



Build Quality Membership

Dear Fellow Lion:

Our International Program is one which requires the commitment and participation of every Club member. But if we are to expand our objectives, if we are to even more successfully ANSWER THE CALL TO SERVE, new members are needed. Moreover, these must be men of quality who will dedicate themselves to the principles and goals of Lionism, men who recognize their personal responsibility to their communities and to people in need. Age is not a factor if they are men of quality. They may be young, middle aged or retired—our Clubs have places for them all.

Bringing men of quality into your Lions Club is most assuredly a year-round job. Our annual membership drives, however, are proven ways to build your Club's strength and we are presently beginning one of these programs. Our January-February-March District Membership Growth Program has been successful in the past and I look forward to our 1985 drive likewise resulting in the growth and development of quality members. Every Lion who brings in a new member during this program will, in addition to knowing he has strengthened his Club, receive a handsome pin signifying he has sponsored a Lion.

Once this new member has been inducted, it is necessary that he be involved immediately in Club service activities. Men of quality desire responsibility; they want to be involved. Give a new Lion meaningful assignments and he will definitely not drop away.

During the next three months, make a special effort to Answer The Call by building quality membership. Your Lions Club's ability to establish new and more ambitious goals will be heightened because you have fortified your Club with men who willingly accept the responsibility of community leadership. Building quality membership, though, requires the commitment of each and every Lion. It is a responsibility we should all accept.

Sincerely,

H.A. Mason
International President



Every Lion who sponsors a new member during the January-February-March District Membership Growth Program is eligible to receive this clutch pin. District Governors are responsible for ordering pins for deserving Lions in their Districts.