances, alcohol and provides information on illicit drugs. It encourages discussion about why people experiment with substances of any kind.

There are many health issues we are involved in and we will be raising the awareness in the community of diabetes and related causes of blindness. We also support the Lions Hearing Dog programme.

This club is always aware of our environment and participates in environmental community projects.

There have been a number of significant human beings who've played dramatic roles in Lions Clubs vigorous growth and development, and I would like to briefly tell you about one of those people - Helen Keller.

Helen, from the age of 19 months, was deaf, blind and mute and had to create a world of her own with the help of a sense of touch and a great imagination. The determination and courage of Helen Keller saw her start and complete the difficult journey of learning to speak. She learnt words by placing her thumb on her teacher's throat at the larynx, her first finger on the lips, her second finger on the nose, and her hand resting on the cheek. Having gained the power of speech, Helen Keller commenced a lifetime of working for the blind. In 1925 this brought her to the annual convention of the Lions organisation and I would like to quote you a part of her speech:-

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Helen said:-

"I suppose you have heard the legend that presents opportunity as a capricious lady who knocks at every door but once, and if the door isn't open quickly, she passes on, never to return.

I am your opportunity, I am knocking at your door and I want to be adopted. Try to imagine how you would feel if you were suddenly stricken blind today. Picture yourself struggling and groping at midday as if in the night, your work and your independence gone. In that dark world wouldn't you be glad if a friend took you by the hand and said, "Come with me and I will teach you how to do some of the things you used to do when you could see". A ray of light touched the darkness of my mind and I found myself, found the world and found God. It's because my teacher learned about me and broke through the dark silent imprisonment which held me, that I am able to work for myself and others. If you care, the blind will indeed triumph over blindness. Will you help me hasten the day when there will be no preventable blindness, no little deaf, blind children untaught, no blind man or woman unaided?"

I appeal to you Lions, who have your sight, your hearing, you who are strong and brave and kind, will you not constitute yourselves as Knights of the Blind in the crusade against blindness."

Following her address, Helen Keller was made an Honorary Lion and became the first lady Lion, but more significantly, is rising above her misfortune, she became a critical catalyst in Lions Clubs future, which continues to this day. Her impact is measured in the millions of lives which have been transformed by Lions activities worldwide for the visually handicapped as Lions responded and indeed became Helen Keller's Knights of the Blind. Lions move ever closer to removing preventing blindness from the world with well over 4 million people now having had their sight restored because of Lions programmes. In some parts of the world people can have their vision restored for as little as five dollars.

You may also not be aware that the white cane to identify the blind was a Lions concept.

From what we have said this evening you now know why we consider being a Lion is very special. Even without money in many cases, we can make a difference in the lives of others by giving a helping hand, not only for today, but for tomorrow too.

I would now like to show you a short video entitled "Ordinary People Amazing Things" which will give you further insight into the work of Lions beyond this community. *(present video)*

By accepting our invitation to attend this meeting you have already shown your interest in helping the disadvantaged of your community. I ask you now on behalf of Lions Club International, to join us in our community service. Ladies and gentlemen, can I please ask you, if you wish to become a member of this new club, to please indicate by raising your hand now.

(pause for reaction)

At this point you may really have to work hard with phrases like:-

- "Come on, don't be shy"
- Who'll be the first to break the ice"
- Perhaps there's a husband and wife who would like to join"
- Now who in the front row would like to join this great club"
- What about someone from the back row"
- That's new members. How about a few more so we can help more in this community"
- You don't have to pay fees tonight"

(as each one joins go to where that person is sitting, sake them by the hand and congratulate them. In doing this you are using up time, which is to your benefit, as well as creating an atmosphere where more may join. Take your time and give the guests sufficient time to come to a firm decision. When you have got to the point where it is unlikely anymore will publicly raise their hand, conclude with the following):-

Lions Clubs International

We appreciate some of you may like a little more time before making a decision, in such cases you may wish to consult a spouse or partner. You may simply wish to ask one or two questions on a one to one basis. We'll now give all guests a handout which covers the major points of the presentation and you'll note the membership application form is at the back.

