

TRANSFUSION/TRANSITION/TRANSFORMATION

FANTASTIC IDEAS GENERATED

RECRUITMENT

1. Make posters for display at Lions work projects to invite questions & to inform.
2. Update club and/or district specific brochures.
3. Find community electronic bulletin boards to advertise Lions activities/meetings.
4. Post information regularly to local Lions websites. Use the website on every piece of correspondence & literature.
5. Sponsor LEO clubs and identify moms & dads of LEOS to be LEO Club advisors who go to sponsoring club.
6. Ask them to join for a specific job; to chair a project the club has never done before and tailor it to their interest.
7. Have a meeting to discuss teenagers' challenges; invite parents and teenagers.
8. Invite them to a meeting that is extraordinary in exploring proposals for need for changes in the community.
9. Reinforce the need to evaluate the needs of prospective members on a regular time frame.
10. Ask people what the community needs.
11. Contact PTA at grade schools and ask for 5 couples as volunteers to come up with a school related project. (A) meet with volunteers to initiate a project; (B) finance the project; (C) club agrees to help finance the project; (D) volunteer invited to join the club as the project progresses.

12. “SELL” what we have to offer to business leaders. Many companies require employees to participate in community service events.
13. Chamber members invited to attend a coffee/hot chocolate & dinner after work to exchange business ideas & meet fellow chamber members to encourage supporting one another all sponsored by the local Lions Club.
14. Ask a person to help out – not for membership but because their help is really needed – experience a project.
15. At 4th of July Celebration sign up people for community calendar and as they sign up invite them to join the club.
16. Be actively involved in other community events using the opportunity to talk about your club with an invitation.
17. Seek invitations to explain Lions to home owners’ associations, professional associations, government entities, chamber of commerce – incorporate into training sessions.
- 18 Business networking.
19. Personal and professional leadership growth through training.
20. Recruit the whole family instead of just the adults – LEOS.
21. Involvement of family in club programs.
22. Have a project that all age groups can be involved in from the very inexperienced to the very experienced.
23. Get QUEST implemented in your school . The parents (potential members) will become interested in your interest in their children.
24. Share some of your experiences – what gratification you have received from helping and how you have benefited from being a Lion.
25. Invite prospective members to help on a Lions project so they can see/feel what Lions do before inviting them to a meeting or to join.

INVOLVEMENT

1. Don't make going to meetings or projects mandatory. Let them do the ones they are comfortable with, yet make them understand how important it is that they attend 100% if possible.
2. Be creative about 100% attendance. Example: Average meetings are 1 hour or less. Service projects may take several hours. Give members credit for time spent.
3. Encourage new ideas on service projects.
4. Assess members' skills, desires and time available. Match those assets to specific projects.
5. Allow members to promote themselves (as individuals or business). Eliminate fines for this.
6. Networking.
7. Observe the club for 3 months & teach us what we can do to improve.
8. Orientation.
9. Younger members give testimonials.
10. Set dues, standards, attendance policies by the group. Include the use of the word "Lion" previous to name, vests, pins within these standards.
11. Club within a club. Subgroup that does its own Lion thing.
12. Ask new members that unfulfilled needs they have. (Can the club – Lions – address the needs.
13. Use Proud Lion Award for achievement in the first 6 months.
14. Have all club members share with the club what they do and what interests they have – networking.
15. Bring a friend with you as often as possible.

16. Attend as many meetings as possible.
17. 100% Lion.
18. Let the Lion be involved at the level with which they are comfortable.
19. Attend meetings when possible to learn about Lions.
20. Ask prospective members about their special interests – one that could be used on a project, done on his/her time.
21. Represent Lions as coach at Little League, team sponsor by Lions Club.
22. Identify interest that each member has and let them lead in accomplishing their project.
23. Ask them to introduce themselves & express their interests and expertise. Afterwards, committee chairs could approach them about working on a particular project.
24. You can expect to be involved in a project you enjoy.
25. Visit with candidate and spouse – what are your interests?
26. Use your talents – everyone enjoys doing something.
27. Share you ideas with the club.
28. Let them pick from a list what they want to do.
29. Must list their interests.

