



Promoting Lionism

1.5 Million Goal for 1983

As Lionism enters a new decade in a troubled world where global problems continue to grow, so, too, must we grow to accept the challenges that lie ahead. If we are to continue to meet the needs of our fellow man, now and in the future, membership growth is vital. Unless we plan now to develop and increase our service potential, a gradually declining membership is a real and frightening possibility.

Since its inception in 1917, our Association has grown to include nearly 1.3 million members from more than 33,000 clubs, providing community and humanitarian service around the world. Our mission now is to maintain and surpass this record of achievement.

Last June, the International Board of Directors adopted and approved a new, three-year membership growth and development plan — GROWTH MEANS GREATER SERVICE. This program, which will culminate at our 66th International Convention in Hawaii, will strive to achieve the goal of a 1.5 million membership by 1983.

The symbol above has been chosen as a reminder to all Lions that in order to expand the scope of Lionism within your community and around the world, your Club, and your Association, needs greater resources — resources that only you can provide — manpower.

Keeping pace with today's, and tomorrow's, complex world will not be an easy job. Yet, as more community-minded men become Lions, service activities will expand, and greater numbers of people will be cared for through Lionism. New Lions can mean new ideas, new vitality, new achievement, and new areas of service for your Club. The growth of our Association is measured not only in numbers, but in degrees of spirit, enthusiasm, and the ability to embody the motto "WE SERVE."

It is now time to tap this resource. There are thousands of potential leaders waiting to be challenged. Within your community there are scores of men willing to serve; waiting to become Lions. Give them this opportunity.

Being a Lion is an honor, and a special kind of responsibility. It is a commitment to dedicating oneself to serving mankind and an obligation to making a strong and active Club. Being a Lion means doing your part, no matter how large or small, to make our world a better place in which to live. It is a feeling of self-satisfaction that you do more than merely exist in this world, a world in which we too often neglect the needs of those less fortunate than ourselves.

In the words of Founder Melvin Jones, "I hope there will always be a land of beyond for Lions International; a goal that will keep growing larger as we approach it, yet will keep out of reach, challenging us to run faster, work harder, think bigger, give more."

The success of this program depends upon the ability of each and every Lion to live up to these words. Begin working toward this goal today, and give someone else the chance to give of himself. Sponsor a new member, for GROWTH MEANS GREATER SERVICE.