



Strengthening the Foundation of Membership

October 1993 Membership Growth Program

In 180 nations and geographical areas around the world, Lions actively pursue humanitarian endeavors, making life a sweeter prospect for so many people in need.

At the heart of every project, of course, is the membership. Every man and woman who pledges their commitment to service is responsible for the success of each activity. There is no reward for being a Lion—other than knowing in their hearts that they've truly made a difference in the quality of life for another person.

Participation in our membership growth is another commitment to service; the stronger our membership stands, the stronger our ability to serve others. In a world in which the tragedies of poverty, pain, loneliness and despair remain a constant, Lions should ensure that their humanitarian endeavors, too, remain a constant and vigilant effort. SightFirst is our most ambitious service activity, and to support the worldwide impact it will have, our membership must support it most wholeheartedly.

The October 1993 Membership Growth Program is a time Lions everywhere can join in strengthening the resolve and ability of the association to meet the critical challenges that face Lions Clubs International—the world's largest, most active service club organization.

This program offers awards for Lions who help add to the membership of their clubs.

In the words of International President James T. Coffey, "Identifying and inviting qualified men and women to join our clubs is a responsibility shared by all Lions.

"We all must seek out those friends, acquaintances and associates who are not yet Lions, but who already possess the qualities that characterize Lions. We must give them the opportunity to become full participants in our organization and gain the satisfaction and prestige that come with membership."

Joining a Lions club offers an opportunity to expand horizons; new friendships are forged and new ideas explored. Business contacts, while certainly not the reason for joining, are sometimes a by-product of regular contact with like-minded individuals who can see another Lion's sense of responsibility and commitment to service in action.

President Coffey continues: "No membership program can be successful, however, unless the current members feel part of an **organized** membership development effort, and in fact, also feel enough pride in the club to invite prospective members to visit it."

What these prospective members should see is a club that uses teamwork to get things done. Working together teaches cooperation, leadership, organization...all important life skills that will benefit every individual.

When a new member **is** inducted into a Lions club, the ceremony should be a special welcome, with due

emphasis on the new Lion's importance to the club's success.

A sponsoring Lion's involvement does not end with the induction ceremony. It is the responsibility of this Lion to help guide the new member through the initial period of adjustment. This is a critical time for the bonds of fellowship and commitment to be formed—ensure that this newest club member is quickly involved in activities of interest and substance.

Lions can share the future with so many others who want to commit to the global vision of a better world—a world in which the hungry are fed; the sight handicapped once more see clearly and the needs of the less fortunate may be met.

Lions can only achieve their goals if the association's strength remains equal to the challenges that face it as the world-class champion of humanitarianism.

Look around you. Whom do you see? Men and women who would welcome an opportunity to become part of a family, a family of caring, responsible and vital individuals who live in different parts of the world, yet share the same vision of global service.

All members have to do is extend the hand of friendship and invite them to join Lions.