Those who have agreed to join should now complete that application.
Those who are still considering membership, and take the decision to join during refreshments, are also asked to complete the form before they leave.

I concluding, I thank all our guests for attending tonight and I thank you also for the attention you have given me during the course of the presentation.

A special thanks to those who have decided to join this club.
These thanks is extended on behalf of existing club members, and, in particular, on behalf of the community who depend on assistance given by people like you and I.

President

Before we adjourn for tea and coffee, or perhaps something a little stronger, I ask all present to thank our presenter Lion It is important that we build on the seed planted here this evening and therefore can I ask those members of the Uptown community here tonight which evening would be appropriate to hold our next formation evening. *After agreeing day.* Can I therefore ask all to make a special effort to encourage friends, neighbours, colleagues and business contacts to come along to the next meeting on *18th March to be held here in the Lodge Hotel, Uptown at 7.30pm.*

Thanks again to everyone who came along this evening, a hearty and warm welcome to our new members, and now let's have a little something to eat.

Answering questions and just being social after the information meeting is also very important as many of the undecided make the commitment to join during this period. Also ensure that you have obtained the names, before they leave, of those guests who remain undecided plus thank and mark any who have decided not to join.

Lions Clubs International

LIONS CLUBS INTERNATIONAL

Potential New Member Information Form

(Please Print)

Name _____

Title Mr / Mrs / Miss / Ms / Dr Other _____

Address _____

_____ **Post Code** _____

Telephone _____ (Home)
_____ (Business)
_____ (Mobile)

Fax _____

Email _____

Occupation _____

Year of Birth _____

Signed _____

Date _____

Lions Clubs International**Post Information Meeting**

After the conclusion of the information meeting, have a meeting of the Lions who organised the event. There should be an open and honest review of the success of the event. The key point to remember if you are disappointed with the number agreeing to join and form a new club is that you have planted a seed. Plus there is always the next meeting to improve on any disappointments. For example if you attained confirmation from only 3 prospective members then encourage each of those three to attract another and so on and so on. Soon you will have sufficient numbers to form at least a Club Branch if not a full Lions Club. It should also be remembered that the event can help promote Lionism within a new community and potential future support for your own Club's projects. If sufficient numbers are not attained to form a new Club or Club Branch then you must ensure that any interested people should be encouraged to join your own club.

Letter to Potential New Member

Mr John Smith
26 High Street
Uptown
LN1 2AB

Dear John,

It was a pleasure to meet you at our Information Evening, and I take this opportunity on behalf of Lions Clubs, to thank and congratulate you on your decision to help form a new Lions Club in Uptown. You will certainly be a most welcome addition to a new Lions Club in Uptown.

As agreed, the next meeting to help form the new Lions Club in Uptown will be:-

Date: 18th March
Venue: The Lodge Hotel
Uptown
Time: 7.30pm

We would be very pleased if you would like to invite your partner, colleague, neighbour or someone who you believe to bring a special talent/skill to a Lions Club in Uptown to the next meeting.

Once again, congratulations on your decision to help form a new Lions Club in Uptown and hopefully becoming a Lion. I look forward to a long, happy and satisfying association with you in assisting your community.

Yours in Lionism

William Stooks
PRESIDENT
LIONS CLUB of HIGHFIELDS

Follow Up Required

To maximise the number of new members recruited from the information meeting, it is important that the following procedures be undertaken:-

- A letter of thanks and encouragement signed by the Club President of the proposed "mother" Club should be forwarded to all new members within 48 hours of the information meeting. The date and time of the next meeting must be detailed. The letter should also include encouragement to bring along more potential new members to the next meeting.
- The attendance sheet should be perused for those who indicated that they need a little more time to decide about joining and follow up with telephone call within 48 hours.
- Start planning the next meeting.
- Those people who apologised for not being able to attend the Information Meeting should be contacted by telephone.

