



Dear Lion Presidents:

Another Lions year has begun! Some clubs who break over the summer are just getting started again. I wish you the best with all of your projects for the year.

We have a big challenge for all of the clubs in the district. WE HAVE EMBARKED ON A HUGE MEMBERSHIP DRIVE, and we'd like all of you to roll up your sleeves and join in! This drive is not confined to our district alone, but will be **statewide**, from the Red River Valley to the Badlands! Why the urgency, you ask?

First of all, our numbers have been dropping in each of the three districts to the point where we are faced with re-districting. **But rather than just give up and re-district, the three districts have decided to pull together and give this huge membership drive our best effort** this year to see if we can avoid this drastic measure. Our goal is for every district in North Dakota to have a NET GAIN of 75 members by March 30 of 2009. By "net gain", we mean that any losses WILL count against us, so it is important to close that back door, and keep every member you have as well as gaining new ones.

Secondly, WHY NOT have a membership drive? As Lions we should always be looking at sharing this organization with as many people as possible. Inviting your friends and neighbors will give them the opportunity to get involved in community service in meaningful and rewarding ways. MORE MEMBERS MEANS MORE SERVICE FOR OUR COMMUNITIES.

WHAT CAN YOU DO TO HELP YOUR CLUB GAIN MEMBERS? It's not fair of me to just say, "Gain members!" without giving you some ideas.

- 1) I'm enclosing a **second sheet with techniques** for you as president. Please read through those and think about what may work for your club.
- 2) **Share this letter with your membership chairman** and ask for his/her help.
- 3) Come to your local **zone** meetings--we will be sharing more information there!
- 4) Plan a **Fall Membership Drive for your club!**

Sincerely,
PDG Marian Johnson, 5NC Membership Chair
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MEMBERSHIP DRIVE SUGGESTIONS

Some of these approaches are tried and true; others are new. Consider the size of your club and what will work for YOU. (But remember, even if your club has only 12 members, retaining them and adding even ONE or TWO more is a big accomplishment.)

- 1) **Every Member Bring a Member**-- This is an old approach, but actually works!
- 2) **Plan a "Steak or Beans" meeting.** Everyone who brings a guest gets steak; those who don't get beans. Or "Chicken or Eggs". Keep it light-hearted and fun. Maybe the meals could be the same, but those who bring guests get a special dessert, along with their guests, of course
- 3) **Special Event Night**-Plan a visitor's night when your club is having a special speaker or an unusual activity. The Wing Lions did this a few years ago when they had a "Learn to Play Texas Hold-em" night. They took in 3 new members after that.
- 4) **Contact former members.** Why did they leave? Invite them back!
- 5) **Invite prospective members to work with you** on a particularly good service project. It's a great way for them to see what you do.
- 6) **Stage a Membership Contest**-A little friendly competition is always fun. You can divide your club into two or three parts, if it is large, and challenge each "team" to bring in the most new members. If your club is small, challenge a neighboring club! This could be arranged at your zone meeting.
- 7) **Hit the road!** Plan a road trip with members and friends to sort eyeglasses with Terry Narum in Minot or visit the Assistance Dogs in Jud.
- 8) **Or form a convoy** and take your club and guests to a rodeo, concert, the Hostfest in Minot, the Polka Fest in Strasburg, the Lutefisk and Lefse feed in Bowdon, etc. or any number of other musicals and events in surrounding communities.
- 9) **Plan to have several social functions during the year.** It could be a Spouses Night, an Inter-Club night, a New Member Night, a Family Night...whatever.
- 10) **Invite Spouses to become members.** If your club still does not include spouses, talk about it again! Remember, Lions International has a family rate (1/2 price for additional Lions from the same address joining the same club ...) Or, if there seems to be strong feeling against this, consider forming a Club Branch made up of spouses and others. They could have their own meetings. but work with you on service projects.
- 11) **Take a look at the 4-step membership plan.** This is written for clubs who meet every week, so it would have to be condensed and shortened for the once-a-monthers.
- 12) **Do cooperative projects with other community groups,** like Jaycees or young professional groups. They may want to join you in the future.
- 13) **HAVE FUN AND SHOW IT!** This is the best member magnet.

Look through the list and plan a membership drive now!