



Every Lion who sponsors one or more new members during the January-February-March District Membership Growth Program will receive this special pin, bearing International President Morgan's Presidential emblem. District Governors must request the pins from International Headquarters for the Lions Clubs in their respective Districts.

Membership Development

Share Lionism With A Friend

Dear Fellow Lion:

Every Lions Club depends upon its members to maintain its image in the community. When membership begins to lag, projects tend to fall a little behind, and eventually, a club's reflection in the eyes of the community will begin to tarnish.

For this reason—and for many others—reaching out to more men in your town who would like to become Lions is vitally important. Consider the good feeling of fellowship that comes with belonging to a group of men like your hometown Lions. A morning or evening spent with men who care about their community and other human beings can mean so much. Wouldn't you like to share this meaningful experience with others who can appreciate its significance in their lives?

New members are not hard to find. The January-February-March District Membership Growth Program provides an excellent opportunity for Lions to seek out new members. Telling about Lionism's goals and achievements would certainly arouse the interest of service-minded men not yet affiliated with a community club.

The selection of prospective members can come from a variety of sources:

- Current club members could be asked to provide a list of at least two men they know who would be of value to the club.
- "Dropped" members taken from the Secretary's records may be contacted to learn if they would like to be active, valued Lions once more.
- A general survey of the community may turn up many new members. Suburban areas, shopping centers, governmental agencies and similar institutions shouldn't be overlooked for those who may show an interest in Lionism.
- Send a Lion to a newly-opened business in town to welcome the owner or operator into the community, and extend an invitation to meet your fellow Lions, as well.

Once a list of potential members is put together, it should be presented to the general membership with the explanation that the names have not yet been screened. Each Lion should then be asked to fill out a "Proposal for Membership" form to be submitted to the Membership Committee. Each name on the prospect list should be thoroughly screened, with consideration given to time available to fulfill Lionistic commitments.

Once all the names have been screened, present the finalized list to the club board of directors for approval.

The list of "sales points" for joining a Lions Club are many. Each sponsor should carry a list of these points with him when he calls on prospective members. These points might include a brief history of Lions Clubs International, the individual club's service record in the community, and how area residents have benefited from having an active Lions Club working for them.

Once a man does become a Lion, *involve* him in club activities. Lions who are never asked to participate, who sit in solitary silence at club meetings while others do the talking, do not remain Lions for long. A man should be brought into the club with a proper induction ceremony, formally acknowledging the contribution of his time and energy which he is about to give.

The January-February-March District Membership Growth Program is a better-than-ever time to reach out to men in your community who may want to become Lions.

Signing an "Invitation to Membership" form signals what can be just the beginning of a long, meaningful relationship with Lionism; indeed, with a man's community and his entire way of looking at himself. He's taken a firm step towards achieving his full potential as a mature, caring individual involved with the world, not merely himself. He has become a vital link in bringing about A WORLD TOGETHER.

It is up to us to allow others to share in the rich rewards of service.

I believe that it is always necessary to remember that we do not hold any exclusive right to serve our fellowman. The right belongs to all of those willing to give of themselves so that others may enjoy a little happiness.

Sincerely,
Lloyd Morgan
International President