Lions Clubs International**Forming A New Club**

Lions Clubs International has been built on a simple philosophy - bring community-minded people together, give them the opportunity to make a difference and great things can happen. For more than 85 years, local Lions Clubs have applied this philosophy to meet humanitarian needs wherever and whenever they exist. While nearly 1.4 million Lions representing 46,000 clubs worldwide strive to improve their communities, there are still people to reach and new challenges to be met.

Traditional Lions Club

Your club can help meet these needs by chartering new Lions clubs in areas where none currently exist or by chartering an additional club to further assist the community. What better way to honour our proud past than by sharing our tradition of service with a new community?

In addition to securing the continued health and vitality of our association, chartering a new Lions club has benefits for your club as well. Building a new club will instil a sense of pride and accomplishment in your club members. Just imagine the impact a new club will have to those in need . . . and to your club, your district and the international association. It will be a positive growth experience for all.

There are no limits to the number of Lions clubs that can be established in an area, or where they can be organized. Wherever a community need exists, a new Lions club can help. While traditional communities may top the list of new locations for Lions clubs, think beyond municipalities to consider business parks, major corporations, medical complexes, universities and shopping centres as well.

To organise a new Lions Club you will need:-

- 20 or more charter members
- A sponsoring club, District Cabinet or District Committee
- Your District Governor's approval
- Completed charter application and appropriate fees

The steps to take:-**1. Determine Areas of Opportunity**

Begin by creating a list of communities that would benefit from a new club. Include both communities with no Lions Club and those who would benefit from an additional service club. Also consider – size of population, current service/community organisations already in place, local project possibilities and benefits for the area. Meeting facilities, business climate and closest possible sponsoring Lions Club.

2. Build Your Team

As well as District and Club Lions who are interested in advancing a new club involve Lions who live or work in the area, people involved in current Lions activities, non Lions interested in helping the community (i.e. government officials, local authority, doctors, police etc). The team should help gather names, visit potential new members to generate interest and help promote the potential new club to the community. A Guiding Lion is also recommended and for further information on how to become certified please contact your District or Multiple District Extension Officer.

Lions Clubs International**3. Develop A List**

Create a list of potential members, people who would enjoy the benefits of Lions Club membership. They may include – business leaders, professional organisations, volunteer organisations, health & social services, schools & educational institutes and not forgetting any Leo's or Lionesses. Contact the individuals listed as per method explained earlier in this booklet.

4. Host an Information Evening

Details of content for an information evening have previously been detailed in this document. Keep the meeting informal and interactive. Invite questions from the floor that can be answered by an experienced Lion. Various videos are available from MD and LCI which are a useful tool.

5. Host an Organisational Meeting

The meeting is usually conducted by the sponsoring club or guiding Lion. During the meeting essential administrative topics are covered, such as – membership responsibilities, structure of the association, description of each office, entrance fees & dues, election of club officers, suggested activities and date & time of next meeting. Some thought should also be given for the name of the new Lions Club. Total dues (LCI, MD, District and Club) currently amount to around £50 per annum and are charged in proportion half yearly.

6. Submitting the Charter Application

All required forms and documents can be obtained from the MD Extension Officer or downloaded from the LCI website using the following link

http://www.lionsclubs.org/EN/content/programs_mem_newclub.shtml

Upon receiving 20 or more charter applications a charter application is completed along with a list of the charter members and entrance fees which is then submitted to the MD Extension Officer.

Entrance fees are currently US\$30 per member and any members who transfer from an existing club pay a registration fee of US\$20. Cheques should be made payable to Lions Clubs International. The club should allow at least 45 days for the charter application to be approved and the charter/supplies to be supplied.

If the sponsoring club is unable to recruit 20 members consider forming a Club Branch so that the interested parties already attained are not lost over a prolonged period while trying to charter a full club. Full details on how to form a Club Branch are contained on the next page of this document. By forming a Club Branch you will remain with the potential to eventually form a traditional club plus you will retain the branches members on the books of the sponsoring (mother) club. This method of attaining Charter Club Status also allows the new club members to develop at their own pace and with projects which are applicable to their own community.