RETENTION

1. Understand/appreciate outside of Lions activities/commitments and adjust club responsibilities to take into account those responsibilities.
2. Utilize all Lions (LCI) member status – active, affiliate, associate, life, etc.
3. Strongly encourage attendance at conventions – make conventions worthwhile.
4. Subsidize new members to state or district conventions.
5. Inter-club visits.
6. Conduct business at board meetings; announce pertinent decisions at regular meetings.
7. Meeting programs involving current, mostly local situations.
8. Meeting programs of interest to members.
9. Well planned meeting agendas.
10. Strengthen Tail Twister's role and involvement in club meetings.
11. Improve quality of meetings and activities.
12. Encourage family attendance – agendas appropriate for families.
13. Schedule meeting field trips to project locations.
14. Proper awards and recognition.
15. Use a goal setting similar to Proud Lion of 100% Lion reward with convention credits – perhaps one night's lodging.
16. Review club projects Y their relevance to the club & the community.
17. New projects if and when possible.

18. Change when necessary for continued interest to club functions.
19. New dynamic projects/activities.
20. Be open to all ideas but with cooperation of the club to utilize feasible ones.
21. Make sure every member knows their ideas are valued. Evolution is good.
22. Members encouraged to voice changes in club meetings/projects.
23. Keep members busy – can't expect them to come to meetings just for the sake of a meeting – keep them involved.
24. Involved on a committee immediately.
25. Club social involvement – club and/or community groups.
26. Orient, inform!!! Initially and again.
27. Enthuse them enough to personal commitment for the long term.
28. Fun!!!!!!!!!!!!
29. Fun, tail twisting, fun.
30. Personal recognition.
31. Stay involved in club projects.
32. Involvement.
33. Interesting (quality) meetings.
34. Listen, listen, listen.
35. Caring.
36. Inclusion of newer ideas along with traditions.

37. Instill a feeling of belonging & a sense of fulfilling a need for their fellowman.
38. Meaningful recognition.
39. Recognize members for jobs well done – both in Lions as well as other functions in their lives.
40. Fellowship after the meeting is over.
41. Give them the opportunity to feel personal gain and gratification in remaining an active Lion.
42. Insure members are aware that their input is desired and welcomed (both positive and negative) {input needs a solution – not just a complaint}.
43. Continually assess the members' skills, interests, and time available.
44. Updated vision and mission statements.
45. Planned and meaningful meetings.
46. Maintain communications with all members of the club – email, web sites.
47. Insure members involvement meets member needs/desires.
48. Get members fully converted to Lions.
49. Service with a purpose.
50. Take new members to visit other Lions Clubs – meetings and activities.
51. Ask new members to help with club meetings (prayer, pledge, song, etc.)
52. Keep all members involved in club activities.
53. Open up the opportunity to allow them to lead & give leadership training.

ORIENTATION

NOTE: Reference is made to the Lions Club International publication (Orientation – listed in the bibliography) to complement the ideas detailed in this module. The emphasis is on the delivery system that is visual, passionate, and interactive.

1. Basic information about Lions (history, focus, ethics, objects, mission)
2. World service – action presentation showing involvement of Lions.
3. Regional and local focus – action presentation or on-sight visits.
4. Why joining is of value:
 - (A) Improve community and the world.
 - (B) Association with like-minded individuals.
 - (C) Fun.
 - (D) Improve personal/professional life:
 - (a) Leadership skills
 - (b) Communication skills
 - (c) Organizational skills
 - (E) Networking possibilities
 - (F) Family activities/special events
 - (G) Serve youth in various capacities

PROPER RECOGNITION

FOREMOST: Recognition to be effective must meet the following criteria:

- Geared to the individual
- Timely
- Unexpected
- Earned
- Genuine

1. Recognize those who nominate recipients of usual awards.
2. Do not dilute an award – must remain special.
3. The person – not the situation - is honored.
4. Presentation of awards is as important as the award itself – present with flair.
5. Personalized gifts.
6. Tell the supervisor or co-workers of someone's success.
7. Publicize the recognition: district newsletters, web sites, local paper.
8. Know the person you are recognizing.
9. Recognize a young Lion by providing a nomination to attend an Emerging Lions Leadership Institute or sending to a USA/Canada Lion Leadership Forum.
10. Find someone doing something right and recognize them.
11. Recognize in different ways.
12. A verbal thank you for a job well done.
13. Recognize in simple yet poignant ways.
14. A reward may be as simple as a phone call.
15. Use awards of personal interest to the individual.
16. Recognize individual service of various efforts.
17. Become a recognition catalyst.
18. DG sends each 1st time convention attendee a thank you for attendance.
19. A hand written card to new members regarding their membership.

20. Immediate recognition by giving on the spot thank you cards.
Example: Business card with hand written comment on the back.
21. Congratulations note on card for an accomplishment.
22. Present "Attitude" pin.
23. Create and give personal pins as a reward for effort.
24. Personalize an item by sewing on a small (2") Lions emblem.
25. Personalized pens as a gift/reward.
26. Publicly commend someone.
27. Recognize individual efforts outside the realm of Lions.
28. Ensure criteria for recognition is known and shared.
29. A phone call at work saying, "Thank you."

MEETING MANAGEMENT

1. Networking (introduction of members, members present programs on areas of expertise and interest - limiting fines from these introductions).
2. Eliminate boring statistics being verbally distributed by presenting information in “hardcopy” for full digestion and technologically presented highlights.
3. Inquire of meeting participants what they would like to do or have at future meetings. Try to accommodate special interests.
4. Time for membership to visit with other members and catch up on their family/business news.
5. Make certain meetings are started and ended at the proper time.
6. Distribute agenda before meeting with emphasis on following the agenda.
7. Review and revise as necessary the agenda well in advance of the meeting.
8. Rotate participation among all club members. (Signing up for a part or assigning a part of the program, insure that all Lions participation is equal to their ability or interest).
9. Have agenda for next meeting available for Lions to volunteer for various duties.
10. Make an agenda and follow it – things we have to do first, second, third or not at all.
11. Meetings preplanned, prepared organized, and well done.
12. Plan, plan, plan.
- 13 Time management – keep things moving.

14. Be on time – whether leading or attending the meeting.
15. Give all in attendance a chance to make their opinions known and even negative opinions considered.
16. Provide a means for everyone attending to have some ownership (they are not just an observer).
17. Teach how to keep meetings on track – minimize tendencies to digress; keep the end goal in sight.
18. Don't let a meeting leader hang him/herself by contributing to meeting digression.
19. Make meetings worthwhile.
20. Once decisions are made, don't rehash subjects.
21. Timely information.
22. Use resources – new and traditional.

PUBLIC RELATIONS

NOTE: Cherokee Productions, the contracted company to produce the interactive teaching DVD, is the expert in this field and was appropriately advised to create the module. Suggestions offered included the following:

1. Modernize the message and the icons.
2. Modernize the images – include men, women, young, older, all races, etc.
3. Creating modern, interesting interactive web sites.
4. Modernize attractive formats for newsletters.
5. Attractive signage at projects.
6. Invitation extended to community leaders to specific Lions projects.

EXTENSION

Note: Reference is made to the Lions Club International manual “New Club Extension” as listed in the bibliography. A recommendation would be to replace “extension” with “development”. A modern approach would be to illustrate the material and steps. Suggestions for illustration:

1. Survey and assess with community leaders potential service projects – try to build a common interest.
2. Have a cadre of people from a likely community: view a video with passionate details about a project; hear a testimonial from someone or a community that has received assistance from the Lions.
3. A 1, 2, 3 illustrated approach on making a contact for a new club, getting a financial commitment, obtaining a list of potential members, organizing the new club.