It is also important to allow any new club to form their own ideas and projects. Such matters as venue, day & time of meetings, meeting layout and projects should all be matter for the new club members. The Guiding Lion should expect to attend all meetings of the new club for the first year. The choice of a person to act as a Guiding Lion is critical to the success of the new club. While this person should be an experienced and knowledgeable Lion they should not dictate and only offer ideas when asked. The Sponsoring (mother) Club should not expect the new club to be a mirror image of them, but instead give them space to develop during a time and in a structure that the members of the new club are happy with.

Lions Clubs International

Club Branch

Any Lions Club may establish a branch in any area of its District not currently served by Lions. A club may form more than one branch; however, the District Governor must be notified that each branch is being formed.

An innovative way to help Lions expand service beyond the boundaries of their current club, the Club Branch Program gives Lions clubs the tools they need to reach into new communities and locations.

What is a Club Branch? - A Club Branch is a small group of people who become members of an existing "parent" Lions Club, but who hold meetings and conduct service activities at a location that is separate from the parent club. Branch members are full members of the parent Lions Club, with all privileges and responsibilities. In many communities, it is difficult to reach the 20-member minimum necessary to charter a new club. Club Branches can solve this problem. Because branches may be formed with a smaller number of members, they can flourish where chartered clubs cannot be established: small towns, remote rural areas, ethnic neighbourhoods, business parks and medical complexes

Parent Club--This is an existing Lions club that recruits branch members and provides support and guidance as needed. All club branch members are considered members of the parent club.

Branch Coordinator--As an officer elected from the branch membership, the branch coordinator serves as the leader of the club branch. In addition, he or she serves on the parent club's board of directors.

Branch Vice Coordinator--The branch vice coordinator is also elected from the branch membership. He or she serves as administrator, recording minutes for the branch meetings and preparing monthly financial reports for the parent club, among other duties.

Branch Liaison--A member of the parent club who acts as the go-between for the parent and branch, the branch liaison serves on the branch's executive committee.

Branch Member--As members of a club branch, Lions are active participants in meetings, service activities and fundraising projects. They vote on branch activities and, in some cases, may vote on parent club activities.

Starting a Club Branch

1. Host an informational meeting in the proposed branch's service area, after notifying the district governor that a branch is being formed. Invite community leaders, business professionals, educators and anyone else who is interested in joining the club branch. The branch liaison should also attend. This informal gathering can introduce Lions service and discuss possible projects, among other topics. Afterwards, thank participants for their time and invite them to take the next step: attending the organizational meeting.
2. Conduct an organisational meeting where potential branch members learn more about the details of Lions membership, club and branch structure, duties of branch officers, dues and any other relevant issues.
3. Invite them into membership and officially establish the new club branch.
4. Elect officers within the branch. Branch members should elect their own coordinator and vice coordinator. Duties for these officers are described above.

Once established, the Club Branch reports its service activities and membership changes to the parent club, which provides guidance and support for the branch. As the branch and parent club settle into these new roles, they are encouraged to hold occasional joint meetings to share information and further promote the spirit of fellowship. It is hoped that the Club Branch will continue to expand its membership and eventually attaining 20 members when it will receive a Charter and become a traditional Lions Club in its own right. Club Branch Builder Kits are available from LCI.

Lions Clubs International

New Century Lions Club

The New Century Lions Club gives adults through age 35 the ability to create a Lions club that fits their lifestyle and need for flexibility. Providing hands-on projects and more extensive use of technology to ease club administration, New Century Lions Clubs is an exciting new endeavour that offers members:

- the same rights, privileges and responsibilities common to all Lions clubs members in good standing.
- empowerment to choose service activities based on individual interests and community needs.
- the knowledge and strength of more than 46,000 Lions clubs worldwide.

What kinds of activities might a New Century Lions Club choose to pursue? Anything from building housing for disadvantaged people to environmental projects or working with young people -- projects that will help their communities and ignite their volunteer spirit. Choice and flexibility are important elements of a New Century Lions Club.

Quality individuals in your community: young professionals, emerging community leaders, current and former Leos, young parents and children of Lions are looking for ways to give back to their community. You can share the benefits of Lions with the young adults in your community by sponsoring a New Century Lions Club.

New Century Lions Clubs have a special emblem on their club charter, member pins, member certificates and other materials relating to the new club.

Membership--For seven years following the club's charter date, only men and women through age 35 may be invited to join. There is no requirement for members to leave the club when their age exceeds 35. Members have all rights, privileges and responsibilities common to all Lions members in good standing.

Charter Requirements--The New Century Lions Club must have:

- enrolment of 20 members
- endorsement of a sponsoring club, zone, region, district cabinet or district committee
- approval of the district governor
- other requirements applicable to the chartering of a Lions club

A New Century Lions Club Branch may be formed if recruiting 20 quality young adults is impractical.

Dues--New Century members pay annual international dues plus appropriate club, district and multiple district dues, if any.

Entrance Fee Waivers--Current and former Leos receive an entrance fee waiver.

Internet--New Century Clubs are encouraged to use the Internet to submit membership reports every three months.

Lions Clubs International

Leo Club

Arrange a meeting with Lions Club members to explain the responsibilities of Leo club sponsors. Explain that every Leo club must have an advisor. This advisor must be a Lion who enjoys working with young people. School-based Leo clubs often require a teacher or school administrator to serve as co-advisor.

Sponsoring a Leo Club also involves a financial obligation. The Leo Club organization fee is US\$100 or the national currency equivalent. This one-time fee includes:

- the costs involved in processing the Leo Club application
- a certificate of organization
- a Leo Club officers' kit
- a Leo Club sponsor kit
- US\$5 new member fees for the first 20 Leo Club members
- 20 Leo new member kits (including lapel pins, membership cards, and certificates, a welcome letter, and Leo decals) for the first 20 members of the club. NOTE: If there are more than 20 originating members in the new Leo Club, each additional member is assessed the new member fee of US\$5 and provided with a new member kit. This fee is charged to the sponsoring Lions Club at the time of certification (in addition to the US\$100 Leo Club organization fee) or when additional new members are reported.

Lions Clubs are also responsible for the annual Leo club sponsor levy of US\$90 or the national currency equivalent. The levy pays for Leo Club Program materials, mailings, club record maintenance, communications, awards, and Web site maintenance. The annual sponsor levy is prorated for clubs certified within the fiscal year.

Appoint three or more Lions to serve on a Leo Club committee. Determine if the new Leo Club will operate in conjunction with a local school, church, or other community group. Often, outside agencies require the appointment of their own club leader or advisor. This agency must agree to fulfil Leo Club Program responsibilities. Obtain the names of potential Leos from schools, houses of worship, youth groups, and friends and relatives of Lions Club members. Leo Club members must be between the ages of 12 and 28. Within this age range, Alpha Clubs are between ages 12 and 17, and Omega clubs are for members between 18 and 28. Where a Leo Club has an age range from 16 to 23 for example, utilise the Omega title.

Organizing a new Leo Club

1. Announce the day and date for a Leo Club formation meeting. Inform local young people about this meeting through notices sent to schools, religious youth groups, community programs, and the local media.

2. The organization meeting should explain the philosophy of the Leo Club Program. Lions should be prepared to answer questions concerning: requirements for Leo Club membership, the relationship to the sponsoring Lions Club, and activities undertaken by Leos.

3. Distribute the Application for Membership ([Leo-50](#)). Leo leaders can then submit: a signed Leo Club Organization Report ([Leo-51](#)) and the Leo Club organization fee of US\$100, or national currency equivalent, to the Youth Programs Department at international headquarters. Only registered Leo Clubs will receive a Leo club charter and Leo membership materials.

New Leo Clubs receive information packets from the LCI Youth Programs Department. Together, the Leo Club officers and Lions on the Leo Advisory Committee plan the Leo installation ceremony as outlined in the Leo Club Officer Installation and New Member Initiation ([Leo-8](#)).

Lions Clubs International

Campus Lions Club

What Can A Campus Lions Club Offer

Whether it is to lead a meeting, launch a fundraising program or organize a service project, a young adult will have the opportunity to develop leadership skills that can be used throughout their lives. First-hand experience in budgeting, planning activities and motivating others will enhance the member's professional abilities. The club can provide opportunities to gain experience that relates to individual fields of study. The young student will also have the chance to improve public speaking and presentation skills while communicating important social issues to others. Campus Lions Clubs provide an opportunity to get to know other students, faculty members and business leaders on a more personal level. Since Lions Clubs can be found in nearly every community, if a member of a Campus Lions Club chooses to relocate after graduation they will have the opportunity to meet the members of the Lions Club wherever in the world they decide to move.

Benefits To The University

Provides students with leadership opportunities, offers membership in a well-recognised service club, increases humanitarian service for the campus & the immediate community plus it builds positive community relations from visible service projects.

Approaching A Prospective School/University

Once a prospective school or university has been identified, contact the student activity director from the Office of Student Affairs to schedule an appointment to discuss the formation of the club. There are useful materials available from LCI such as complete campus extension kit and suggested duties of the faculty advisor. During this meeting the outline below will help important points to be covered:-

- Is the contact familiar with LCI? – gauge the individual's knowledge and relate the concept of a traditional Lions Club to the university campus
- Does the university encourage volunteering or service training? – If yes, ask about the programs that the college offers and if the Lions Club can become part of the programme or expand the effort. If the college does not offer service learning opportunities, explain that a Lions Club is an easy way to provide this opportunity.
- Are there needs on the campus a service club could address? – If yes, take note of these needs, mention a few ideas, such as drug awareness, youth programmes, environmental programmes and other projects the club could introduce. Write down ideas that surface during the meeting.
- Are there specific requirements for campus organisations? – If yes, ask for a copy. If a faculty advisor is required ask for recommendations. Get as many recommendations as possible and their contact details.
- Are there any limitations that would restrict membership to students? – Determine if the club would be limited to students or open to faculty. If faculty can participate, ask for names and contact telephone numbers.
- How can the club be promoted? – Can it be showcased at a special event or publicised in a campus newsletter? Take a moment to discuss promotional ideas including faculty announcements, manned displays during registration and placing posters on campus. Sample material is contained in the student recruitment kit which is available from LCI.
- Are there student leaders who may be interested? – Obtain their names and contact information.

Information Meeting

The objective of an information meeting is to promote the formation of a new club, sign up at least 20 interested individuals and schedule an organisational meeting. Details for such meeting have been covered previously in this document. After the Office of Student Affairs has approved the club and the faculty has been identified, obtain a meeting place and schedule the meeting.

Lions Clubs International

Campus Lions Club (continued)

Organisational Meeting

The organisational meeting is the first meeting of the new Lions Club or Club Branch. Topics to be covered include:-

- Structure and history of Lions Clubs International
- Information about club operations
- Explanations of each office
- Dues structure
- Future meeting dates and venues
- Recruitment of additional members

As well as the potential new members the following people should be invited to the organisational meeting:-

- Faculty Advisor
- Student Activities Director
- District Governor
- Sponsoring Club Representative and Guiding Lion
- Extension volunteers

Charter Fees and Dues

Each non-student charter member will pay US\$30 charter fee (transferring members US\$20).

All students of accredited colleges and universities who are invited to become members of a Campus Lions Club or Club Branch will pay US\$10 entrance fee when invited to join an existing Campus Lions Club or US\$10 charter fee when invited to join a new Campus Lions Club. A student waiver form will be required to be completed for each new student member.

Membership Promotion

Because of the nature of courses at universities being for a relatively short period of time it should be remembered that a new member promotion will be required on an annual basis.

Guiding Lion / Sponsoring Club

One of the key objectives of the Guiding Lion and/or the sponsoring club is to ensure all members of the Campus Lions Club are advised of the locations of Lions Clubs close to where the students will be resident during prolonged holiday periods or gap years. The same requirement must be in place when the students graduate and move on to places of employment or further study. In these cases it is appropriate to also advise the "home" Lions Club in the new locality where the Campus Club members will be resident of their details so that contact and invitations to meetings can be progressed

Lions Clubs International

Induction Ceremony

The Induction Ceremony is a very important component of how a new member sees our organisation and, if possible, the following should occur:

- The Induction Ceremony should be as impressive as you can make it
- Make certain the new member kit, lapel badge, and fully signed certificate incorporating the new members name are on hand before commencement of the ceremony.
- On completion of the Induction Ceremony ask each member present to come forward to personally congratulate and welcome the new member.
- If possible invite the new member's partner to be in attendance for the Induction Ceremony. It is appropriate to have the partner stand with the new member during the ceremony. At all times the new member and their partner must feel comfortable with the ceremony.
- A letter of congratulations and welcome signed by the President should be posted to the new member within 48 hours of the Induction Ceremony

The Ceremony

Lion President or Lion holding the highest office who is in attendance

We are about to begin the induction ceremony which will welcome a new member to the fellowship of the Lions Club of This is a most important occasion for the new member and for the club, and I would be pleased if you would give this ceremony your full attention.

Will the Sponsoring Lion please bring forward the candidate for induction.

On behalf of the members of the Lions Club of I express our pleasure that you have accepted the invitation to become a member of this club and Lions Clubs International.

Our club has a proud history having been chartered in It is a successful club, both within its own community and the wider community of our Lions District.

Our course, we are proud to say that we are part of the world's largest service club organisation, with about 1.4 million members in over 190 countries and geographical locations throughout the world.

You have been invited to become a member of this club, not on account of what the club can do for you, but on account of what you can do for the club by way of service, for those less fortunate than yourself. We believe as members of Lions Clubs International that service is the rent we pay for the space we occupy on this earth.

Membership of a Lions Clubs signifies your acceptance of certain obligations, most of which are embodied in the Lions Objects and Ethics. At this stage, I would like to remind all of us of the Lions Objects and Ethics and ask Lion To read the Lions Objects followed by Lion reading the Lions Code of ethics.

The Lions Objects and Ethics are now read

Turning to the new member

Lions Clubs International

Since you have expressed a desire to affiliate with this club and Lions Clubs International, I now ask you to respond to my words with a simple " I Do" or " I Will "

Do you hereby accept membership of the Lions Club of Knowing that such membership obligates you to participate in all functions of that club?

"- I Do -"

To the best of your ability, will you abide by the Lions Code of Ethics, attend meetings regularly, accept such assignments as are given you and contribute your share to the programs of your club, district and Lions Clubs International?

"- I will -"

You are now a member of the Lions Club of and your sponsor will now present to you the Lions emblem pin which signifies this membership.

Turning to the sponsor

Now I would like to ask the sponsor, Lion to respond to my words with a simple " I Will "

Will you fulfil the following obligations:-

- Make our new member feel welcome
- Introduce our new member to all club members
- Provide our new member with information about the club, it's offices and constitution
- See to it that assignments are given immediately, thereby enabling our new member to become an active Lion
- Arrange for orientation sessions on the Lions
- Be ready to answer any questions that might arise
- Encourage the new member to discuss with you any problems and offer possible solutions
- Assist the new member in developing into an outstanding Lion?

"- I Will -"

Turning to the new member

Fellow Lion ...*new member*... wear with pride this emblem. Let me congratulate you and welcome you into the greatest of all service club organisations -Lions Clubs International.

On behalf of the club, I now present you with your New Member Kit which includes your official Certificate of Membership. We wish you a long and happy association with Lions.

Fellow Lions, please welcome your new member, Lion

Go Forward

In Strength

Through Club Growth

*Let's Look Outwards So
That We Have A*

“FORWARD OUTLOOK”